

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, 2018, *Subject to Audit*

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
141,288	42,662	183,950	200,000	-16,050

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	127,351	1,748	129,099	18,035		18,035	147,134	43,812	121	43,933	189,198	1,869	191,067
Apr/May	129,053	1,710	130,763	18,035		18,035	148,798	40,470	66	40,536	187,558	1,776	189,334
Jun/Jul	108,453	1,526	109,979	17,953		17,953	127,932	43,465	54	43,519	169,871	1,580	171,451
Average	121,619	1,661	123,280	18,008		18,008	141,288	42,582	80	42,662	182,209	1,741	183,950

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	97,267	1,661	98,928	53.8
Partnership Deductible Subscriptions	13,377		13,377	7.3
Sponsored Subscriptions	10,975		10,975	6.0
Total Paid Subscriptions	121,619	1,661	123,280	67.0
Verified Subscriptions				
Public Place	17,000		17,000	9.2
Individual Use	1,008		1,008	0.5
Total Verified Subscriptions	18,008		18,008	9.8
Total Paid & Verified Subscriptions	139,627	1,661	141,288	76.8
Single Copy Sales				
Single Issue	42,582	80	42,662	23.2
Total Single Copy Sales	42,582	80	42,662	23.2
Total Paid & Verified Circulation	182,209	1,741	183,950	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 Subscription	\$6.95		
Average Subscription Price Annualized (3)	\$29.95	\$23.10	
Average Subscription Price per Copy		\$3.85	

- (1) For statement period
- (2) Represents subscriptions for the 12 month period ended December 31, 2017
- (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	10,599		10,599
Personal Care Salons	6,401		6,401
Total Public Place Copies	17,000		17,000
Individual Use			
Ordered/Payment Not Received	1,008		1,008
Total Individual Use Copies	1,008		1,008

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%.

Post-Expire Copies: The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 8,626

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 6,277

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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Established: 1994

PAULA BACKER

Vice President, Consumer Marketing, The Taunton Press

AAM Member since: 1997