

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 June 30, 2016, Subject to Audit

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
80,944	20,986	101,930	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			
Jan/Feb	75,495	938	76,433	6,454		6,454	82,887	19,373	139	19,512	101,322	1,077	102,399
Mar/Apr	74,009	932	74,941	6,454		6,454	81,395	21,939	358	22,297	102,402	1,290	103,692
May/Jun	71,164	933	72,097	6,454		6,454	78,551	20,900	249	21,149	98,518	1,182	99,700
Average	73,556	934	74,490	6,454		6,454	80,944	20,737	249	20,986	100,747	1,183	101,930

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	73,556	934	74,490	73.1
Total Paid Subscriptions	73,556	934	74,490	73.1
Verified Subscriptions				
Public Place	6,000		6,000	5.9
Individual Use	454		454	0.4
Total Verified Subscriptions	6,454		6,454	6.3
Total Paid & Verified Subscriptions	80,010	934	80,944	79.4
Single Copy Sales				
Single Issue	20,737	249	20,986	20.6
Total Single Copy Sales	20,737	249	20,986	20.6
Total Paid & Verified Circulation	100,747	1,183	101,930	100.0

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

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PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy Subscription	\$6.99		
Average Subscription Price Annualized (3)	\$29.95	\$26.04	
Average Subscription Price per Copy		\$4.34	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2015

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

ADDITIONAL DATA IN 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
Public Place			
Doctor/Health Care Providers	3,258		3,258
Fitness/Recreational Facilities	105		105
Personal Care Salons	2,637		2,637
Total Public Place	6,000		6,000
Individual Use			
Individually Requested	454		454
Total Individual Use	454		454

RATE BASE

None Claimed.

NOTES**Rounding %:** Due to rounding, percentages may not always add up to 100%.**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 1,783

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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