

Annual Frequency: 6 times/year

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

## Publisher's Statement

6 months ended December 31, 2016, Subject to Audit

### EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
77,633	19,347	96,980	None Claimed	

### TOTAL CIRCULATION BY ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			Total Paid & Verified Subscriptions	Single Copy Sales			Total Paid & Verified Circulation - Print	Total Paid & Verified Circulation - Digital Issue	Total Paid & Verified Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions		Print	Digital Issue	Total Single Copy Sales			
Jul/Aug	69,600	1,082	70,682	7,260		7,260	77,942	18,000	236	18,236	94,860	1,318	96,178
Sep/Oct	69,801	1,057	70,858	7,260		7,260	78,118	20,400	103	20,503	97,461	1,160	98,621
Nov/Dec	68,531	1,048	69,579	7,260		7,260	76,839	19,200	103	19,303	94,991	1,151	96,142
<b>Average</b>	<b>69,311</b>	<b>1,062</b>	<b>70,373</b>	<b>7,260</b>		<b>7,260</b>	<b>77,633</b>	<b>19,200</b>	<b>147</b>	<b>19,347</b>	<b>95,771</b>	<b>1,209</b>	<b>96,980</b>

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	69,298	1,062	70,360	72.6
Sponsored Subscriptions	13		13	0.0
<b>Total Paid Subscriptions</b>	<b>69,311</b>	<b>1,062</b>	<b>70,373</b>	<b>72.6</b>
<b>Verified Subscriptions</b>				
Public Place	6,000		6,000	6.2
Individual Use	1,260		1,260	1.3
<b>Total Verified Subscriptions</b>	<b>7,260</b>		<b>7,260</b>	<b>7.5</b>
<b>Total Paid &amp; Verified Subscriptions</b>	<b>76,571</b>	<b>1,062</b>	<b>77,633</b>	<b>80.1</b>
<b>Single Copy Sales</b>				
Single Issue	19,200	147	19,347	19.9
<b>Total Single Copy Sales</b>	<b>19,200</b>	<b>147</b>	<b>19,347</b>	<b>19.9</b>
<b>Total Paid &amp; Verified Circulation</b>	<b>95,771</b>	<b>1,209</b>	<b>96,980</b>	<b>100.0</b>

### VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2015	None Claimed	107,888	107,888		
12/31/2014	None Claimed	112,450	112,450		
12/31/2013	None Claimed	119,521	120,048	-527	-0.4

Visit [www.auditedmedia.com](http://www.auditedmedia.com) Media Intelligence Center for audit reports.

### PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy	\$6.99		
Subscription	\$29.95		
Average Subscription Price Annualized (3)		\$26.82	
Average Subscription Price per Copy		\$4.47	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended June 30, 2016

(3) Based on the following issue per year frequency: 6

### ADDITIONAL DATA IN [WWW.AUDITEDMEDIA.COM](http://WWW.AUDITEDMEDIA.COM) MEDIA INTELLIGENCE CENTER

Circulation by Regional, Metro & Demographic Editions  
Geographic Data  
Analysis of New & Renewal Paid Individual Subscriptions  
Trend Analysis

**ADDITIONAL ANALYSIS OF VERIFIED**

	Print	Digital Issue	Total
<b>Public Place</b>			
Doctor/Health Care Providers	3,298		3,298
Fitness/Recreational Facilities	102		102
Personal Care Salons	2,600		2,600
<b>Total Public Place</b>	<b>6,000</b>		<b>6,000</b>
<b>Individual Use</b>			
Ordered/Payment Not Received	1,260		1,260
<b>Total Individual Use</b>	<b>1,260</b>		<b>1,260</b>

**RATE BASE**

None Claimed.

**NOTES****Rounding %:** Due to rounding, percentages may not always add up to 100%.**Sponsored Subscriptions:** Copies purchased by a third party in quantities of 11 or more for distribution to consumers.**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 1,711

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.

FINE GARDENING, published by Taunton Press 63 South Main Street Newtown, CT 06470-5507

RENEE JORDAN

Publisher

P: 203.426.8171 • URL: [www.finegardening.com](http://www.finegardening.com)

Established: 1988

PAULA BACKER

Vice President

AAM Member since: 1997