

**CONSUMER MAGAZINE CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED JUNE 2011**

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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# American baby

Meredith Corporation  
1716 Locust Street  
Des Moines, IA 50309  
Tel.: (515) 284-3298  
Fax: (515) 284-2502  
[www.meredith.com](http://www.meredith.com)

Official Publication of: None  
Established: 1938

**MARKET SERVED**

AMERICAN BABY serves the pre/post natal baby care and product market.

**AVERAGE TOTAL QUALIFIED BASED ON 6 ISSUES IN THE PERIOD**

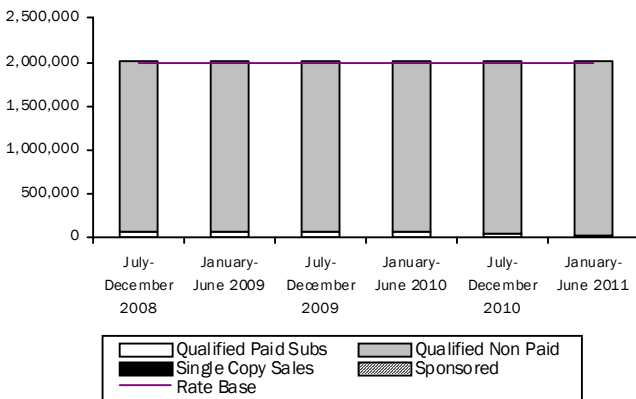
Total Qualified _____	<b>2,002,876</b>
Average Rate Base _____	2,000,000
Variance +/- _____	2,876
Percent +/- _____	0.1
Qualified Paid _____	32,260
Subscriptions _____	32,260
Sponsored _____	-
Single Copy Sales _____	-
Qualified Non-Paid _____	1,970,616

\*\*NC = None Claimed

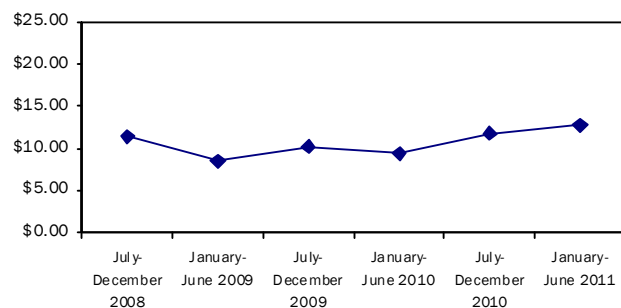
**PRICE AND FREQUENCY**

\$12.78	Average Annual Subscription Order Price for the Period Reported (Excluding Sponsored Subscriptions)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period

**Average Qualified Circulation Trend**



**Average Annualized Subscription Price**



<b>1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD</b>						
	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individuals _____	32,260	1.6	1,553,828	77.6	1,586,088	79.2
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	416,788	20.8	416,788	20.8
Sponsored Individually Addressed _____	-	-	-	-	-	-
Sponsored Multi-Copy Same Addressee _____	-	-	-	-	-	-
<b>Sub-Total Subscriptions</b> _____	32,260	1.6	1,970,616	98.4	2,002,876	100.0
Single Copy Sales _____	-	-	-	-	-	-
Sponsored Single-Copy Sales _____	-	-	-	-	-	-
<b>TOTAL</b>	<b>32,260</b>	<b>1.6</b>	<b>1,970,616</b>	<b>98.4</b>	<b>2,002,876</b>	<b>100.0</b>

<b>2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD</b>					
2011 Issue	Qualified Paid			Qualified Non-Paid	Total Qualified
	Single-Copy Sales	Subscriptions	Total		
January _____	-	39,065	39,065	1,963,632	2,002,697
February _____	-	36,059	36,059	1,966,347	2,002,406
March _____	-	35,073	35,073	1,967,530	2,002,603
April _____	-	32,339	32,339	1,970,647	2,002,986
May _____	-	26,792	26,792	1,975,710	2,002,502
June _____	-	24,233	24,233	1,979,832	2,004,065

**3. BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR ISSUE OF MAY 2011**  
 This issue is -% or 449 copies below the average of the other 5 issues reported in Paragraph two.

Breakout to the Consumer Market	TOTAL QUALIFIED	PERCENT OF TOTAL	QUALIFIED NON-PAID	QUALIFIED PAID
Expectant and New Parents _____	1,576,302	78.7	1,549,510	26,792
Copies shipped in bulk to OB/GYN physicians and CBE's for redistribution to patients _____	225,600	11.3	225,600	-
Copies shipped in bulk to Babies R Us, maternity retailers, daycare centers and select independent juvenile product retailers for redistribution to expectant parents _____	183,209	9.1	183,209	-
Copies shipped in bulk quantities to Pediatricians for redistribution to patients _____	17,391	0.9	17,391	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>2,002,502</b>	<b>100.0</b>	<b>1,975,710</b>	<b>26,792</b>

**4. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct request: _____	<b>1,385,964</b>	<b>25,697</b>	-	<b>1,384,869</b>	<b>26,792</b>	<b>1,411,661</b>	<b>70.5</b>
II. Request from recipient's company: _____	20	-	-	20	-	20	-
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	<b>400,848</b>	<b>659</b>	-	<b>401,507</b>	-	<b>401,507</b>	<b>20.0</b>
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>189,308</b>	<b>6</b>	-	<b>189,314</b>	-	<b>189,314</b>	<b>9.5</b>
Rosters and directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	189,308	6	-	189,314	-	189,314	9.5
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>1,976,140</b>	<b>26,362</b>	-	<b>1,975,710</b>	<b>26,792</b>	<b>2,002,502</b>	<b>100.0</b>
<b>PERCENT</b>	<b>98.7</b>	<b>1.3</b>	-	<b>98.7</b>	<b>1.3</b>	<b>100.0</b>	

**5. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**

State	Qualified Paid			Total Qualified Non-Paid	Total Qualified	Percent	State	Qualified Paid			Total Qualified Non-Paid	Total Qualified	Percent
	Single-Copy Sales	Subscriptions	Total Paid					Single-Copy Sales	Subscriptions	Total Paid			
Maine _____	-	122	122	8,522	8,644		Kentucky _____	-	403	403	35,345	35,748	
New Hampshire _____	-	120	120	8,427	8,547		Tennessee _____	-	593	593	49,051	49,644	
Vermont _____	-	65	65	3,133	3,198		Alabama _____	-	414	414	36,956	37,370	
Massachusetts _____	-	501	501	34,941	35,442		Mississippi _____	-	249	249	20,997	21,246	
Rhode Island _____	-	83	83	5,535	5,618		<b>EAST SO. CENTRAL</b>	-	<b>1,659</b>	<b>1,659</b>	<b>142,349</b>	<b>144,008</b>	<b>7.2</b>
Connecticut _____	-	301	301	20,030	20,331		Arkansas _____	-	379	379	22,254	22,633	
<b>NEW ENGLAND</b>	-	<b>1,192</b>	<b>1,192</b>	<b>80,588</b>	<b>81,780</b>	<b>4.1</b>	Louisiana _____	-	400	400	31,960	32,360	
New York _____	-	1,789	1,789	116,713	118,502		Oklahoma _____	-	322	322	27,612	27,934	
New Jersey _____	-	834	834	53,504	54,338		Texas _____	-	1,587	1,587	161,864	163,451	
Pennsylvania _____	-	1,409	1,409	81,583	82,992		<b>WEST SO. CENTRAL</b>	-	<b>2,688</b>	<b>2,688</b>	<b>243,690</b>	<b>246,378</b>	<b>12.3</b>
<b>MIDDLE ATLANTIC</b>	-	<b>4,032</b>	<b>4,032</b>	<b>251,800</b>	<b>255,832</b>	<b>12.8</b>	Montana _____	-	102	102	5,423	5,525	
Ohio _____	-	1,191	1,191	88,844	90,035		Idaho _____	-	111	111	9,853	9,964	
Indiana _____	-	630	630	48,873	49,503		Wyoming _____	-	81	81	3,459	3,540	
Illinois _____	-	1,304	1,304	82,348	83,652		Colorado _____	-	452	452	27,188	27,640	
Michigan _____	-	768	768	69,870	70,638		New Mexico _____	-	107	107	10,032	10,139	
Wisconsin _____	-	681	681	34,615	35,296		Arizona _____	-	419	419	34,873	35,292	
<b>EAST NO. CENTRAL</b>	-	<b>4,574</b>	<b>4,574</b>	<b>324,550</b>	<b>329,124</b>	<b>16.4</b>	Utah _____	-	165	165	18,135	18,300	
Minnesota _____	-	667	667	28,772	29,439		Nevada _____	-	172	172	16,334	16,506	
Iowa _____	-	401	401	20,070	20,471		<b>MOUNTAIN</b>	-	<b>1,609</b>	<b>1,609</b>	<b>125,297</b>	<b>126,906</b>	<b>6.3</b>
Missouri _____	-	634	634	44,253	44,887		Alaska _____	-	83	83	4,546	4,629	
North Dakota _____	-	115	115	4,449	4,564		Washington _____	-	493	493	34,143	34,636	
South Dakota _____	-	129	129	5,187	5,316		Oregon _____	-	245	245	21,532	21,777	
Nebraska _____	-	252	252	12,168	12,420		California _____	-	2,493	2,493	195,670	198,163	
Kansas _____	-	369	369	20,960	21,329		Hawaii _____	-	125	125	6,263	6,388	
<b>WEST NO. CENTRAL</b>	-	<b>2,567</b>	<b>2,567</b>	<b>135,859</b>	<b>138,426</b>	<b>6.9</b>	<b>PACIFIC</b>	-	<b>3,439</b>	<b>3,439</b>	<b>262,154</b>	<b>265,593</b>	<b>13.3</b>
Delaware _____	-	89	89	6,825	6,914		<b>UNITED STATES</b>	-	<b>26,455</b>	<b>26,455</b>	<b>1,972,359</b>	<b>1,998,814</b>	<b>99.8</b>
Maryland _____	-	453	453	35,950	36,403		U.S. Territories _____	-	44	44	2,091	2,135	
Washington, DC _____	-	26	26	3,350	3,376		Canada _____	-	232	232	4	236	
Virginia _____	-	790	790	47,647	48,437		Mexico _____	-	-	-	-	-	
West Virginia _____	-	196	196	14,371	14,567		Other International _____	-	4	4	901	905	
North Carolina _____	-	863	863	68,070	68,933		APO/FPO _____	-	57	57	355	412	
South Carolina _____	-	344	344	33,982	34,326		<b>TOTAL QUALIFIED CIRCULATION</b>	-	<b>26,792</b>	<b>26,792</b>	<b>1,975,710</b>	<b>2,002,502</b>	<b>100.0</b>
Georgia _____	-	682	682	74,595	75,277								
Florida _____	-	1,252	1,252	121,282	122,534								
<b>SOUTH ATLANTIC</b>	-	<b>4,695</b>	<b>4,695</b>	<b>406,072</b>	<b>410,767</b>	<b>20.5</b>							

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2008	January-June 2009	July-December 2009	January-June 2010	July-December 2010*	January-June 2011*
Total Audit Average Qualified:	2,002,661	2,002,694	2,002,812	2,002,819	2,002,423	2,002,876
Rate Base (if any): _____	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000
Rate Base +/-: _____	2,661	2,694	2,812	2,819	2,423	2,876
Percent +/-: _____	0.1	0.1	0.1	0.1	0.1	0.1
Qualified Paid : _____	71,430	63,627	65,183	59,450	45,334	32,260
Subscriptions _____	71,430	63,627	65,183	59,450	45,334	32,260
Sponsored _____	-	-	-	-	-	-
Single-Copy Sales _____	-	-	-	-	-	-
Qualified Non-Paid: _____	1,931,231	1,939,067	1,937,629	1,943,369	1,957,089	1,970,616
Post Expire Copies included in Total Qualified Circulation: _	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$11.45	\$8.47	\$10.17	\$9.39	\$11.77	\$12.78

\*NOTE: July 2010 – June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

**TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD**

Includes gross subscription sales/orders with unpaid invoices pending.

Average Annual Order Price: 12 issues for \$12.78		Total	Percent	USE OF FREE PROMOTIONAL INCENTIVES		Total	Percent
PRICES							
Offers (≥ 5.0% of Total Orders)				Ordered without promotional incentive _____		3,859	78.1
6 Issues for \$2.00 _____		1,712	34.6	*Ordered with editorial promotional incentive _____		1,083	21.9
12 Issues for \$14.00 _____		1,106	22.4	Ordered with other promotional incentive _____		-	-
12 Issues for \$23.94 _____		591	12.0	<b>TOTAL</b>		<b>4,942</b>	<b>100.0</b>
17 Issues for \$20.00 _____		321	6.5	*See Additional Data			
12 Issues for \$9.97 _____		310	6.3				
12 Issues for \$13.97 _____		253	5.1				
All Others _____		449	9.1				
Sponsored - Excluded from Average Annual Order Price _____		200	4.0				
<b>TOTAL</b>		<b>4,942</b>	<b>100.0</b>				

**ADDITIONAL DATA**

**METHOD OF DISTRIBUTION:**

Qualified recipients are expectant and new parents and healthcare professionals. Copies are individually addressed and mailed via Periodicals Class to expectant and new parents. Copies are also shipped in bulk quantities to retail stores and to hospitals and OB/GYN physicians for redistribution to parents. Multi-Copy Same Addressee circulation is audited only to the point of distribution, not to the end recipient. A distribution agreement not more than three years old, indicating that the recipient at the point of distribution agrees to accept the magazine for redistribution, has been obtained.

**AVERAGE NON-QUALIFIED CIRCULATION: 2,177 COPIES**

**USE OF FREE PROMOTIONAL INCENTIVES:**

1,083 subscriptions were sold with the "Quick and Easy Meals for Busy Families" cookbook at no stated or advertised value.

**PUBLISHER'S AFFIDAVIT**

We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 15, 2011
Carey Witmer, Vice President/Group Publisher	State	Iowa
Jon Macarthy, Consumer Marketing Director	County	Polk
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	July 15, 2011
<b>IMPORTANT NOTE:</b>	Type	CPJ
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	A048POJ1