



Audit Bureau
of Circulations

This Old House

For the six months ended June 30, 2011

Field Served: How-to instruction, how it's done information, and the beautiful photographic inspiration that helps anyone turn a house into a better home.

Published by This Old House Ventures, Inc.

Frequency: 10 times/year

ABC Member # 04-1195-5

PAID & VERIFIED MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

This Old House

Paid & Verified Magazine
Publisher's Statement

For six months ended June 30, 2011

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	915,940	94.7			
Verified	29,567	3.1			
Total Paid & Verified Subscriptions	945,507	97.8			
Single Copy Sales	21,018	2.2			
Total Paid & Verified Circulation	966,525	100.0	950,000	16,525	1.7

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$4.99		
Subscription	\$19.95		
Average Subscription Price Annualized (10 issue frequency)		\$12.65	
Average Subscription Price per Copy		\$1.26	

(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./Feb.	905,031	29,445	934,476	27,036	961,512
Mar.	926,559	29,116	955,675	23,398	979,073
Apr.	932,121	28,874	960,995	20,681	981,676
May	911,867	29,784	941,651	18,146	959,797
June	904,122	30,616	934,738	15,829	950,567

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

Edition	Number of Issues	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Rate Base
TARGETED EDITION							
Women's	2	491,223	681	491,904		491,904	450,000

5. TREND ANALYSIS

	2006	%	2007	%	2008	%	2009	%	2010	%
Subscriptions:										
Paid	858,515	89.0	842,876	87.2	845,510	87.9	885,492	90.3	938,703	95.9
Verified	48,664	5.0	74,347	7.7	77,628	8.1	59,855	6.1	18,946	1.9
Total Paid & Verified Subscriptions	907,179	94.0	917,223	94.9	923,138	96.0	945,347	96.4	957,649	97.8
Single Copy Sales	57,584	6.0	48,877	5.1	38,499	4.0	35,114	3.6	21,736	2.2
Total Paid & Verified Circulation	964,763	100.0	966,100	100.0	961,637	100.0	980,461	100.0	979,385	100.0
Year Over Year Percent of Change		-0.4		0.1		-0.5		2.0		-0.1
Avg. Annualized Subscription Price	\$15.78		\$14.88		\$13.50		\$13.56		\$12.94	

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*	838,897	86.8
Combination Subscriptions*	14,635	1.5
Association:		
Non-Deductible*	7,279	0.7
Award Point*	53,532	5.5
Partnership:		
Deductible*	1,597	0.2
TOTAL PAID SUBSCRIPTIONS	915,940	94.7
VERIFIED SUBSCRIPTIONS		
Public Place (See Par. 6A)	24,439	2.5
Individual Use (See Par. 6B)	5,128	0.6
TOTAL VERIFIED SUBSCRIPTIONS	29,567	3.1
TOTAL PAID & VERIFIED SUBSCRIPTIONS	945,507	97.8
SINGLE COPY SALES		
Single Issue Sales	21,018	2.2
TOTAL SINGLE COPY SALES	21,018	2.2
TOTAL PAID & VERIFIED CIRCULATION	966,525	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:	Business/Professional Services	Doctor/Health Care Providers	Hotels/Lodges	Education/Learning Facilities	Other	Total Public Place Copies
Public Place	13,230	9,663	935	611		24,439

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	Service Buyers	Other	Total Individual Use Copies
Individual Use	4,697	431		5,128

7. GEOGRAPHIC DATA for the January/February 2011 issue

Total paid & verified circulation of this issue was 0.5% 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	12,008	248	12,256	278	12,534
Arizona	9,412	471	9,883	450	10,333
Arkansas	6,254	178	6,432	125	6,557
California	63,524	3,186	66,710	1,869	68,579
Colorado	22,932	569	23,501	741	24,242
Connecticut	18,022	770	18,792	590	19,382
Delaware	3,157	96	3,253	88	3,341
District of Columbia	1,420	155	1,575	86	1,661
Florida	28,938	1,824	30,762	1,170	31,932
Georgia	21,481	743	22,224	618	22,842
Idaho	3,793	109	3,902	62	3,964
Illinois	41,609	1,479	43,088	819	43,907
Indiana	22,804	405	23,209	371	23,580
Iowa	15,135	203	15,338	199	15,537
Kansas	11,635	214	11,849	208	12,057
Kentucky	14,443	277	14,720	247	14,967
Louisiana	9,429	216	9,645	229	9,874
Maine	7,160	140	7,300	277	7,577
Maryland	17,299	898	18,197	423	18,620
Massachusetts	35,122	1,254	36,376	1,272	37,648
Michigan	33,882	846	34,728	927	35,655
Minnesota	23,248	409	23,657	539	24,196
Mississippi	5,868	94	5,962	173	6,135
Missouri	22,892	419	23,311	644	23,955
Montana	3,509	79	3,588	65	3,653
Nebraska	8,306	141	8,447	207	8,654
Nevada	3,205	145	3,350	224	3,574
New Hampshire	7,999	164	8,163	289	8,452
New Jersey	29,142	1,686	30,828	1,211	32,039
New Mexico	3,944	142	4,086	145	4,231
New York	61,598	3,154	64,752	2,156	66,908
North Carolina	25,015	701	25,716	803	26,519
North Dakota	3,118	48	3,166	60	3,226

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Ohio	46,260	1,022	47,282	880	48,162
Oklahoma	9,378	205	9,583	195	9,778
Oregon	11,234	324	11,558	412	11,970
Pennsylvania	54,721	1,377	56,098	1,009	57,107
Rhode Island	4,232	153	4,385	168	4,553
South Carolina	11,883	313	12,196	256	12,452
South Dakota	3,293	41	3,334	52	3,386
Tennessee	17,708	457	18,165	517	18,682
Texas	44,725	1,845	46,570	1,664	48,234
Utah	4,560	216	4,776	155	4,931
Vermont	3,932	78	4,010	152	4,162
Virginia	28,001	852	28,853	795	29,648
Washington	20,293	538	20,831	934	21,765
West Virginia	5,908	93	6,001	123	6,124
Wisconsin	23,904	395	24,299	358	24,657
Wyoming	1,815	46	1,861	32	1,893
TOTAL 48 CONTERMINOUS STATES	889,150	29,418	918,568	25,267	943,835
Alaska	2,403	7	2,410	109	2,519
Hawaii	1,945	16	1,961	115	2,076
TOTAL ALASKA & HAWAII	4,348	23	4,371	224	4,595
U.S. Unclassified					
TOTAL UNITED STATES	893,498	29,441	922,939	25,491	948,430
Poss. & Other Areas	375	4	379	19	398
U.S. & POSS., etc.	893,873	29,445	923,318	25,510	948,828
Canada	10,736		10,736	1,526	12,262
International	36		36		36
Other Unclassified					
Military or Civilian					
Personnel Overseas	386		386		386
GRAND TOTAL	905,031	29,445	934,476	27,036	961,512

ANALYSIS BY ABCD COUNTY SIZE for the January/February 2011 issue

County Size	% of Households	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	351,369	37.2	93
B	30	290,513	30.8	103
C	15	149,725	15.9	106
D	15	152,228	16.1	107

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 5 issues)	997	0.2		(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	310,516	70.5	
(b) Seven to eleven months (6 to 9 issues)	6,128	1.4		(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	1,430	0.3	
(c) Twelve months (10 issues)	234,525	53.2		(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	118,174	26.8	
(d) Thirteen to twenty-four months	162,620	36.9		(d) Subscriptions as part of membership in an organization	10,470	2.4	
(e) Twenty-five months and more	36,320	8.3		Total Subscriptions Sold in Period	440,590	100.0	
Total Subscriptions Sold in Period	440,590	100.0					
B. USE OF PREMIUMS							
(a) Ordered without premium	423,965	96.2					
(b) Ordered with material reprinted from this publication	None						
(c) Ordered with other premiums, See Par. 9	16,625	3.8					
Total Subscriptions Sold in Period	440,590	100.0					

9. EXPLANATORY

(a) Suggested Retail Prices: Average Single Copy: Canada, \$5.99.

(b) Average non-analyzed non-paid circulation for the 6 month period: 24,129 copies per issue.

(c) Post expiration copies: None.

(d) 9,721 subscriptions were sold in combination during this statement period.

Combination Publication	Subscriptions Sold	Subscription Term	Price of Combination	Suggested Retail Prices
Various Newspapers	5,101	Various	Various	Various
Martha Stewart Living	4,505	7 issues	\$30.00	\$16.33
Various Magazines	115	Various	Various	Various

(e) Association (Non-Deductible): The average of 7,279 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to members of the National Kitchen and Bath Association. Benefits include networking events, professional certification, educational courses, member discounts. \$16.00 is allocated for a 10 issue subscription to this publication and is non-deductible from dues.

(f) Award Point Subscription Sales: The average of 53,532 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased through the redemption of Airline Frequent Flyer Miles valued at 2.5¢ to 3¢ per mile.

(g) Partnership Subscription Sales (Deductible): The average of 1,597 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 \$10.00 of the sales price was allocated for a 10 issue subscription to this publication.

(h) Use of Premiums: A bag, with no advertised or stated value, was offered with some 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)
06-30-10	950,000	999,518	993,600	1,918	0.2
06-30-09	950,000	960,104	960,142	-38	-0.0
06-30-08	950,000	968,838	969,448	-610	-0.1
06-30-07	950,000	962,372	960,884	1,488	0.2
06-30-06	950,000	971,403	967,499	3,904	0.4

[^]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: Time Inc.

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MICHELLE KORCHINSKI-OGDEN

CHARLES KAMMERER

Date Signed: July 25, 2011

Director, Consumer Marketing

Publisher

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ABC Member since: 1997

04-1195-5	Analyzed Issue Date	01-02/01/11
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.99
	Association Subscription Price	
	U.S. Subscription Price	19.95
	Canadian Subscription Price	
	International Subscription Price	