



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

Subject to Audit

Parents

For the six months ended June 30, 2011

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

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	1,951,175	88.1			
Verified	90,002	4.0			
Total Paid & Verified Subscriptions	2,041,177	92.1			
Single Copy Sales	29,468	1.4			
Total Paid & Verified Circulation	2,070,645	93.5	2,055,000	15,645	0.8
Total Analyzed Non-Paid Circulation	145,000	6.5	145,000		
Total Paid, Verified & Analyzed Non-Paid Circulation	2,215,645	100.0	2,200,000	15,645	0.7

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Average Price (2) Gross (Optional)
Average Single Copy Subscription	\$3.50		
Average Subscription Price Annualized (12 issue frequency)	\$15.98		
Average Subscription Price per Copy		\$7.80	\$0.65

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2010.

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.	1,950,180	90,003	2,040,183	30,014	2,070,197	145,000	2,215,197
Feb.	1,958,385	90,003	2,048,388	30,172	2,078,560	145,000	2,223,560
Mar.	1,950,198	90,003	2,040,201	29,270	2,069,471	145,000	2,214,471
Apr.	1,950,204	90,000	2,040,204	31,525	2,071,729	145,000	2,216,729
May	1,947,883	90,000	2,037,883	31,658	2,069,541	145,000	2,214,541
June	1,950,202	90,000	2,040,202	24,171	2,064,373	145,000	2,209,373

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

For six months ended June 30, 2011

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2006	%	2007	%	2008	%	2009	%	2010	%
Subscriptions:										
Paid	1,962,596	88.1	1,999,749	90.1	1,934,889	87.1	1,933,620	87.5	1,936,687	87.9
Verified	69,072	3.1	56,447	2.6	90,031	4.1	93,009	4.2	90,005	4.1
Total Paid & Verified Subscriptions	2,031,668	91.2	2,056,196	92.7	2,024,920	91.2	2,026,629	91.7	2,026,692	92.0
Single Copy Sales	51,709	2.3	44,590	2.0	49,168	2.2	37,620	1.7	31,457	1.4
Total Paid & Verified Circulation	2,083,377	93.5	2,100,786	94.7	2,074,088	93.4	2,064,249	93.4	2,058,149	93.4
Year Over Year Percent of Change		1.7		0.8		-1.3		-0.5		-0.3
Total Analyzed Non-Paid Circ.	145,126	6.5	118,145	5.3	146,637	6.6	145,500	6.6	145,000	6.6
Year Over Year Percent of Change		-23.8		-18.6		24.1		-0.8		-0.3
Total Paid, Verified & Analyzed Non-Paid Circ.	2,228,503	100.0	2,218,931	100.0	2,220,725	100.0	2,209,749	100.0	2,203,149	100.0
Year Over Year Percent of Change		-0.5		-0.4		0.1		-0.5		-0.3
Avg. Annualized Subscription Price	\$9.24		\$5.42		\$6.12		\$6.48		\$8.28	

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*	1,251,299	56.5
Combination Subscriptions*	35,728	1.6
Award Point*	9,827	0.5
Partnership:		
Deductible*	294,478	13.3
Non-Deductible	154	0.0
Sponsored Sales	359,689	16.2
TOTAL PAID SUBSCRIPTIONS	1,951,175	88.1
VERIFIED SUBSCRIPTIONS		
Public Place (See Par. 6A)	90,002	4.0
TOTAL VERIFIED SUBSCRIPTIONS	90,002	4.0
TOTAL PAID & VERIFIED SUBSCRIPTIONS	2,041,177	92.1
SINGLE COPY SALES		
Single Issue Sales	29,135	1.4
Combination Single Copy Sales	333	0.0
TOTAL SINGLE COPY SALES	29,468	1.4
TOTAL PAID & VERIFIED CIRCULATION	2,070,645	93.5
ANALYZED NON-PAID		
List Source	145,000	6.5
TOTAL ANALYZED NON-PAID	145,000	6.5
TOTAL PAID, VERIFIED & ANALYZED NON-PAID	2,215,645	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			Total Public Place Copies
	Personal Care Salons	Providers	Other	
Public Place	47,752	42,250		90,002

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 February 2011 issue

Total paid & verified circulation of this issue was 0.4% greater than the total average paid & verified circulation.

Total analyzed non-paid circulation of this issue was the same as 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	31,395	559	31,954	323	32,277	2,073	34,350
Arizona	30,648	1,061	31,709	613	32,322	2,310	34,632
Arkansas	18,574	368	18,942	149	19,091	1,038	20,129
California	179,163	16,896	196,059	3,383	199,442	16,359	215,801
Colorado	32,735	1,463	34,198	752	34,950	2,097	37,047
Connecticut	24,139	2,383	26,522	251	26,773	2,817	29,590
Delaware	6,288	258	6,546	113	6,659	447	7,106
District of Columbia	2,954	177	3,131	53	3,184	411	3,595
Florida	97,781	2,911	100,692	1,431	102,123	9,120	111,243
Georgia	60,026	2,622	62,648	825	63,473	4,797	68,270
Idaho	9,489	229	9,718	153	9,871	765	10,636
Illinois	89,493	5,206	94,699	1,206	95,905	6,459	102,364
Indiana	45,706	1,306	47,012	559	47,571	3,099	50,670
Iowa	25,667	411	26,078	244	26,322	981	27,303
Kansas	23,193	666	23,859	163	24,022	1,131	25,153
Kentucky	30,921	750	31,671	320	31,991	1,893	33,884
Louisiana	27,569	450	28,019	205	28,224	2,379	30,603
Maine	8,538	187	8,725	122	8,847	726	9,573
Maryland	38,605	2,665	41,270	601	41,871	3,804	45,675
Massachusetts	44,291	3,744	48,035	612	48,647	3,510	52,157
Michigan	66,938	3,046	69,984	935	70,919	4,776	75,695
Minnesota	45,664	1,658	47,322	503	47,825	1,548	49,373
Mississippi	16,806	280	17,086	140	17,226	1,131	18,357
Missouri	44,775	1,344	46,119	330	46,449	2,493	48,942
Montana	6,588	86	6,674	116	6,790	441	7,231
Nebraska	15,726	406	16,132	201	16,333	819	17,152
Nevada	13,150	487	13,637	467	14,104	987	15,091
New Hampshire	9,622	514	10,136	151	10,287	657	10,944
New Jersey	60,726	6,254	66,980	832	67,812	6,714	74,526
New Mexico	9,096	229	9,325	90	9,415	795	10,210
New York	114,205	7,709	121,914	1,210	123,124	11,368	134,492
North Carolina	63,517	1,680	65,197	746	65,943	3,705	69,648
North Dakota	6,265	81	6,346	70	6,416	210	6,626
Ohio	86,472	2,443	88,915	912	89,827	5,760	95,587
Oklahoma	24,076	479	24,555	233	24,788	1,545	26,333
Oregon	19,754	569	20,323	332	20,655	1,659	22,314
Pennsylvania	91,499	3,994	95,493	1,229	96,722	5,985	102,707
Rhode Island	6,529	285	6,814	66	6,880	573	7,453
South Carolina	27,961	682	28,643	400	29,043	1,950	30,993
South Dakota	6,755	122	6,877	74	6,951	273	7,224
Tennessee	41,524	1,211	42,735	508	43,243	3,159	46,402
Texas	139,415	5,086	144,501	1,757	146,258	10,497	156,755
Utah	17,700	659	18,359	226	18,585	1,131	19,716
Vermont	4,088	166	4,254	61	4,315	339	4,654
Virginia	56,936	2,602	59,538	870	60,408	3,789	64,197
Washington	39,136	1,910	41,046	808	41,854	2,742	44,596
West Virginia	12,960	162	13,122	115	13,237	993	14,230
Wisconsin	46,852	1,455	48,307	473	48,780	2,427	51,207
Wyoming	3,998	92	4,090	51	4,141	318	4,459
TOTAL 48 CONTERMINOUS STATES	1,925,908	90,003	2,015,911	25,984	2,041,895	145,000	2,186,895
Alaska	4,710		4,710	69	4,779		4,779
Hawaii	7,742		7,742	143	7,885		7,885
TOTAL ALASKA & HAWAII	12,452		12,452	212	12,664		12,664
U.S. Unclassified	2,177		2,177		2,177		2,177
TOTAL UNITED STATES	1,940,537	90,003	2,030,540	26,196	2,056,736	145,000	2,201,736
Poss. & Other Areas	2,266		2,266	7	2,273		2,273
U.S. & POSS., etc.	1,942,803	90,003	2,032,806	26,203	2,059,009	145,000	2,204,009
CANADA							
Alberta	2,005		2,005	534	2,539		2,539
British Columbia	1,248		1,248	482	1,730		1,730
Manitoba	728		728	111	839		839
New Brunswick	132		132	59	191		191
Newfoundland/Labrador	16		16	54	70		70
Northwest Territories	356		356	9	365		365
Nova Scotia	5		5	120	125		125
Nunavut	502		502		502		502
Ontario	5,840		5,840	1,297	7,137		7,137
Prince Edward Island	199		199	23	222		222
Quebec	293		293	55	348		348
Saskatchewan	1,039		1,039	112	1,151		1,151
Yukon Territory	12		12	8	20		20
Canadian Unclassified							
TOTAL CANADA	12,375		12,375	2,964	15,239		15,239
International	243		243	783	1,026		1,026
Other Unclassified							
Military or Civilian							
Personnel Overseas	2,964		2,964	322	3,286		3,286
GRAND TOTAL	1,958,385	90,003	2,048,388	30,172	2,078,560	145,000	2,223,560

ANALYSIS BY ABCD COUNTY SIZE for the February 2011 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	824,300	65,407	889,707	40.7	102
B	30	644,548	44,832	689,380	31.5	105
C	15	302,305	21,030	323,335	14.8	99
D	15	270,742	13,731	284,473	13.0	87

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, 2011

A. DURATION	%	C. CHANNELS	%
(a) One to six months (1 to 6 issues).....	4,115 0.8	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	406,791 78.5
(b) Seven to eleven months (7 to 11 issues).....	193 0.0	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	98,796 19.0
(c) Twelve months (12 issues).....	254,646 49.1	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	13,208 2.5
(d) Thirteen to twenty-four months.....	109,432 21.1	(d) Subscriptions as part of membership in an organization.....	None
(e) Twenty-five months and more.....	150,409 29.0	Total Subscriptions Sold in Period.....	518,795 100.0
Total Subscriptions Sold in Period.....	518,795 100.0		
B. USE OF PREMIUMS			
(a) Ordered without premium.....	410,298 79.1		
(b) Ordered with material reprinted from this publication.....	None		
(c) Ordered with other premiums, See Par. 9.....	108,497 20.9		
Total Subscriptions Sold in Period.....	518,795 100.0		

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: 19,911 copies per issue.

(c) Post expiration copies: None.

(d) 2,310 subscriptions were sold in combination during this statement period.

Combination Publication	Subscriptions Sold	Subscription Term	Price of Combination	Suggested Retail Price
Family Circle	2,309	39 issues	\$12.00	\$51.94
Fitness	1	34 issues	\$12.00	\$24.93

(e) Award Point Subscription Sales: The average of 9,827 copies per issue, shown in Par. 6 and included in Par. 1, includes the following:

An average of 84 copies per issue represents copies served to subscribers in exchange for the redemption of Airline Frequent Flyer Miles. These subscriptions were sold at 12 issues for \$12.00, in exchange for the redemption of 400 points at the rate of \$0.03 per mile.

An average of 9,743 copies per issue represents copies purchased through the redemption of award points valued at \$0.07 per point.

(f) Partnership Subscription Sales (Deductible): The average of 294,478 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 a product or service. Purchasers were advised that \$4.00 to \$7.49 of the sales price was allocated for a one year subscription to this publication.

(g) Partnership Subscription Sales (Non-Deductible): The average of 154 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 a product or service. Purchasers were advised that \$4.00 of the sales price was allocated for a one year subscription to this publication and was non-deductible from the total purchase price.

(h) Sponsored Subscription Sales: The average of 359,689 copies per issue, shown in Par. 6 and included in Par. 1, represents individually addressed copies purchased by business concerns and delivered to private residences or business offices.

(i) Single Copy Combo: An average of 333 copies per issue represents copies of the February 11 and March 11 issues of this publication sold in single copy combination with Scrapbooks, etc. at a price of \$7.99.

(j) List Source, averaging 145,000 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.

(k) Use of Premiums: An editorial cookbook, "Quick and Easy Meals for Busy Families," a bowl, plate and spoon set, and a Baby Genius CD set, with no advertised or stated values, were offered with some subscriptions.

A gift certificate, with a value of \$5.00, was offered with some subscriptions.

Downloadable editorial premiums, with no advertised or stated value, were offered as a collection stimulant with 1,779 paid-in-full subscriptions.

10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2010; 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)
06-30-10	2,055,000	2,060,136	2,063,002	-2,866	-0.1	145,000	145,250	145,250		
06-30-09	2,055,000	2,059,025	2,060,624	-1,599	-0.1	145,000	146,115	146,115		
06-30-08	2,055,000	2,107,057	2,107,427	-370	-0.0	145,000	117,586	117,568	18	0.0
06-30-07	2,055,000	2,071,862	2,073,485	-1,623	-0.1	145,000	147,751	147,697	54	0.0
12-31-06	2,055,000	2,067,868	2,068,333	-465	-0.0	145,000	145,598	145,250	348	0.2
06-30-06	2,055,000	2,099,436	2,098,421	1,015	0.0	145,000	144,740	145,001	-261	-0.2

Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)
06-30-10	2,200,000	2,205,386	2,208,252	-2,866	-0.1
06-30-09	2,200,000	2,205,140	2,206,739	-1,599	-0.1
06-30-08	2,200,000	2,224,643	2,224,995	-352	-0.0
06-30-07	2,200,000	2,219,613	2,221,182	-1,569	-0.1
12-31-06	2,200,000	2,213,466	2,213,583	-117	-0.0
06-30-06	2,200,000	2,244,176	2,243,422	754	0.0

[^]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

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

JANET DONNELLY

Vice President, Consumer Marketing

P: 212.499.2000 • URL: www.parents.com

CAREY WITMER

Exec VP/President Parents Network

Date Signed: September 12, 2011

Sales Office: New York 212-499-2000

Established: 1926 ABC Member since: 1927

04-0845-0	Analyzed Issue Date	02/01/11
	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