Audit Bureau of Circulations

PAID & VERIFIED MAGAZINE

PUBLISHER'S STATEMENT

Subject to Audit

fitness

Mind Body + Spirit

For the six months ended June 30, 2011

Field Served: A women's magazine addressing fitness as a lifestyle.

Published by Meredith Corporation

Frequency: 10 times/year

ABC Member # 04-0327-1

1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Paid & Verified Circulation: (See Par. 6)					
Subscriptions:					
Paid	1,280,079	85.3			
Verified	72,245	4.8			
Total Paid & Verified Subscriptions	**1,352,324**	**90.1**			
Single Copy Sales	148,920	9.9			
Total Paid & Verified Circulation	**1,501,244**	**100.0**	**1,500,000**	**1,244**	**0.1**

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Average Price (2) Gross (Optional)
Average Single Copy	$3.50		
Subscription	$16.97		
Average Subscription Price Annualized (10 issue frequency)		$10.39	
Average Subscription Price per Copy		$1.04	

(1) For the Statement period
(2) Represents subscriptions for the 12 months ended December 31, 2010.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan.	1,341,174	72,314	1,413,488	164,462	1,577,950
Feb.	1,294,550	72,258	1,366,808	145,464	1,512,272
Mar.	1,263,092	72,241	1,335,333	130,401	1,465,734
Apr.	1,253,600	72,208	1,325,808	177,398	1,503,206
May	1,248,181	72,225	1,320,406	121,397	1,441,803
June	1,279,878	72,227	1,352,105	154,399	1,506,504

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2006	%	2007	%	2008	%	2009	%	2010	%
Subscriptions:										
Paid	1,194,167	76.9	1,230,754	78.4	1,237,320	79.0	1,273,061	82.7	1,276,338	83.7
Verified	109,592	7.1	42,900	2.8	63,717	4.1	62,865	4.1	72,337	4.7
Total Paid & Verified Subscriptions	**1,303,759**	**84.0**	**1,273,654**	**81.2**	**1,301,037**	**83.1**	**1,335,926**	**86.8**	**1,348,675**	**88.4**
Single Copy Sales	248,500	16.0	295,813	18.8	264,682	16.9	203,075	13.2	177,000	11.6
Total Paid & Verified Circulation	**1,552,259**	**100.0**	**1,569,467**	**100.0**	**1,565,719**	**100.0**	**1,539,001**	**100.0**	**1,525,675**	**100.0**
Year Over Year Percent of Change		3.1		1.1		-0.2		-1.7		-0.9
Avg. Annualized Subscription Price	$13.09		$11.36		$10.91		$11.24		$10.84	

6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID & VERIFIED CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation.

	Average for Period	% of Circulation
PAID SUBSCRIPTIONS		
Individual Subscriptions*	961,894	64.1
Combination Subscriptions*	720	0.0
Award Point*	40,549	2.7
Club/Membership:		
Deductible*	47,499	3.2
Partnership:		
Deductible*	151,108	10.1
Sponsored Sales	78,309	5.2
TOTAL PAID SUBSCRIPTIONS	**1,280,079**	**85.3**
VERIFIED SUBSCRIPTIONS		
Public Place (See Par. 6A)	72,244	4.8
Individual Use (See Par. 6B)	1	0.0
TOTAL VERIFIED SUBSCRIPTIONS	**72,245**	**4.8**
TOTAL PAID & VERIFIED SUBSCRIPTIONS	**1,352,324**	**90.1**
SINGLE COPY SALES		
Single Issue Sales	147,253	9.8
Combination Sales	1,667	0.1
TOTAL SINGLE COPY SALES	**148,920**	**9.9**
TOTAL PAID & VERIFIED CIRCULATION	**1,501,244**	**100.0**

*Included in Average Price calculation

6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the statement period to the following public areas:

Verified Subscription:	Personal Care Salons	Doctor/Health Care Providers	Fitness/ Recreational Facilities	Specialty Locations/ Retail	Hotels/Lodges	Other	Total Public Place Copies
Public Place	45,163	23,533	2,331	981	236		72,244

6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the statement period to the following individuals:

Verified Subscription:	Individually Requested	Other	Total Individual Use Copies
Individual Use	1		1

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7. GEOGRAPHIC DATA for the March 2011 issue

Total paid & verified circulation of this issue was 2.4% less than the total average paid & verified circulation.

STATE	PAID SUBSCRIP-TIONS	VERIFIED SUBSCRIP-TIONS	TOTAL PAID & VERIFIED SUBSCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	15,018	860	15,878	1,518	17,396
Arizona	21,357	1,009	22,366	2,770	25,136
Arkansas	8,850	500	9,350	535	9,885
California	133,640	10,456	144,096	13,844	157,940
Colorado	23,541	1,011	24,552	2,027	26,579
Connecticut	16,892	1,512	18,404	1,610	20,014
Delaware	3,594	196	3,790	467	4,257
District of Columbia	2,688	252	2,940	432	3,372
Florida	70,011	4,451	74,462	11,027	85,489
Georgia	34,277	1,951	36,228	3,990	40,218
Idaho	5,972	379	6,351	611	6,962
Illinois	59,389	3,197	62,586	5,178	67,764
Indiana	25,658	1,785	27,443	2,450	29,893
Iowa	23,594	658	24,252	1,009	25,261
Kansas	13,206	607	13,813	963	14,776
Kentucky	15,304	758	16,062	1,286	17,348
Louisiana	14,398	860	15,258	1,262	16,520
Maine	5,703	359	6,062	579	6,641
Maryland	24,941	1,490	26,431	2,377	28,808
Massachusetts	29,902	2,743	32,645	3,683	36,328
Michigan	44,831	2,315	47,146	3,980	51,126
Minnesota	29,746	1,085	30,831	1,846	32,677
Mississippi	8,440	377	8,817	679	9,496
Missouri	25,728	1,256	26,984	1,809	28,793
Montana	4,937	188	5,125	491	5,616
Nebraska	11,421	477	11,898	646	12,544
Nevada	8,930	404	9,334	2,031	11,365
New Hampshire	6,206	474	6,680	769	7,449
New Jersey	40,275	3,047	43,322	4,287	47,609
New Mexico	6,641	298	6,939	497	7,436
New York	84,836	5,472	90,308	6,302	96,610
North Carolina	35,294	1,953	37,247	3,496	40,743
North Dakota	4,570	147	4,717	252	4,969
Ohio	53,620	2,106	55,726	3,773	59,499
Oklahoma	11,943	791	12,734	854	13,588
Oregon	13,886	696	14,582	1,272	15,854
Pennsylvania	56,122	2,751	58,873	4,537	63,410
Rhode Island	4,672	459	5,131	463	5,594
South Carolina	15,252	814	16,066	1,896	17,962
South Dakota	5,038	181	5,219	283	5,502
Tennessee	22,949	1,196	24,145	1,883	26,028
Texas	80,739	5,075	85,814	7,503	93,317
Utah	9,665	632	10,297	1,069	11,366
Vermont	2,695	193	2,888	287	3,175
Virginia	34,093	1,749	35,842	3,696	39,538
Washington	25,468	1,561	27,029	3,205	30,234
West Virginia	6,342	352	6,694	514	7,208
Wisconsin	31,747	1,039	32,786	1,968	34,754
Wyoming	2,690	85	2,775	231	3,006
TOTAL 48 CONTER-MINOUS STATES	**1,236,711**	**72,207**	**1,308,918**	**118,137**	**1,427,055**
Alaska	2,758	1	2,759	323	3,082
Hawaii	4,419	33	4,452	530	4,982
TOTAL ALASKA & HAWAII	**7,177**	**34**	**7,211**	**853**	**8,064**
U.S. Unclassified					
TOTAL UNITED STATES	**1,243,888**	**72,241**	**1,316,129**	**118,990**	**1,435,119**
Poss. & Other Areas	1,271		1,271	7	1,278
U.S. & POSS., etc.	**1,245,159**	**72,241**	**1,317,400**	**118,997**	**1,436,397**
CANADA					
Alberta	3,213		3,213	2,133	5,346
British Columbia	2,014		2,014	2,024	4,038
Manitoba	929		929	469	1,398
New Brunswick	416		416	304	720
Newfoundland/Labrador	104		104	207	311
Northwest Territories	21		21	23	44
Nova Scotia	378		378	577	955
Nunavut	7		7	1	8
Ontario	7,077		7,077	4,572	11,649
Prince Edward Island	155		155	103	258
Quebec	591		591	440	1,031
Saskatchewan	1,571		1,571	523	2,094
Yukon Territory	13		13	27	40
Canadian Unclassified					
TOTAL CANADA	**16,489**		**16,489**	**11,403**	**27,892**
International	86		86	1	87
Other Unclassified					
Military or Civilian Personnel Overseas	1,358		1,358		1,358
GRAND TOTAL	**1,263,092**	**72,241**	**1,335,333**	**130,401**	**1,465,734**

ANALYSIS BY ABCD COUNTY SIZE for the March 2011 issue

U.S.

Data for conterminous 48 states.

County Size	% of U.S. Households	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	608,906	42.7	107
B	30	441,014	30.9	103
C	15	202,584	14.2	95
D	15	174,551	12.2	81

County Size Group Definitions by the A.C. Nielsen Company

CANADA

County Size	% of Canadian Population	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Population)
A	48	13,819	49.6	103
B	28	8,182	29.3	105
C	14	4,092	14.7	105
D	10	1,799	6.4	64

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8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended June 30, 2011

A. DURATION		%
(a) One to six months (1 to 6 issues)	1,166	0.2
(b) Seven to eleven months (7 to 9 issues)	439,326	75.2
(c) Twelve months (10 issues)	10,712	1.9
(d) Thirteen to twenty-four months	109,985	18.8
(e) Twenty-five months and more	22,807	3.9
Total Subscriptions Sold in Period	583,996	100.0

B. USE OF PREMIUMS		
(a) Ordered without premium	488,251	83.6
(b) Ordered with material reprinted from this publication, See Par. 9	24,994	4.3
(c) Ordered with other premiums, See Par. 9	70,751	12.1
Total Subscriptions Sold in Period	583,996	100.0

C. CHANNELS		%
(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	503,831	86.3
(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	28,830	4.9
(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	20,318	3.5
(d) Subscriptions as part of membership in an organization	31,017	5.3
Total Subscriptions Sold in Period	583,996	100.0

9. EXPLANATORY

(a) Suggested Retail Prices: Average Single Copy: Canada, $4.50. Subscriptions: U.S., 2 yrs. $33.94; 3 yrs. $50.91. Canada and International, 1 yr. $28.97; 2 yrs. $57.94; 3 yrs. $86.91.

(b) Average non-analyzed non-paid circulation for the 6 month period: 29,342 copies per issue.

(c) Post expiration copies: None.

(d) 465 subscriptions were sold in combination during this statement period.

Combination Publication	Subscriptions Sold	Subscription Term	Price of Combination	Suggested Retail Prices
More	175	12 issues	$10.00	$20.00
Parents	1	10 issues	$6.00	$15.97

(e) Award Point Subscription Sales: The average of 40,549 copies per issue, shown in Par. 6 and included in Par. 1, includes the following:

An average of 9,052 copies per issue represents copies served to subscribers in exchange for the redemption of Airline Frequent Flyer Miles. These subscriptions were sold at 20 issues for $14.99, in exchange for the redemption of 500 miles at the rate of 3¢ per mile.

An average of 31,497 copies per issue represents copies purchased through the redemption of award points valued at 6¢ to 7¢ per point.

(f) Club/Membership Subscription Sales (Deductible): The average of 47,499 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to members of Bally Total Fitness. $9.97 of the club/membership fee is allocated for a 1 year subscription to this publication.

(g) Partnership Subscription Sales (Deductible): The average of 151,108 copies per issue, shown in Par. 6 and included in Par. 1, represents copies sold in a partnership relationship wherein this publication was bundled with the purchase of other products or services. Purchasers were advised that $6.00 to $16.97 of the sales price was allocated for a 10 issue subscription to this publication.

(h) Sponsored Subscription Sales: The average of 78,309 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more.

(i) Combination Single Copy Sales: The average of 1,667 copies per issue, shown in Par. 6 and included in Par. 1, includes the following:

An average of 1,667 copies per issue represents copies of the January and April 2011 issues of this publication and the January 2011 and April 17, 2011 issues of FAMILY CIRCLE sold at a combination single copy price of $4.49.

(j) Use of Premiums: The FITNESS Six Guides for an Amazing New You; The 4-week Total Body Makeover, The 25-Minute Total Body Shape-Up, and the Fitness resistance band and workout cards with no advertised or stated values, were offered with some subscriptions.

Downloadable editorial content, with no advertised or stated value, was offered as a collection stimulant on 1,884 paid-in-full subscriptions.

(k) A sweepstakes contest was conducted by a subscription selling organization during this statement period. Prizes consisted of both cash and merchandise. Some contestants ordered subscriptions to this publication sold at various prices, although the award was not contingent upon subscribing.

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10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2009; Variation from Publisher's Statements

Audit Period Ended^	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)	Rate Base (Analyzed Non-Paid)	Audit Report (Analyzed Non-Paid)	Publisher's Statements (Analyzed Non-Paid)	Difference (Analyzed Non-Paid)	Percentage of Difference (Analyzed Non-Paid)
12-31-09	1,500,000	1,541,141	1,539,001	2,140	0.1					
12-31-08	1,500,000	1,575,884	1,565,719	10,165	0.6					
12-31-07	1,500,000	1,574,809	1,569,467	5,342	0.3					
12-31-06	1,500,000	1,555,149	1,553,545	1,604	0.1					
06-30-06	1,500,000	1,549,902	1,550,973	-1,071	-0.1					
12-31-05	1,500,000	1,490,587	1,488,657	1,930	0.1					
06-30-05	1,500,000	1,523,182	1,523,346	-164	-0.0	None Claimed	45,702	43,830	1,872	4.3

Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)
06-30-05	None Claimed	1,568,884	1,567,176	1,708	0.1

^Effective with the June 2006 Publisher's Statements, publications were given the option of reporting verified circulation.

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 Audit Bureau of Circulations' Bylaws and Rules.

Parent Company: Meredith Corporation

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JANET DONNELLY — V.P. Consumer Marketing

ERIC SCHWARZKOPF — Publisher

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	Analyzed Issue Date	03/01/11
04-0327-1	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	3.50
	Association Subscription Price	
	U.S. Subscription Price	16.97
	Canadian Subscription Price	28.97
	International Subscription Price	28.97