

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 June 30, 2017, Subject to Audit

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

| Total Paid & Verified Subscriptions | Single Copy Sales | Total Circulation | Rate Base | Variance to Rate Base |
|-------------------------------------|-------------------|-------------------|-----------|-----------------------|
| 197,347 | 54,547 | 251,894 | 250,000 | 1,894 |

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 | | | |
| Feb/Mar | 168,730 | 1,437 | 170,167 | 18,125 | | 18,125 | 188,292 | 55,240 | 203 | 55,443 | 242,095 | 1,640 | 243,735 |
| Apr/May | 187,679 | 1,393 | 189,072 | 18,267 | | 18,267 | 207,339 | 52,350 | 150 | 52,500 | 258,296 | 1,543 | 259,839 |
| Jun/Jul | 176,727 | 1,415 | 178,142 | 18,267 | | 18,267 | 196,409 | 55,575 | 125 | 55,700 | 250,569 | 1,540 | 252,109 |
| Average | 177,712 | 1,415 | 179,127 | 18,220 | | 18,220 | 197,347 | 54,388 | 159 | 54,547 | 250,320 | 1,574 | 251,894 |

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

| | Print | Digital Issue | Total | % of Circulation |
|--|----------------|---------------|----------------|------------------|
| Paid Subscriptions | | | | |
| Individual Subscriptions | 125,582 | 1,415 | 126,997 | 50.4 |
| Partnership Deductible Subscriptions | 52,130 | | 52,130 | 20.7 |
| Total Paid Subscriptions | 177,712 | 1,415 | 179,127 | 71.1 |
| Verified Subscriptions | | | | |
| Public Place | 17,000 | | 17,000 | 6.7 |
| Individual Use | 1,220 | | 1,220 | 0.5 |
| Total Verified Subscriptions | 18,220 | | 18,220 | 7.2 |
| Total Paid & Verified Subscriptions | 195,932 | 1,415 | 197,347 | 78.3 |
| Single Copy Sales | | | | |
| Single Issue | 54,388 | 159 | 54,547 | 21.7 |
| Total Single Copy Sales | 54,388 | 159 | 54,547 | 21.7 |
| Total Paid & Verified Circulation | 250,320 | 1,574 | 251,894 | 100.0 |

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 | \$6.95 | | |
| Subscription | \$29.95 | | |
| Average Subscription Price Annualized (3) | | \$28.20 | |
| Average Subscription Price per Copy | | \$4.70 | |

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2016

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

ADDITIONAL DATA IN 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 |
|------------------------------|---------------|---------------|---------------|
| Public Place | | | |
| Doctor/Health Care Providers | 10,271 | | 10,271 |
| Personal Care Salons | 6,729 | | 6,729 |
| Total Public Place | 17,000 | | 17,000 |
| Individual Use | | | |
| Ordered/Payment Not Received | 1,220 | | 1,220 |
| Total Individual Use | 1,220 | | 1,220 |

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: 9,012

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 3,654

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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P: 203.426.8171 • URL: www.finecooking.com
 Established: 1994

AAM Member since: 1997

