



Audit Bureau
of Circulations

Parents

For the six months ended June 30, 2007

Field Served: PARENTS - the magazine mothers with young children turn to for the guidance and information needed to raise happy, healthy, well-adjusted children.

Definition of List Source Recipients: Recipients are physicians in the fields of pediatrics and obstetrics/gynecology.

Method of Circulation for Analyzed Non-Paid Circulation: By mail to individual recipients and physicians' offices.

Published by Meredith Corporation

Frequency: 12 times/year

ABC Member # 04-0845-0

PAID, VERIFIED & ANALYZED NON-PAID MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

Parents

1. TOTAL AVERAGE PAID, VERIFIED & ANALYZED NON-PAID CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Paid, Verified & Analyzed Non-Paid Circulation: (See Par. 6)					
Subscriptions:					
Paid	1,936,029	87.2			
Verified	91,187	4.1			
Total Paid & Verified Subscriptions	2,027,216	91.3			
Single Copy Sales	46,270	2.1			
Total Paid & Verified Circulation	2,073,486	93.4	2,055,000	18,486	0.9
Total Analyzed Non-Paid Circulation	147,697	6.6	145,000	2,697	1.9
Total Paid, Verified & Analyzed Non-Paid Circulation	2,221,183	100.0	2,200,000	21,183	1.0

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$3.50		
Subscription	\$15.98		
Average Subscription Price Annualized (12 issue frequency)		\$7.69	
Average Subscription Price per Copy		\$0.64	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2006.

3. PAID, VERIFIED & ANALYZED NON-PAID CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Analyzed Non-Paid	Total Paid, Verified, & Analyzed Non-Paid
Jan.	1,939,698	87,209	2,026,907	39,262	2,066,169	147,998	2,214,167
Feb.	1,925,094	86,986	2,012,080	54,179	2,066,259	148,209	2,214,468
Mar.	1,944,144	86,645	2,030,789	39,567	2,070,356	147,313	2,217,669
Apr.	1,936,285	96,142	2,032,427	52,111	2,084,538	146,787	2,231,325
May	1,933,281	95,073	2,028,354	52,979	2,081,333	150,987	2,232,320
June	1,937,667	95,069	2,032,736	39,522	2,072,258	144,885	2,217,143

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

Paid, Verified & Analyzed Non-Paid
Magazine Publisher's Statement

For six months ended June 30, 2007

5. TREND ANALYSIS

	2002	%	2003	%	2004	%	2005	%	2006	%
Subscriptions:										
Paid	1,994,796	89.2	1,995,640	89.8	1,949,634	88.3	1,986,778	88.7	1,962,596	88.1
Verified	N/A		N/A		N/A		N/A		69,072	3.1
Total Paid & Verified Subscriptions	1,994,796	89.2	1,995,640	89.8	1,949,634	88.3	1,986,778	88.7	2,031,668	91.2
Single Copy Sales	97,317	4.3	84,875	3.8	73,298	3.3	62,322	2.8	51,709	2.3
Total Paid & Verified Circulation	2,092,113	93.5	2,080,515	93.6	2,022,932	91.6	2,049,100	91.5	2,083,377	93.5
Year Over Year Percent of Change		3.9		-0.6		-2.8		1.3		1.7
Paid & Verified Rate Base	2,055,000		2,055,000		2,055,000		2,055,000		2,055,000	
Total Analyzed Non-Paid Circ.	145,383	6.5	142,726	6.4	185,638	8.4	190,426	8.5	145,126	6.5
Year Over Year Percent of Change		2.2		-1.8		30.1		2.6		-23.8
Analyzed Non-Paid Rate Base	145,000		145,000		145,000		145,000		145,000	
Total Paid, Verified & Analyzed Non-Paid Circ.	2,237,496	100.0	2,223,241	100.0	2,208,570	100.0	2,239,526	100.0	2,228,503	100.0
Year Over Year Percent of Change		3.8		-0.6		-0.7		1.4		-0.5
Combined Rate Base	2,200,000		2,200,000		2,200,000		2,200,000		2,200,000	
Avg. Annualized Subscription Price	\$10.92		\$11.82		\$12.47		\$10.80		\$9.24	

6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID, VERIFIED & ANALYZED NON-PAID 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*	1,665,321	75.0
Combination Subscriptions*	53	0.0
Loyalty/Award Point*	57,708	2.6
Partnership:		
Deductible*	183,955	8.3
Sponsored Sales	28,992	1.3
TOTAL PAID SUBSCRIPTIONS	1,936,029	87.2
VERIFIED SUBSCRIPTIONS		
Public Place (See Par. 6A)	91,187	4.1
TOTAL VERIFIED SUBSCRIPTIONS	91,187	4.1
TOTAL PAID & VERIFIED SUBSCRIPTIONS	2,027,216	91.3
SINGLE COPY SALES		
Single Issue Sales	46,270	2.1
TOTAL SINGLE COPY SALES	46,270	2.1
TOTAL PAID & VERIFIED CIRCULATION	2,073,486	93.4
ANALYZED NON-PAID		
List Source	147,697	6.6
TOTAL ANALYZED NON-PAID	147,697	6.6
TOTAL PAID, VERIFIED & ANALYZED NON-PAID	2,221,183	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		Other	Total Public Place Copies
	Personal Care Salons	Care Providers		
Public Place	48,739	42,448		91,187

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 April, 2007 issue

Total paid & verified circulation of this issue was 0.3% greater than the total average paid & verified circulation.

Total analyzed non-paid circulation of this issue was 0.6% less than the total average analyzed non-paid circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION	ANALYZED NON-PAID	TOTAL CIRCULATION
Alabama	29,417	531	29,948	416	30,364	1,806	32,170
Arizona	28,596	1,276	29,872	1,036	30,908	2,310	33,218
Arkansas	16,444	274	16,718	255	16,973	1,023	17,996
California	175,318	17,711	193,029	4,056	197,085	17,316	214,401
Colorado	30,964	1,837	32,801	831	33,632	2,229	35,861
Connecticut	24,065	2,183	26,248	533	26,781	2,850	29,631
Delaware	5,653	344	5,997	115	6,112	483	6,595
District of Columbia	2,431	197	2,628	97	2,725	396	3,121
Florida	93,339	3,883	97,222	2,089	99,311	9,397	108,708
Georgia	53,642	2,853	56,495	908	57,403	4,619	62,022
Idaho	9,101	187	9,288	274	9,562	513	10,075
Illinois	92,332	5,317	97,649	2,243	99,892	6,685	106,577
Indiana	46,608	1,790	48,398	1,266	49,664	2,793	52,457
Iowa	28,754	590	29,344	309	29,653	930	30,583
Kansas	22,675	699	23,374	317	23,691	1,074	24,765
Kentucky	31,357	692	32,049	545	32,594	2,059	34,653
Louisiana	26,698	185	26,883	379	27,262	1,314	28,576
Maine	9,546	183	9,729	279	10,008	708	10,716
Maryland	36,410	2,757	39,167	741	39,908	4,348	44,256
Massachusetts	43,159	3,901	47,060	1,233	48,293	4,272	52,565
Michigan	80,922	3,886	84,808	1,920	86,728	4,649	91,377
Minnesota	49,881	1,765	51,646	1,264	52,910	1,866	54,776
Mississippi	20,646	100	20,746	191	20,937	606	21,543
Missouri	46,272	1,296	47,568	661	48,229	2,460	50,689
Montana	6,074	24	6,098	102	6,200	339	6,539
Nebraska	17,226	406	17,632	263	17,895	741	18,636
Nevada	12,871	717	13,588	586	14,174	864	15,038
New Hampshire	10,194	671	10,865	272	11,137	741	11,878
New Jersey	58,268	5,351	63,619	1,197	64,816	7,203	72,019
New Mexico	8,501	239	8,740	168	8,908	804	9,712
New York	110,730	7,748	118,478	3,133	121,611	13,327	134,938
North Carolina	67,582	1,548	69,130	1,202	70,332	3,900	74,232
North Dakota	5,593	39	5,632	87	5,719	231	5,950
Ohio	83,250	3,151	86,401	1,507	87,908	6,069	93,977
Oklahoma	21,880	487	22,367	459	22,826	1,314	24,140
Oregon	17,803	867	18,670	479	19,149	1,497	20,646
Pennsylvania	80,456	4,230	84,686	1,782	86,468	6,849	93,317
Rhode Island	6,491	439	6,930	168	7,098	729	7,827
South Carolina	26,592	721	27,313	447	27,760	1,872	29,632
South Dakota	6,337	121	6,458	91	6,549	243	6,792
Tennessee	36,195	1,253	37,448	946	38,394	3,063	41,454
Texas	131,237	5,672	136,909	3,195	140,104	8,892	148,996
Utah	18,011	838	18,849	557	19,406	1,083	20,489
Vermont	4,539	168	4,707	96	4,803	348	5,151
Virginia	54,192	2,674	56,866	1,350	58,216	4,152	62,368
Washington	36,846	2,362	39,208	881	40,089	2,535	42,624
West Virginia	11,768	54	11,822	192	12,014	858	12,872
Wisconsin	51,945	1,853	53,798	1,053	54,851	2,196	57,047
Wyoming	4,148	67	4,215	56	4,271	225	4,496
TOTAL 48 CONTERMINOUS STATES	1,892,959	96,137	1,989,096	42,227	2,031,323	146,778	2,178,101
Alaska	5,081	1	5,082	128	5,210		5,210
Hawaii	7,202	4	7,206	110	7,316	6	7,322
TOTAL ALASKA & HAWAII	12,283	5	12,288	238	12,526	6	12,532
U.S. Unclassified							
TOTAL UNITED STATES	1,905,242	96,142	2,001,384	42,465	2,043,849	146,784	2,190,633
Poss. & Other Areas	1,509		1,509	198	1,707		1,707
U.S. & POSS., etc.	1,906,751	96,142	2,002,893	42,663	2,045,556	146,784	2,192,340
CANADA							
Alberta	5,478		5,478	1,210	6,688		6,688
British Columbia	3,300		3,300	1,210	4,510		4,510
Manitoba	1,360		1,360	323	1,683		1,683
New Brunswick	806		806	172	978		978
Newfoundland/Labrador	416		416	118	534		534
Northwest Territories	106		106	20	126		126
Nova Scotia	845		845	329	1,174		1,174
Nunavut	10		10	2	12		12
Ontario	10,667		10,667	3,216	13,883		13,883
Prince Edward Island	258		258	45	303		303
Quebec	1,113		1,113	562	1,675		1,675
Saskatchewan	1,604		1,604	305	1,909		1,909
Yukon Territory	67		67	15	82		82
Canadian Unclassified							
TOTAL CANADA	26,030		26,030	7,527	33,557		33,557
International	547		547	1,921	2,468		2,468
Other Unclassified							
Military or Civilian							
Personnel Overseas	2,957		2,957		2,957	3	2,960
GRAND TOTAL	1,936,285	96,142	2,032,427	52,111	2,084,538	146,787	2,231,325

ANALYSIS BY ABCD COUNTY SIZE for the April, 2007 issue

County Size	% of Households	Total Paid & Verified Circulation	Analyzed Non-Paid	Total Paid, Verified & Analyzed Non-Paid	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	806,812	70,798	877,610	40.3	101
B	30	633,762	45,471	679,233	31.2	104
C	15	300,098	19,714	319,812	14.7	98
D	15	290,651	10,795	301,446	13.8	92

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 June 30, 2007

A. DURATION		C. CHANNELS	
	%		%
(a) One to six months (1 to 6 issues).....	696	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	593,577
(b) Seven to eleven months (7 to 11 issues).....	310	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	30,853
(c) Twelve months (12 issues).....	252,815	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	23,193
(d) Thirteen to twenty-four months.....	192,193	(d) Subscriptions as part of membership in an organization.....	None
(e) Twenty-five months and more.....	201,609	Total Subscriptions Sold in Period.....	647,623
Total Subscriptions Sold in Period.....	647,623		100.0
B. USE OF PREMIUMS			
(a) Ordered without premium.....	646,183		
(b) Ordered with material reprinted from this publication.....	None		
(c) Ordered with other premiums, See Par. 9.....	1,440		
Total Subscriptions Sold in Period.....	647,623		100.0

9. EXPLANATORY

(a) Suggested Retail Prices: Subscriptions: Canada, 1 yr. \$27.00. International, 1 yr. \$49.00.

(b) Average non-analyzed non-paid circulation for the 6 month period: 25,079 copies per issue.

(c) Post expiration copies: None.

(d) 8 subscriptions were sold in combination during this statement period.

Combination Publication	Subscriptions Sold	Subscription Term	Price of Combination	Suggested Retail Price
Child	8	1 year	\$12.00	\$27.98

(e) Airline Frequent Flyer Mile Subscriptions: The average of 57,708 copies per issue, included in Par. 1, represents copies served to subscribers in exchange for the redemption of Airline Frequent Flyer Miles. Subscriptions were sold at 12 issues for \$12.00, in exchange for the redemption of 480 points or 12 issues for \$12.50, in exchange for the redemption of 500 points, each at the rate of 2.5¢ per mile.

(f) Partnership Subscription Sales (Deductible), an average of 183,955 copies per issue, shown in Par. 6, and included in Par. 1, represent copies sold in a partnership relationship wherein this publication was bundled with the purchase of a product or service. Purchasers were advised that a portion of the sales price was allocated for a subscription to this publication.

(g) Sponsored Subscription Sales, Individually Addressed/Sponsored Sales: The average of 28,992 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased by business concerns and delivered to private residences or business offices.

(h) List Source, averaging 147,697 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to physicians in the fields of Pediatrics and Obstetrics/Gynecology.

(i) Use of Premiums: A bowl, a plate and spoon set and a Baby Genius CD set, with no advertised or stated values, were offered with some subscriptions.

10. VARIANCE

Latest released Audit Report for 6 months ended June 30, 2005; 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)
06-30-05	2,055,000	1,971,153	2,047,279	-76,126	-3.7	145,000	303,760	227,733	76,027	33.4
12-31-04	2,055,000	1,883,575	2,022,932	-139,357	-6.9	145,000	324,905	185,637	139,268	75.0
12-31-03	2,055,000	1,691,822	2,072,867	-381,045	-18.4	145,000	515,162	140,821	374,341	265.8
06-30-03	2,055,000	2,080,496	2,088,162	-7,666	-0.4	145,000	144,311	144,631	-320	-0.2
12-31-02	(a)	2,088,047	2,092,112	-4,065	-0.2	(b)	145,383	145,383		

Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)
06-30-05	2,200,000	2,274,913	2,275,012	-99	-0.0
12-31-04	2,200,000	2,208,480	2,208,569	-89	-0.0
12-31-03	2,200,000	2,206,984	2,213,688	-6,704	-0.3
06-30-03	2,200,000	2,224,807	2,232,793	-7,986	-0.4
12-31-02	2,200,000	2,233,430	2,237,495	-4,065	-0.2

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

(a) Effective 01/01/02 changed from 1,985,000 to 2,055,000

(b) Effective 01/01/02 changed from 140,000 to 145,000

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

PARENTS, published by Meredith Corporation • 375 Lexington Ave. • New York, NY 10017-5514

DAVID BALL

Vice President, Consumer Marketing

P: 212.499.2000 • URL: www.parents.com

DIANE NEWMAN

Vice President/Publisher

Date Signed: July 25, 2007

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Established: 1926 ABC Member since: 1927

04-0845-0	Analyzed Issue Date	04/01/07
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	3.50
	Association Subscription Price	
	U.S. Subscription Price	15.98
	Canadian Subscription Price	27.00
	International Subscription Price	49.00