

MAGAZINE

Publisher's Statement

Six months ended June 30, 2013

Subject to Audit

Field Served: Enthusiastic home cooks who want to deepen their understanding of food preparation, broaden their knowledge of cuisine and expand their repertoire of recipes.

Published by Taunton Press, Inc.

Frequency: 6 times/year

1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Paid & Verified Circulation: (See Par. 6)					
Subscriptions:					
Paid					
Print	161,142	61.2			
Digital (Replica)	2,083	0.8			
Total Paid Subscriptions	163,225	62.0			
Verified					
Print	12,500	4.7			
Total Verified Subscriptions	12,500	4.7			
Total Paid & Verified Subscriptions	175,725	66.7			
Single Copy Sales					
Print	87,319	33.2			
Digital (Replica)	316	0.1			
Total Single Copy Sales	87,635	33.3			
Total Paid & Verified Circulation	263,360	100.0	250,000	13,360	5.3

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$6.95		
Subscription	\$29.95		
Average Subscription Price Annualized (6 issue frequency)		\$25.86	
Average Subscription Price per Copy		\$4.31	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2012.

3. PAID & VERIFIED CIRCULATION BY ISSUE OF PRINT AND DIGITAL REPLICA

Issue	Paid Subscriptions			Verified Subscriptions			Single Copy Sales			Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital (Replica)	Total Paid & Verified Circulation
	Print	Digital (Replica)	Total Paid Subscriptions	Print	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Digital (Replica)	Total Single Copy Sales			
Feb./Mar.	163,903	1,898	165,801	12,500	12,500	178,301	104,059	289	104,348	280,462	2,187	282,649
Apr./May	160,985	2,118	163,103	12,500	12,500	175,603	80,531	301	80,832	254,016	2,419	256,435
June/July	157,905	2,865	160,770	12,500	12,500	173,270	77,367	358	77,725	247,772	3,223	250,995

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2008	%	2009	%	2010	%	2011	%	2012	%
Subscriptions:										
Paid	145,660	55.5	141,835	56.2	140,981	54.6	139,160	56.2	140,706	56.9
Verified	611	0.2	4,811	1.9	10,028	3.9	10,007	4.0	10,417	4.2
Total Paid & Verified Subscriptions	146,271	55.7	146,646	58.1	151,009	58.5	149,167	60.2	151,123	61.1
Single Copy Sales	116,155	44.3	105,829	41.9	107,096	41.5	98,506	39.8	96,054	38.9
Total Paid & Verified Circulation	262,426	100.0	252,475	100.0	258,105	100.0	247,673	100.0	247,177	100.0
Year Over Year Percent of Change		5.6		-3.8		2.2		-4.0		-0.2
Avg. Annualized Subscription Price	\$25.86		\$26.52		\$26.68		\$26.68		\$26.74	

6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID & VERIFIED CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation.

	Print Average for Period	Digital (Replica) Average for Period	Total	% of Circulation
PAID SUBSCRIPTIONS				
Individual Subscriptions*	161,142	2,083	163,225	62.0
TOTAL PAID SUBSCRIPTIONS	161,142	2,083	163,225	62.0
VERIFIED SUBSCRIPTIONS				
Public Place (See Par. 6A)	12,500		12,500	4.7
TOTAL VERIFIED SUBSCRIPTIONS	12,500		12,500	4.7
TOTAL PAID & VERIFIED SUBSCRIPTIONS	173,642	2,083	175,725	66.7
SINGLE COPY SALES				
Single Issue Sales	87,319	316	87,635	33.3
TOTAL SINGLE COPY SALES	87,319	316	87,635	33.3
TOTAL PAID & VERIFIED CIRCULATION	260,961	2,399	263,360	100.0

*Included in Average Price calculation

6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the statement period to the following public areas:

Verified Subscription:	Doctor/Health Care Providers	Personal Care Salons	Automotive Outlets	Other	Total Public Place Copies
Public Place	6,700	5,500	300		12,500

6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the statement period to the following individuals:

None

7. GEOGRAPHIC DATA for the February/March 2013 issue

Total paid & verified circulation of this issue was 7.3% greater than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	1,442	6	1,448	815	2,263
Arizona	2,552	116	2,668	2,574	5,242
Arkansas	812	2	814	273	1,087
California	22,920	2,143	25,063	12,147	37,210
Colorado	3,111	140	3,251	5,126	8,377
Connecticut	3,816	217	4,033	1,377	5,410
Delaware	451	80	531	300	831
District of Columbia	566	51	617	242	859
Florida	7,477	342	7,819	6,171	13,990
Georgia	3,113	523	3,636	3,533	7,169
Idaho	783	1	784	613	1,397
Illinois	5,916	1,146	7,062	3,264	10,326
Indiana	1,909	82	1,991	1,055	3,046
Iowa	972	5	977	560	1,537
Kansas	1,058	5	1,063	497	1,560
Kentucky	1,178	1	1,179	731	1,910
Louisiana	1,421	2	1,423	563	1,986
Maine	947		947	537	1,484
Maryland	3,484	539	4,023	1,660	5,683
Massachusetts	5,502	702	6,204	2,241	8,445
Michigan	4,428	78	4,506	2,334	6,840
Minnesota	3,051	74	3,125	1,321	4,446
Mississippi	611	1	612	211	823
Missouri	1,759	46	1,805	1,432	3,237
Montana	702	1	703	587	1,290
Nebraska	599	3	602	339	941
Nevada	1,085	2	1,087	990	2,077
New Hampshire	943	126	1,069	545	1,614
New Jersey	4,313	1,523	5,836	2,592	8,428
New Mexico	1,083	1	1,084	314	1,398
New York	9,407	1,865	11,272	5,101	16,373
North Carolina	4,022	49	4,071	2,175	6,246
North Dakota	245		245	181	426

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Ohio	4,563	70	4,633	2,354	6,987
Oklahoma	1,023	3	1,026	324	1,350
Oregon	3,310	99	3,409	2,052	5,461
Pennsylvania	5,843	702	6,545	3,661	10,206
Rhode Island	621	2	623	338	961
South Carolina	1,581	9	1,590	963	2,553
South Dakota	269		269	142	411
Tennessee	1,966	7	1,973	1,276	3,249
Texas	6,131	1,132	7,263	3,459	10,722
Utah	1,030	3	1,033	884	1,917
Vermont	810	11	821	259	1,080
Virginia	4,910	398	5,308	2,503	7,811
Washington	6,062	178	6,240	3,740	9,980
West Virginia	566	8	574	169	743
Wisconsin	2,913	5	2,918	1,388	4,306
Wyoming	274	1	275	190	465
TOTAL 48 CONTERMINOUS STATES	143,550	12,500	156,050	86,103	242,153
Alaska	640		640	370	1,010
Hawaii	711		711	652	1,363
TOTAL ALASKA & HAWAII	1,351		1,351	1,022	2,373
U.S. Unclassified					
TOTAL UNITED STATES	144,901	12,500	157,401	87,125	244,526
Poss. & Other Areas	190		190	174	364
U.S. & POSS., etc.	145,091	12,500	157,591	87,299	244,890
Canada	17,941		17,941	15,628	33,569
International	729		729	383	1,112
Other Unclassified	1,898		1,898	948	2,846
Military or Civilian Personnel Overseas	142		142	90	232
GRAND TOTAL	165,801	12,500	178,301	104,348	282,649

ANALYSIS BY ABCD COUNTY SIZE for the February/March 2013 issue

Magazines of less than 500,000 total average paid and verified circulation not required to answer this paragraph.

8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended June 30, 2013

A. DURATION		%
(a) One to six months (1 to 3 issues)	23	0.0
(b) Seven to eleven months (4 to 5 issues)	10	0.0
(c) Twelve months (6 issues)	31,747	73.6
(d) Thirteen to twenty-four months	6,366	14.8
(e) Twenty-five months and more	5,005	11.6
Total Subscriptions Sold in Period	43,151	100.0
B. USE OF PREMIUMS		
(a) Ordered without premium	38,693	89.7
(b) Ordered with material reprinted from this publication, See Par. 9	3,927	9.1
(c) Ordered with other premiums, See Par. 9	531	1.2
Total Subscriptions Sold in Period	43,151	100.0

C. CHANNELS		%
(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	41,220	95.5
(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	649	1.5
(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	1,282	3.0
(d) Subscriptions as part of membership in an organization	None	
Total Subscriptions Sold in Period	43,151	100.0

9. EXPLANATORY

- (a) Suggested Retail Prices: Average Single Copy: Canada, \$7.95. International, \$6.95. Subscriptions: U.S., 2 yrs. \$49.95; 3 yrs. \$69.95. Canada, 1 yr. \$31.95; 2 yrs. \$53.95; 3 yrs. \$75.95. International, 1 yr. \$36.00; 2 yrs. \$62.00; 3 yrs. \$88.00.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 2,668 copies per issue.
- (c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 7,122 or 4.4% of average paid subscription circulation.
- (d) DESCRIPTION OF DIGITAL (Replica) - The Digital Edition is an exact replica of the print product in format and advertising content. The Digital Edition is available at www.finecooking.com/apps/all.
- (e) Use of Premiums: "Desserts 4 Today eBook," 125 delicious desserts you can create with just 4 ingredients, a recipe booklet and a tote bag, with no advertised or stated values, were offered with some subscriptions.
- Several test offers were made, none of which produced more than one percent of Total Subscriptions Sold in Period. All of these special offers taken together produced 0.1% of Total Subscriptions Sold in Period.

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2011; Variation from Publisher's Statements

Audit Period Ended	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)
12-31-11	250,000	240,000	247,673	-7,673	-3.1
12-31-10	250,000	257,216	258,105	-889	-0.3
12-31-09	(a)	252,475	252,475		
12-31-08	225,000	260,252	262,427	-2,175	-0.8
12-31-07	225,000	251,915	248,554	3,361	1.4

(a) Effective 01/01/09 changed from 225,000 to 250,000

NOTE BY ALLIANCE FOR AUDITED MEDIA

In accordance with Chapter B2.8(d) of the AAM Rules, the following is repeated from the Audit Report for the 12 months ended December 31, 2011: "The difference shown in average paid and verified circulation in comparing this report with the Publisher's Statements for the period audited is 7,673 copies per issue deduction."

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 Alliance for Audited Media's Bylaws and Rules.

Parent Company: Taunton Press, Inc.

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AAM Member since: 1997

04-0325-6	Analyzed Issue Date	02-03/01/13
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	6.95
	Association Subscription Price	
	U.S. Subscription Price	29.95
	Canadian Subscription Price	31.95
	International Subscription Price	36.00