

Annual Frequency: 6 times/year

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 The Taunton Press

## Publisher's Statement

6 months ended December 31, 2016, Subject to Audit

### EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
192,630	60,124	252,754	250,000	2,754

### TOTAL CIRCULATION BY ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			Total Paid & Verified Subscriptions	Single Copy Sales			Total Paid & Verified Circulation - Print	Total Paid & Verified Circulation - Digital Issue	Total Paid & Verified Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions		Print	Digital Issue	Total Single Copy Sales			
Aug/Sep	168,857	1,958	170,815	18,408		18,408	189,223	62,745	223	62,968	250,010	2,181	252,191
Oct/Nov	168,377	1,913	170,290	18,408		18,408	188,698	55,625	177	55,802	242,410	2,090	244,500
Dec/Jan	179,659	1,902	181,561	18,408		18,408	199,969	61,400	202	61,602	259,467	2,104	261,571
Average	172,298	1,924	174,222	18,408		18,408	192,630	59,923	201	60,124	250,629	2,125	252,754

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	121,996	1,924	123,920	49.0
Partnership Deductible Subscriptions	50,269		50,269	19.9
Sponsored Subscriptions	33		33	0.0
<b>Total Paid Subscriptions</b>	<b>172,298</b>	<b>1,924</b>	<b>174,222</b>	<b>68.9</b>
<b>Verified Subscriptions</b>				
Public Place	17,000		17,000	6.7
Individual Use	1,408		1,408	0.6
<b>Total Verified Subscriptions</b>	<b>18,408</b>		<b>18,408</b>	<b>7.3</b>
<b>Total Paid &amp; Verified Subscriptions</b>	<b>190,706</b>	<b>1,924</b>	<b>192,630</b>	<b>76.2</b>
<b>Single Copy Sales</b>				
Single Issue	59,923	201	60,124	23.8
<b>Total Single Copy Sales</b>	<b>59,923</b>	<b>201</b>	<b>60,124</b>	<b>23.8</b>
<b>Total Paid &amp; Verified Circulation</b>	<b>250,629</b>	<b>2,125</b>	<b>252,754</b>	<b>100.0</b>

### VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2015	250,000	246,590	246,590		
12/31/2014	250,000	244,818	244,818		
12/31/2013	250,000	259,033	263,904	-4,871	-1.8

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### PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy	\$6.95		
Subscription	\$29.95		
Average Subscription Price Annualized (3)		\$27.24	
Average Subscription Price per Copy		\$4.54	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended June 30, 2016

(3) Based on the following issue per year frequency: 6

### ADDITIONAL DATA IN [WWW.AUDITEDMEDIA.COM](http://WWW.AUDITEDMEDIA.COM) MEDIA INTELLIGENCE CENTER

Circulation by Regional, Metro & Demographic Editions  
Geographic Data  
Analysis of New & Renewal Paid Individual Subscriptions  
Trend Analysis

**ADDITIONAL ANALYSIS OF VERIFIED**

	Print	Digital Issue	Total
<b>Public Place</b>			
Doctor/Health Care Providers	10,140		10,140
Personal Care Salons	6,860		6,860
<b>Total Public Place</b>	<b>17,000</b>		<b>17,000</b>
<b>Individual Use</b>			
Ordered/Payment Not Received	1,408		1,408
<b>Total Individual Use</b>	<b>1,408</b>		<b>1,408</b>

**RATE BASE**

Rate base shown in Executive Summary is for paid and verified circulation.

**NOTES**

**Rounding %:** Due to rounding, percentages may not always add up to 100%.

**Sponsored Subscriptions:** Copies purchased by a third party in quantities of 11 or more for distribution to consumers.

**Partnership Subscriptions: Deductible:** Copies served where the subscription was included in products or services. The consumer could receive a rebate instead of the subscription.

**Post-Expire Copies:** The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 8,939

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 5,139

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.

FINE COOKING, published by The Taunton Press • 63 South Main Street • Newtown, CT 06470

JOHN BOLAND  
 Publisher, Fine Cooking, The Taunton Press

PAULA BACKER  
 Vice President, Consumer Marketing, The Taunton Press

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