

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, 2017, *Subject to Audit*

**EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION**

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
182,054	50,565	232,619	250,000	-17,381

**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	165,762	1,585	167,347	18,516		18,516	185,863	55,769	156	55,925	240,047	1,741	241,788
Oct/Nov	160,348	1,589	161,937	18,370		18,370	180,307	45,815	156	45,971	224,533	1,745	226,278
Dec/Jan	160,263	1,360	161,623	18,370		18,370	179,993	49,725	74	49,799	228,358	1,434	229,792
<b>Average</b>	<b>162,124</b>	<b>1,511</b>	<b>163,635</b>	<b>18,419</b>		<b>18,419</b>	<b>182,054</b>	<b>50,436</b>	<b>129</b>	<b>50,565</b>	<b>230,979</b>	<b>1,640</b>	<b>232,619</b>

**SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION**

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	109,105	1,511	110,616	47.6
Partnership Deductible Subscriptions	53,019		53,019	22.8
<b>Total Paid Subscriptions</b>	<b>162,124</b>	<b>1,511</b>	<b>163,635</b>	<b>70.3</b>
<b>Verified Subscriptions</b>				
Public Place	17,000		17,000	7.3
Individual Use	1,419		1,419	0.6
<b>Total Verified Subscriptions</b>	<b>18,419</b>		<b>18,419</b>	<b>7.9</b>
<b>Total Paid &amp; Verified Subscriptions</b>	<b>180,543</b>	<b>1,511</b>	<b>182,054</b>	<b>78.3</b>
<b>Single Copy Sales</b>				
Single Issue	50,436	129	50,565	21.7
<b>Total Single Copy Sales</b>	<b>50,436</b>	<b>129</b>	<b>50,565</b>	<b>21.7</b>
<b>Total Paid &amp; Verified Circulation</b>	<b>230,979</b>	<b>1,640</b>	<b>232,619</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
12/31/2016	250,000	248,543	250,527	-1,984	-0.8
12/31/2015	250,000	246,590	246,590		
12/31/2014	250,000	244,818	244,818		

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**PRICES**

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy Subscription	\$6.95		
Average Subscription Price Annualized (3)	\$29.95	\$25.98	
Average Subscription Price per Copy		\$4.33	

- (1) For statement period
- (2) Represents subscriptions for the 12 month period ended June 30, 2017
- (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	10,430		10,430
Personal Care Salons	6,570		6,570
<b>Total Public Place Copies</b>	<b>17,000</b>		<b>17,000</b>
<b>Individual Use</b>			
Ordered/Payment Not Received	1,419		1,419
<b>Total Individual Use Copies</b>	<b>1,419</b>		<b>1,419</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%.

**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: 10,432

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 4,170

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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PAULA BACKER

Vice President, Consumer Marketing, The Taunton Press

AAM Member since: 1997