



Audit Bureau
of Circulations

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PAID & VERIFIED MAGAZINE

PUBLISHER'S STATEMENT

Subject to Audit

For the six months ended December 31, 2008

Field Served: For the smart, sophisticated 40+ woman.

Published by Meredith Corporation

Frequency: 10 times/year

ABC Member # 04-0690-0

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	1,003,985	77.0			
Verified	99,981	7.7			
Total Paid & Verified Subscriptions	1,103,966	84.7			
Single Copy Sales	199,600	15.3			
Total Paid & Verified Circulation	1,303,566	100.0	1,200,000	103,566	8.6

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy Subscription	\$4.00		
Average Subscription Price Annualized (10 issue frequency)	\$20.00		
Average Subscription Price per Copy		\$10.39	\$1.04

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended June 30, 2008.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
July/Aug.	972,989	99,999	1,072,988	216,000	1,288,988
Sept.	950,802	99,907	1,050,709	184,000	1,234,709
Oct.	1,069,922	99,999	1,169,921	154,000	1,323,921
Nov.	1,013,507	99,999	1,113,506	222,000	1,335,506
Dec./Jan.	1,012,703	100,000	1,112,703	222,000	1,334,703

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

Paid & Verified Magazine
Publisher's Statement

For six months ended December 31, 2008

5. TREND ANALYSIS

	2004	%	2005	%	2006	%	2007	%	2008	%
Subscriptions:										
Paid	879,561	88.6	954,581	87.9	970,192	82.8	963,802	76.5	1,007,311	78.4
Verified	N/A		N/A		35,288	3.0	100,635	8.0	100,062	7.8
Total Paid & Verified Subscriptions	879,561	88.6	954,581	87.9	1,005,480	85.8	1,064,437	84.5	1,107,373	86.2
Single Copy Sales	113,196	11.4	131,100	12.1	166,800	14.2	195,699	15.5	177,900	13.8
Total Paid & Verified Circulation	992,757	100.0	1,085,681	100.0	1,172,280	100.0	1,260,136	100.0	1,285,273	100.0
Year Over Year Percent of Change		13.5		9.4		8.0		7.5		2.0
Avg. Annualized Subscription Price	\$10.50		\$11.23		\$10.41		\$10.27		\$10.39	

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*	951,672	73.0
Combination Subscriptions*	240	0.0
Loyalty/Award Point*	11,178	0.8
Partnership:		
Deductible*	6,248	0.5
Sponsored Sales	34,647	2.7
TOTAL PAID SUBSCRIPTIONS	1,003,985	77.0
VERIFIED SUBSCRIPTIONS		
Public Place (See Par. 6A)	99,981	7.7
TOTAL VERIFIED SUBSCRIPTIONS	99,981	7.7
TOTAL PAID & VERIFIED SUBSCRIPTIONS	1,103,966	84.7
SINGLE COPY SALES		
Single Issue Sales	198,902	15.2
Combination Sales	698	0.1
TOTAL SINGLE COPY SALES	199,600	15.3
TOTAL PAID & VERIFIED CIRCULATION	1,303,566	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:	Doctor/Health Care Providers	Personal Care Salons	Fitness/Recreational Facilities	Specialty Locations/Retail	Business/Professional Services	Other	Total Public Place Copies
Public Place	64,914	32,143	2,113	734	75	2	99,981

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:

None

7. GEOGRAPHIC DATA for the July/August, 2008 issue

Total paid & verified circulation of this issue was 1.1% less than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	10,321	12	10,333	3,542	13,875
Arizona	20,708	2,300	23,008	4,183	27,191
Arkansas	6,018	10	6,028	1,097	7,125
California	120,466	19,431	139,897	21,936	161,833
Colorado	19,860	2,422	22,282	3,979	26,261
Connecticut	16,045	944	16,989	3,225	20,214
Delaware	3,113	400	3,513	696	4,209
District of Columbia	1,478	398	1,876	523	2,399
Florida	59,522	7,328	66,850	20,350	87,200
Georgia	25,206	2,403	27,609	8,081	35,690
Idaho	4,342	2	4,344	982	5,326
Illinois	44,311	6,454	50,765	8,907	59,672
Indiana	18,332	2,291	20,623	3,964	24,587
Iowa	10,674	7	10,681	1,402	12,083
Kansas	9,255	16	9,271	1,291	10,562
Kentucky	10,289	14	10,303	1,798	12,101
Louisiana	9,048	17	9,065	2,180	11,245
Maine	5,003	11	5,014	1,323	6,337
Maryland	19,774	4,987	24,761	3,819	28,580
Massachusetts	28,142	3,204	31,346	6,083	37,429
Michigan	35,434	3,670	39,104	7,087	46,191
Minnesota	21,201	2,091	23,292	3,644	26,936
Mississippi	4,845	3	4,848	936	5,784
Missouri	17,613	1,472	19,085	2,717	21,802
Montana	3,435	5	3,440	755	4,195
Nebraska	5,382	12	5,394	903	6,297
Nevada	7,745	22	7,767	2,551	10,318
New Hampshire	6,108	719	6,827	1,342	8,169
New Jersey	38,189	7,700	45,889	9,323	55,212
New Mexico	5,101	18	5,119	1,135	6,254
New York	64,921	10,611	75,532	14,904	90,436
North Carolina	26,450	66	26,516	6,546	33,062
North Dakota	2,480	1	2,481	391	2,872
Ohio	38,907	2,250	41,157	6,299	47,456
Oklahoma	8,660	9	8,669	1,569	10,238
Oregon	14,414	1,161	15,575	2,923	18,498
Pennsylvania	42,118	5,043	47,161	8,454	55,615
Rhode Island	4,074	13	4,087	860	4,947
South Carolina	11,292	26	11,318	3,603	14,921
South Dakota	2,528	1	2,529	268	2,797
Tennessee	17,917	25	17,942	3,992	21,934
Texas	57,399	7,213	64,612	15,999	80,611

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Utah	5,092	13	5,105	1,597	6,702
Vermont	2,220	20	2,240	603	2,843
Virginia	28,135	2,004	30,139	6,114	36,253
Washington	25,402	3,006	28,408	6,360	34,768
West Virginia	3,878	61	3,939	680	4,619
Wisconsin	20,787	86	20,873	3,677	24,550
Wyoming	1,733	18	1,751	272	2,023
TOTAL 48 CONTERMINOUS STATES	965,367	99,990	1,065,357	214,865	1,280,222
Alaska	2,168		2,168	525	2,693
Hawaii	3,411	4	3,415	577	3,992
TOTAL ALASKA & HAWAII	5,579	4	5,583	1,102	6,685
U.S. Unclassified					
TOTAL UNITED STATES	970,946	99,994	1,070,940	215,967	1,286,907
Poss. & Other Areas	492	5	497		497
U.S. & POSS., etc.	971,438	99,999	1,071,437	215,967	1,287,404
CANADA					
Alberta	338		338		338
British Columbia	1		1		1
Manitoba					
New Brunswick	21		21		21
Newfoundland/Labrador	102		102		102
Northwest Territories	43		43		43
Nova Scotia	120		120		120
Nunavut					
Ontario	5		5		5
Prince Edward Island					
Quebec	8		8		8
Saskatchewan	20		20		20
Yukon Territory	18		18		18
Canadian Unclassified					
TOTAL CANADA	676		676		676
International	334		334	7	341
Other Unclassified					
Military or Civilian					
Personnel Overseas	541		541	26	567
GRAND TOTAL	972,989	99,999	1,072,988	216,000	1,288,988

ANALYSIS BY ABCD COUNTY SIZE for the July/August, 2008 issue

County Size	% of Households	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	619,400	48.4	121
B	30	388,051	30.3	101
C	15	160,805	12.6	84
D	15	111,966	8.7	58

County Size Group Definitions by the A.C. Nielsen Company- Data for the conterminous 48 states.

8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended December 31, 2008

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 4 issues)	200	0.0	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	522,681	90.4
(b) Seven to eleven months (5 to 9 issues)	91	0.0	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	15,033	2.6
(c) Twelve months (10 issues)	257,508	44.5	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	40,676	7.0
(d) Thirteen to twenty-four months	305,622	52.9	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	14,969	2.6			
Total Subscriptions Sold in Period	578,390	100.0	Total Subscriptions Sold in Period	578,390	100.0
B. USE OF PREMIUMS					
(a) Ordered without premium	575,988	99.6			
(b) Ordered with material reprinted from this publication	2,251	0.4			
(c) Ordered with other premiums, See Par. 9	151	0.0			
Total Subscriptions Sold in Period	578,390	100.0			

9. EXPLANATORY

(a) Suggested Retail Prices: Subscriptions: International, 1 yr. \$30.00.

(b) Average non-analyzed non-paid circulation for the 6 month period: 51,082 copies per issue.

(c) Post expiration copies: None.

(d) Loyalty/Award Point Subscription Sales: The average of 11,178 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to subscribers in exchange for the redemption of Airline Frequent Flyer Miles. These subscriptions were sold at in combination with Fitness Magazine at 20 issues for \$15.01 in exchange for the redemption of 500 miles at the rate of 3¢ per mile.

(e) Partnership Subscription Sales (Deductible): The average of 6,248 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served in a partnership relationship wherein this publication was bundled with the purchase of a product or service. Purchasers were advised that \$6.00 to \$20.00 of the sales price was allocated to this publication for a 1 year subscription.

(f) Sponsored Subscription Sales: The average of 34,647 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. The copies were distributed by the publisher to Individually Addressed names and addresses supplied by the purchaser.

(g) Combination Single Copy Sales: The average of 698 copies per issue, shown in Par. 6 and included in Par. 1, represents copies of the October, 2008 issue of this publication and the September/October, 2008 issue of Figure Magazine sold at a combination single copy price of \$5.00.

(h) Use of Premiums: A charm, with no advertised or stated value, was offered with some subscriptions.

A booklet, containing material reprinted from the magazine, with no advertised or stated value, was offered with some subscriptions.

(i) Downloadable editorial content, with no advertised or stated value, was offered as a collection stimulant on 4,833 paid-in-full subscriptions.

(j) 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.

10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2008; 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)
06-30-08	(a)	1,266,489	1,266,489		
06-30-07	1,100,000	1,221,602	1,221,602		
06-30-06	(b)	1,140,354	1,137,970	2,384	0.2
06-30-05	(c)	1,038,392	1,037,607	785	0.1
06-30-04	(d)	938,314	928,881	9,433	1.0

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

(a) Effective 02/01/08 changed from 1,100,000 to 1,200,000

(b) Effective 09/01/05 changed from 1,000,000 to 1,100,000

(c) Effective 09/01/04 changed from 950,000 to 1,000,000

(d) Effective 02/01/04 changed from 850,000 to 950,000

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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BRENDA SAGET DARLING

V.P. / Publisher

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04-0690-0	Analyzed Issue Date	07-08/01/08
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.00
	Association Subscription Price	
	U.S. Subscription Price	20.00
	Canadian Subscription Price	
	International Subscription Price	30.00