



# ABC Health Magazine

For the six months ended December 31, 2013

Field Served: Providing consumers with up-to-date information on healthy living.

## CONSUMER MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

Published by XYZ Publications Inc.

Frequency: 12 times/year

ABC Member # 04-0000-0

ABC Health Magazine

### EXECUTIVE SUMMARY - Average for the Period

	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Analyzed Non-Paid	Total Circulation	Rate Base	% Above or Below Rate Base
Print	1,290,000	270,000	1,560,000	5,000	1,565,000	1,500,000	4.3
Digital	10,000	1,000	11,000		11,000	10,000	10.0
<b>Total Circulation</b>	<b>1,300,000</b>	<b>271,000</b>	<b>1,571,000</b>	<b>5,000</b>	<b>1,576,000</b>	<b>1,510,000</b>	<b>5.1</b>

Editorial content consistent across all copies. Digital copies may have additional content. Advertising content and format may vary at the discretion of the advertisers.

### 1. ANALYSIS OF CIRCULATION - Average for the Period

	Print	Digital	Total Circulation	% of Total
<b>PAID SUBSCRIPTIONS</b>				
Individual Subscriptions*	1,090,000	10,000	1,100,000	69.8
Combination Subscriptions*				
Association: Deductible*				
Association: Non-Deductible*				
Award Point*	80,000		80,000	5.1
Club/Membership: Deductible*				
Club/Membership: Non-Deductible				
Deferred*				
Partnership: Deductible*	20,000		20,000	1.3
Sponsored Sales	15,000		15,000	0.9
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>1,205,000</b>	<b>10,000</b>	<b>1,215,000</b>	<b>77.1</b>
<b>VERIFIED SUBSCRIPTIONS</b>				
Public Place	75,000		75,000	4.8
Individual Use	10,000		10,000	0.6
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>	<b>85,000</b>		<b>85,000</b>	<b>5.4</b>
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>1,290,000</b>	<b>10,000</b>	<b>1,300,000</b>	<b>82.5</b>
<b>SINGLE COPY SALES</b>				
Single Issue Sales	270,000	1,000	271,000	17.2
Combination Sales				
Partnership: Deductible				
Sponsored Sales				
<b>TOTAL SINGLE COPY SALES</b>	<b>270,000</b>	<b>1,000</b>	<b>271,000</b>	<b>17.2</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>1,560,000</b>	<b>11,000</b>	<b>1,571,000</b>	<b>99.7</b>
<b>ANALYZED NON-PAID</b>				
List Source	5,000		5,000	0.3
Market Coverage				
Delivered with Host Products				
Non-Paid Bulk				
<b>TOTAL ANALYZED NON-PAID</b>	<b>5,000</b>		<b>5,000</b>	<b>0.3</b>
<b>TOTAL CIRCULATION</b>	<b>1,565,000</b>	<b>11,000</b>	<b>1,576,000</b>	<b>100.0</b>

\*Included in Average Price calculation.

Consumer Magazine  
Publisher's Statement

For six months ended December 31, 2013

## 2. ANALYSIS OF DIGITAL CIRCULATION BY PLATFORM - AVERAGE FOR THE PERIOD

	Subscriptions			Single Copy Sales	Total Paid & Verified Circulation	Analyzed Non-Paid	Total Circulation
	Paid	Verified	Total				
Browser Edition							
Web (.com)	4,417		4,417		4,417		4,417
Mobile (m.com)							
Apps							
Tablet	575		575		575		575
Smartphone	435		435		435		435
Multi-Platform	4,573		4,573	1,000	5,573		5,573
<b>TOTAL DIGITAL CIRCULATION</b>	<b>10,000</b>		<b>10,000</b>	<b>1,000</b>	<b>11,000</b>		<b>11,000</b>

## 3. CIRCULATION BY ISSUE

		Subscriptions			Single Copy Sales	Total Paid & Verified Circulation	Analyzed Non-Paid	Total Circulation
		Paid	Verified	Total				
PRINT								
	July	1,199,000	90,000	1,289,000	250,000	1,539,000	5,000	1,544,000
	Aug.	1,201,000	85,000	1,286,000	286,000	1,572,000	5,000	1,577,000
	Sept.	1,203,000	80,000	1,283,000	275,000	1,558,000	5,000	1,563,000
	Oct.	1,207,000	90,000	1,297,000	265,000	1,562,000	5,000	1,567,000
	Nov.	1,210,000	80,000	1,290,000	253,000	1,543,000	5,000	1,548,000
	Dec.	1,210,000	85,000	1,295,000	291,000	1,586,000	5,000	1,591,000
DIGITAL								
	July	8,000		8,000	1,100	9,100		9,100
	Aug.	9,500		9,500	900	10,400		10,400
	Sept.	10,550		10,550	950	11,500		11,500
	Oct.	11,000		11,000	1,005	12,005		12,005
	Nov.	10,000		10,000	1,000	11,000		11,000
	Dec.	11,000		11,000	1,000	12,000		12,000
TOTAL								
	July	1,207,000	90,000	1,297,000	251,100	1,548,100	5,000	1,553,100
	Aug.	1,210,500	85,000	1,295,500	286,900	1,582,400	5,000	1,587,400
	Sept.	1,213,550	80,000	1,293,550	275,950	1,569,500	5,000	1,574,500
	Oct.	1,218,000	90,000	1,308,000	266,005	1,574,005	5,000	1,579,005
	Nov.	1,220,000	80,000	1,300,000	254,000	1,554,000	5,000	1,559,000
	Dec.	1,221,000	85,000	1,306,000	292,000	1,598,000	5,000	1,603,000

## 4. AVERAGE CIRCULATION FOR LESS THAN NATIONAL EDITIONS

		Subscriptions			Single Copy Sales	Total Paid & Verified Circulation	Analyzed Non-Paid	Total Circulation	Rate Base
		# of Issues	Paid	Verified					
REGIONAL EDITION									
Northeast									
	Print		65,000	15,000		80,000	3,000	83,000	
	Digital		5,000			5,000		5,000	
	Total	3	70,000	15,000		85,000	3,000	88,000	
								85,000	
South									
	Print		50,000	12,000		62,000		62,000	
	Digital		4,000			4,000		4,000	
	Total	3	54,000	12,000		66,000		66,000	
								63,000	

## 5. PRICES

Suggested Retail Prices - for the statement period

Average Single Copy	\$3.95
Subscription	\$24.00

Average Subscription Price - for the 12 months ended June 30, 2013

	<u>Net</u>	<u>Gross (Optional)</u>
Price per Copy	\$1.42	
Annualized - 12 issue frequency	\$15.00	

## 6. SUPPLEMENTAL ANALYSIS OF AVERAGE VERIFIED DISTRIBUTION

Public Place Distribution	Print	Digital	Total Circ.	Individual Use Copies	Print	Digital	Total Circ.
Doctor/Healthcare Providers	62,000		62,000	Charitable Donors	1,000		1,000
Education/Learning Facilities	3,000		3,000	Individually Requested	7,000		7,000
Hotel/Lodging	2,000		2,000	License Holders	1,000		1,000
Personal Care Salons	3,500		3,500	Season Pass Holders	500		500
Specialty Retail Locations	4,500		4,500	Show Attendees	200		200
Other				Other	300		300
<b>Total Public Place Copies</b>	<b>75,000</b>		<b>75,000</b>	<b>Total Individual Use Copies</b>	<b>10,000</b>		<b>10,000</b>

## 7. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended December 31, 2013

A. DURATION		%	C. CHANNELS		%
(a) One to six months (1 to 6 issues)	21,527	5.0	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	300,000	70.3
(b) Seven to eleven months (7 to 11 issues)	6,695	1.6	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	127,000	29.7
(c) Twelve months (12 issues)	275,530	64.5	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	None	
(d) Thirteen to twenty-four months	71,149	16.7	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	52,099	12.2	<b>Total Subscriptions Sold in Period</b>	<b>427,000</b>	<b>100.0</b>
<b>Total Subscriptions Sold in Period</b>	<b>427,000</b>	<b>100.0</b>			

## 8. GEOGRAPHIC DATA for the December 2013 issue

Total paid & verified circulation of this issue was 0.3% greater than the total average paid & verified circulation.

Total analyzed non-paid circulation of this issue was the same as the total analyzed non-paid circulation.

STATE	Subscriptions			Single Copy Sales	Total Paid & Verified Circulation	Analyzed Non-Paid	Total Circulation
	Paid	Verified	Total				
<b>PRINT</b>							
Alabama	7,000		7,000	1,000	8,000		8,000
Arizona	15,000		15,000	1,000	16,000		16,000
Arkansas	5,000		5,000	1,000	6,000		6,000
California	125,000	20,000	145,000	25,000	170,000	5,000	175,000
Colorado	19,000	5,000	24,000	1,000	25,000		25,000
Connecticut	5,000		5,000	3,000	8,000		8,000
Delaware	2,000		2,000	1,000	3,000		3,000
District of Columbia	3,000		3,000	20,000	23,000		23,000
Florida	26,000		26,000	1,000	27,000		27,000
Georgia	18,000		18,000	1,000	19,000		19,000
Idaho	4,000		4,000	1,000	5,000		5,000
Illinois	161,000	15,000	176,000	25,000	201,000		201,000
Indiana	6,000		6,000	1,000	7,000		7,000
Iowa	8,000		8,000	1,000	9,000		9,000
Kansas	15,000		15,000	1,000	16,000		16,000
Kentucky	9,000		9,000	1,000	10,000		10,000
Louisiana	14,000		14,000	3,000	17,000		17,000
Maine	8,000		8,000	1,000	9,000		9,000
Maryland	8,000		8,000	1,000	9,000		9,000
Massachusetts	5,000		5,000	2,000	7,000		7,000
Michigan	15,000		15,000	4,000	19,000		19,000
Minnesota	4,000		4,000	5,000	9,000		9,000
Mississippi	6,000		6,000	3,000	9,000		9,000
Missouri	5,000		5,000	2,000	7,000		7,000
Montana	5,000		5,000	1,000	6,000		6,000
Nebraska	5,000		5,000	4,000	9,000		9,000
Nevada	6,000		6,000	3,000	9,000		9,000
New Hampshire	8,000		8,000	2,000	10,000		10,000
New Jersey	25,000		25,000	6,000	31,000		31,000
New Mexico	5,000		5,000	1,000	6,000		6,000
New York	254,000	28,000	282,000	98,000	380,000		380,000
North Carolina	9,000		9,000	1,000	10,000		10,000
North Dakota	5,000		5,000	1,000	6,000		6,000
Ohio	9,000		9,000	3,000	12,000		12,000
Oklahoma	10,000	2,000	12,000	2,000	14,000		14,000
Oregon	6,000		6,000	1,000	7,000		7,000
Pennsylvania	8,000		8,000	1,000	9,000		9,000
Rhode Island	4,000		4,000	3,000	7,000		7,000
South Carolina	10,000		10,000	2,000	12,000		12,000
South Dakota	6,000		6,000	1,000	7,000		7,000
Tennessee	8,000		8,000	1,000	9,000		9,000
Texas	95,000	5,000	100,000	16,000	116,000		116,000
Utah	9,000		9,000	2,000	11,000		11,000
Vermont	8,000		8,000	3,000	11,000		11,000
Virginia	100,000	10,000	110,000	20,000	130,000		130,000
Washington	18,000		18,000	2,000	20,000		20,000
West Virginia	9,000		9,000	2,000	11,000		11,000
Wisconsin	54,000		54,000	5,000	59,000		59,000
Wyoming	12,000		12,000	1,000	13,000		13,000
<b>TOTAL 48 CONTERMI- NOUS STATES</b>	<b>1,181,000</b>	<b>85,000</b>	<b>1,266,000</b>	<b>288,000</b>	<b>1,554,000</b>	<b>5,000</b>	<b>1,559,000</b>
Alaska	2,000		2,000	2,000	4,000		4,000
Hawaii	6,000		6,000	1,000	7,000		7,000
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>8,000</b>		<b>8,000</b>	<b>3,000</b>	<b>11,000</b>		<b>11,000</b>
U.S. Unclassified							
<b>TOTAL UNITED STATES Poss. &amp; Other Areas</b>	<b>1,189,000</b>	<b>85,000</b>	<b>1,274,000</b>	<b>291,000</b>	<b>1,565,000</b>	<b>5,000</b>	<b>1,570,000</b>
<b>U.S. &amp; POSS., etc.</b>	<b>1,191,000</b>	<b>85,000</b>	<b>1,276,000</b>	<b>291,000</b>	<b>1,567,000</b>	<b>5,000</b>	<b>1,572,000</b>
Canada	14,000		14,000		14,000		14,000
International	2,000		2,000		2,000		2,000
Other Unclassified	2,000		2,000		2,000		2,000
Military or Civilian Personnel Overseas	1,000		1,000		1,000		1,000
<b>TOTAL PRINT</b>	<b>1,210,000</b>	<b>85,000</b>	<b>1,295,000</b>	<b>291,000</b>	<b>1,586,000</b>	<b>5,000</b>	<b>1,591,000</b>
Digital	11,000		11,000	1,000	12,000		12,000
<b>GRAND TOTAL</b>	<b>1,221,000</b>	<b>85,000</b>	<b>1,306,000</b>	<b>292,000</b>	<b>1,598,000</b>	<b>5,000</b>	<b>1,603,000</b>

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**9. EXPLANATORY**

- (a) Suggested Retail Prices: Subscriptions:
- (b) Average non-analyzed non-paid circulation for the 6 month period: 4,000 copies per issue.
- (c) Post expiration copies: None.
- (d) [Explanations to support data claims, as required.]

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**10. AUDIT HISTORY**

<b>Audit Period Ended</b>	<b>Total Rate Base</b>	<b>Audit Report</b>	<b>Publisher's Statements</b>	<b>Difference</b>	<b>% of Difference</b>
12/31/10	1,650,000 (a)	1,707,750	1,699,500	8,250	0.5
12/31/11	1,650,000 (b)	1,691,250	1,699,500	-8,250	-0.5
12/31/12	1,650,000 (b)	1,707,750	1,699,500	8,250	0.5

(a) Publisher claimed separate Print and Digital rate bases - see Audit Report for details.

(b) Publisher claimed separate Paid & Verified and Analyzed Non-Paid rate bases - see Audit Report for details.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules.

Parent Company: ABC Media  
ABC HEALTH MAGAZINE, published by XYZ Publications Inc. • 123 Any Lane • Anytown, IL 60000

NAME  
Director, Consumer Marketing  
P: 212.555.1234 • URL: www.

NAME  
Publisher

Date Signed:  
Established: 2005 ABC Member since: 2006

## SUPPLEMENTAL ANALYSIS OF DIGITAL EDITION

The following analysis provides information regarding recipients of the digital edition that may have had access to the edition through multiple platforms.

### 1. Analysis by Issue by Platform of Digital Edition Circulation

	Browser Edition		Apps			Total
	Web (.com)	Mobile (m.com)	Tablet	Smartphone	Multi-Platform	
A. Issue Analysis by Platform of Net Digital Edition Circulation Claimed in Par. 1						
July	3,000		1,000	100	5,000	9,100
Aug.	4,000		500	500	5,400	10,400
Sept.	5,000		450	500	5,500	11,450
Oct.	5,000		500	505	6,000	12,005
Nov.	5,000		500	500	5,000	11,000
Dec.	4,500		500	500	6,500	12,000
6 mo. avg.	4,417		575	435	5,573	11,000
B. Additional Digital Circulation (inclusive of Bundled Sales)						
July	96,000	75,000	32,000	10,000	129,000	342,000
Aug.	184,000	85,555	39,000	12,000	66,000	386,555
Sept.	132,000	90,005	42,000	15,005	103,000	382,010
Oct.	126,000	90,005	50,000	24,000	119,000	409,005
Nov.	179,555	85,000	45,005	15,000	76,000	400,560
Dec.	119,000	72,005	46,000	35,000	161,000	433,005
6 mo. avg.	139,426	82,929	42,334	18,501	109,000	392,189
C. Total Aggregate Digital Edition Circulation (inclusive of Bundled Sales)						
July	99,000	75,000	33,000	10,100	134,000	351,100
Aug.	188,000	85,555	39,500	12,500	71,400	396,955
Sept.	137,000	90,005	42,450	15,505	108,500	393,460
Oct.	131,000	90,005	50,500	24,505	125,000	421,010
Nov.	184,555	85,000	45,505	15,500	81,000	411,560
Dec.	123,500	72,005	46,500	35,500	167,500	445,005
6 mo. avg.	143,843	82,929	42,909	18,936	114,573	403,189

### 2. Analysis of Total Digital Edition Activity (inclusive of Bundled Sales)

	Browser Edition						Apps					
	Web (.com)			Mobile (m.com)			Tablet			Smartphone		
	Unique Browsers	Total Visits	Average Time Spent	Unique Browsers	Total Visits	Average Time Spent	Unique Devices	Total Visits	Average Time Spent	Unique Devices	Total Visits	Average Time Spent
July	41,580	62,370	49m, 23s	22,500	27,000	30m, 14s	30,000	99,000	72m, 9s	7,600	25,080	32m, 1s
Aug.	78,960	118,440	48m, 42s	25,667	30,800	32m, 13s	34,600	114,180	64m, 10s	10,400	34,320	43m, 7s
Sept.	57,540	86,310	50m, 19s	27,002	32,402	38m, 9s	36,200	119,460	59m, 15s	12,002	39,607	37m, 13s
Oct.	55,020	82,530	51m, 14s	27,002	32,402	29m, 8s	39,200	129,360	71m, 21s	11,400	37,620	41m, 19s
Nov.	77,513	116,270	48m, 13s	25,500	30,600	32m, 19s	35,602	117,487	62m, 37s	9,000	29,700	39m, 20s
Dec.	51,870	77,805	39m, 19s	21,602	25,922	54m, 32s	35,200	116,160	71m, 8s	18,000	59,400	40m, 54s

Note 1: No effort was made to unduplicate across platforms.

Note 2: Multi-platform circulation may be represented in 1 or more of the above platform usage analyses.

Additional metrics could include: usage data, issue/ad specific information.

	Analyzed Issue Date	12/01/13
	Analyzed Issue Text (for double month issue date)	
04-0000-0	Average Single Copy Price	3.95
	Association Subscription Price	
	U.S. Subscription Price	24.00
	Canadian Subscription Price	
	International Subscription Price	