



MAGAZINE

Publisher's Statement

6 months ended June 30, 2014

Subject to Audit

Field Served: FINE GARDENING provides inspiration, practical information, and resources that enable homeowners to have confidence in their gardening abilities and to create garden spaces that reflect their personality and home.

Published by Taunton Press, Inc.

Frequency: 6 times/year

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					
Print	82,960	75.0			
Digital (Replica)	1,008	0.9			
Total Paid Subscriptions	83,968	75.9			
Verified					
Print	2,000	1.8			
Total Verified Subscriptions	2,000	1.8			
Total Paid & Verified Subscriptions	85,968	77.7			
Single Copy Sales					
Print	24,355	22.0			
Digital (Replica)	351	0.3			
Total Single Copy Sales	24,706	22.3			
Total Paid & Verified Circulation	110,674	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$6.99		
Subscription	\$29.95		
Average Subscription Price Annualized (6 issue frequency)		\$27.06	
Average Subscription Price per Copy		\$4.51	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2013.

3. PAID & VERIFIED CIRCULATION BY ISSUE OF PRINT AND DIGITAL REPLICA

Issue	Paid Subscriptions			Verified Subscriptions			Single Copy Sales			Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital (Replica)	Total Paid & Verified Circulation
	Print	Digital (Replica)	Total Paid Subscriptions	Print	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Digital (Replica)	Total Single Copy Sales			
Jan./Feb.	83,094	934	84,028			84,028	23,295	252	23,547	106,389	1,186	107,575
Mar./Apr.	83,068	1,053	84,121			84,121	22,385	330	22,715	105,453	1,383	106,836
May/June	82,719	1,038	83,757	6,000	6,000	89,757	27,385	470	27,855	116,104	1,508	117,612

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2009	%	2010	%	2011	%	2012	%	2013	%
Subscriptions:										
Paid	99,636	67.4	98,798	65.9	94,683	65.4	89,944	70.3	86,526	72.1
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	99,636	67.4	98,798	65.9	94,683	65.4	89,944	70.3	86,526	72.1
Single Copy Sales	48,202	32.6	51,027	34.1	50,116	34.6	37,999	29.7	33,522	27.9
Total Paid & Verified Circulation	147,838	100.0	149,825	100.0	144,799	100.0	127,943	100.0	120,048	100.0
Year Over Year Percent of Change		-9.3		1.3		-3.4		-11.6		-6.2
Avg. Annualized Subscription Price	\$26.58		\$27.23		\$27.07		\$27.24		\$26.64	

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.

	Print Average for Period	Digital (Replica) Average for Period	Total	% of Circulation
PAID SUBSCRIPTIONS				
Individual Subscriptions*	82,960	1,008	83,968	75.9
TOTAL PAID SUBSCRIPTIONS	82,960	1,008	83,968	75.9
VERIFIED SUBSCRIPTIONS				
Public Place (See Par. 6A)	2,000		2,000	1.8
TOTAL VERIFIED SUBSCRIPTIONS	2,000		2,000	1.8
TOTAL PAID & VERIFIED SUBSCRIPTIONS	84,960	1,008	85,968	77.7
SINGLE COPY SALES				
Single Issue Sales	24,355	351	24,706	22.3
TOTAL SINGLE COPY SALES	24,355	351	24,706	22.3
TOTAL PAID & VERIFIED CIRCULATION	109,315	1,359	110,674	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	Public Place Other	Total Public Place Copies
Public Place	1,122	842	36		2,000

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 May/June 2014 issue

Total paid & verified circulation of this issue was 6.3% greater than the total average paid & verified circulation.

State	PAID SUBSCRIPTIONS			VERIFIED SUBSCRIPTIONS			SINGLE COPY SALES					Total Paid & Verified Circulation
	Print	Digital (Replica)	Total Paid Subscriptions	Print	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Digital (Replica)	Total Single Copy Sales	Total Paid & Verified Circulation	Total Paid & Verified Circulation	
Alabama	840	11	851			851	277	5	282	1,117	16	1,133
Arizona	291	4	295	85	85	380	387	7	394	763	11	774
Arkansas	465	6	471			471	100	2	102	565	8	573
California	5,926	77	6,003	1,629	1,629	7,632	2,031	34	2,065	9,586	111	9,697
Colorado	1,325	17	1,342	101	101	1,443	570	10	580	1,996	27	2,023
Connecticut	2,381	30	2,411	261	261	2,672	355	6	361	2,997	36	3,033
Delaware	334	4	338	31	31	369	78	1	79	443	5	448
District of Columbia	204	3	207			207	33	1	34	237	4	241
Florida	1,318	17	1,335	81	81	1,416	1,165	20	1,185	2,564	37	2,601
Georgia	2,032	26	2,058	95	95	2,153	774	13	787	2,901	39	2,940
Idaho	508	6	514			514	181	3	184	689	9	698
Illinois	3,762	47	3,809	499	499	4,308	934	16	950	5,195	63	5,258
Indiana	1,554	19	1,573			1,573	319	5	324	1,873	24	1,897
Iowa	1,119	14	1,133			1,133	171	3	174	1,290	17	1,307
Kansas	984	12	996			996	161	3	164	1,145	15	1,160
Kentucky	747	9	756			756	197	3	200	944	12	956
Louisiana	447	6	453			453	275	5	280	722	11	733
Maine	889	11	900			900	177	3	180	1,066	14	1,080
Maryland	2,320	29	2,349	134	134	2,483	447	8	455	2,901	37	2,938
Massachusetts	3,762	47	3,809	457	457	4,266	596	10	606	4,815	57	4,872
Michigan	3,508	44	3,552	182	182	3,734	2,409	41	2,450	6,099	85	6,184
Minnesota	1,949	24	1,973	73	73	2,046	524	9	533	2,546	33	2,579
Mississippi	343	4	347			347	148	3	151	491	7	498
Missouri	1,459	18	1,477	95	95	1,572	382	7	389	1,936	25	1,961
Montana	332	4	336			336	150	3	153	482	7	489
Nebraska	638	8	646			646	138	2	140	776	10	786
Nevada	195	2	197			197	181	3	184	376	5	381
New Hampshire	868	11	879	43	43	922	198	3	201	1,109	14	1,123
New Jersey	2,304	29	2,333	807	807	3,140	457	8	465	3,568	37	3,605
New Mexico	219	3	222			222	91	2	93	310	5	315
New York	5,140	64	5,204	521	521	5,725	1,018	17	1,035	6,679	81	6,760
North Carolina	2,561	32	2,593	17	17	2,610	697	12	709	3,275	44	3,319
North Dakota	228	3	231			231	54	1	55	282	4	286
Ohio	3,547	45	3,592	70	70	3,662	591	10	601	4,208	55	4,263
Oklahoma	591	7	598			598	190	3	193	781	10	791
Oregon	2,665	33	2,698	23	23	2,721	962	17	979	3,650	50	3,700
Pennsylvania	4,194	53	4,247	314	314	4,561	1,002	17	1,019	5,510	70	5,580
Rhode Island	494	6	500			500	68	1	69	562	7	569
South Carolina	967	12	979			979	292	5	297	1,259	17	1,276
South Dakota	267	3	270			270	33	1	34	300	4	304
Tennessee	1,413	18	1,431			1,431	377	6	383	1,790	24	1,814
Texas	1,994	25	2,019	173	173	2,192	1,897	33	1,930	4,064	58	4,122
Utah	486	6	492			492	221	4	225	707	10	717
Vermont	567	7	574			574	82	1	83	649	8	657
Virginia	3,130	39	3,169	213	213	3,382	642	11	653	3,985	50	4,035
Washington	4,755	60	4,815	96	96	4,911	1,351	23	1,374	6,202	83	6,285
West Virginia	326	4	330			330	71	1	72	397	5	402
Wisconsin	2,435	31	2,466			2,466	411	7	418	2,846	38	2,884
Wyoming	130	2	132			132	57	1	58	187	3	190
TOTAL 48 CONTERMINOUS STATES	78,913	992	79,905	6,000	6,000	85,905	23,922	410	24,332	108,835	1,402	110,237
Alaska	198	2	200			200	93	2	95	291	4	295
Hawaii	88	1	89			89	37	1	38	125	2	127
TOTAL ALASKA & HAWAII	286	3	289			289	130	3	133	416	6	422
U.S. Unclassified												
TOTAL UNITED STATES	79,199	995	80,194	6,000	6,000	86,194	24,052	413	24,465	109,251	1,408	110,659
Poss. & Other Areas	36		36			36				36		36
U.S. & POSS., etc.	79,235	995	80,230	6,000	6,000	86,230	24,052	413	24,465	109,287	1,408	110,695
Canada	3,052	38	3,090			3,090	3,308	57	3,365	6,360	95	6,455
International	414	5	419			419	25		25	439	5	444
Other Unclassified												
Military or Civilian Personnel Overseas	18		18			18				18		18
GRAND TOTAL	82,719	1,038	83,757	6,000	6,000	89,757	27,385	470	27,855	116,104	1,508	117,612

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, 2014

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 3 issues)	19	0.0	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	47,234	97.8
(b) Seven to eleven months (4 to 5 issues)	17	0.0	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	447	0.9
(c) Twelve months (6 issues)	37,892	78.5	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	620	1.3
(d) Thirteen to twenty-four months.....	5,939	12.3	(d) Subscriptions as part of membership in an organization	None	
(d) Twenty-five months and more	4,434	9.2	Total Subscriptions Sold in Period	48,301	100.0
Total Subscriptions Sold in Period.....	48,301	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	41,072	85.0			
(b) Ordered with material reprinted from this publication, See Par. 9	7,228	15.0			
(c) Ordered with other premiums, See Par. 9	1	0.0			
Total Subscriptions Sold in Period.....	48,301	100.0			

9. EXPLANATORY

- (a) Suggested Retail Prices: Average Single Copy: Canada, \$7.99. International, \$6.99. Subscriptions: U.S., 2 yrs. \$49.95; 3 yrs. \$69.95. Canada, 1 yr. \$31.95; 2 yrs. \$53.95; 3 yrs. \$79.95. International, 1 yr. \$36.00; 2 yrs. \$62.00; 3 yrs. \$88.00.
- (b) Average nonanalyzed nonpaid circulation for the 6 month period: 2,974 copies per issue.
- (c) Post expiration copies: None.
- (d) DESCRIPTION OF DIGITAL (Replica) - The Digital Edition is an exact replica of the print product in format and advertising content. The Digital Edition is available at www.finegardening.com/apps.
- (e) Use of Premiums: A tote bag and a Plant Combination Booklet, with no advertised or stated values, were offered with some paid subscriptions. Several test offers were made, none of which produced more than one percent of Total Subscriptions Sold in Period. All of these special offers taken together produced less than 1.0% of Total Subscriptions Sold in Period.

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2012; 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)
12-31-12	None Claimed	126,987	127,943	-956	-0.7
12-31-11	None Claimed	142,481	144,799	-2,318	-1.6
12-31-10	None Claimed	153,099	149,825	3,224	2.2
12-31-09	None Claimed	147,838	147,838		
12-31-08	None Claimed	161,656	162,910	-1,254	-0.8

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 Alliance for Audited Media's Bylaws and Rules.

Parent Company: Taunton Press, Inc.

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	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	6.99
	Association Subscription Price	
	U.S. Subscription Price	29.95
	Canadian Subscription Price	31.95
	International Subscription Price	36.00