

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

Visit [www.auditedmedia.com](http://www.auditedmedia.com) Media Intelligence Center for audit reports.

### 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](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	10,271		10,271
Personal Care Salons	6,729		6,729
<b>Total Public Place</b>	<b>17,000</b>		<b>17,000</b>
<b>Individual Use</b>			
Ordered/Payment Not Received	1,220		1,220
<b>Total Individual Use</b>	<b>1,220</b>		<b>1,220</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: 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.

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

P: 203.426.8171 • URL: [www.finecooking.com](http://www.finecooking.com)  
Established: 1994

AAM Member since: 1997