



Audit Bureau  
of Circulations

# Metropolitan Home

For the six months ended June 30, 2009

**Field Served:** A home service magazine directed to affluent young adults who live in and around major markets.

Published by Hachette Filipacchi Media U.S., Inc.

Frequency: 10 times/year

ABC Member # 04-0057-0

## PAID & VERIFIED MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

Metropolitan Home

### 1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
<b>Paid &amp; Verified Circulation:</b> (See Par. 6)					
<b>Subscriptions:</b>					
Paid					
Print	466,701	83.3			
Digital (Replica)	1,062	0.2			
Total Paid Subscriptions	467,763	83.5			
Verified					
Print	50,004	8.9			
Total Verified Subscriptions	50,004	8.9			
<b>Total Paid &amp; Verified Subscriptions</b>	<b>517,767</b>	<b>92.4</b>			
Single Copy Sales					
Print	42,369	7.6			
Total Single Copy Sales	42,369	7.6			
<b>Total Paid &amp; Verified Circulation</b>	<b>560,136</b>	<b>100.0</b>	<b>550,000</b>	<b>10,136</b>	<b>1.8</b>

Paid & Verified Magazine  
Publisher's Statement

### 2. PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy Subscription	\$4.99		
Average Subscription Price Annualized (10 issue frequency)	\$15.00		
Average Subscription Price per Copy		\$11.20	\$1.12

(1) For the Statement period  
(2) Represents subscriptions for the 12 months ended December 31, 2008.

For six months ended June 30, 2009

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

Issue	Paid Subscriptions			Verified Subscriptions			Single Copy Sales			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	Total Single Copy Sales	Total Paid & Verified Circulation Print		
Jan./Feb.	466,443	860	467,303	50,004	50,004	517,307	47,056	47,056	563,503	860	564,363
Mar.	466,107	1,078	467,185	50,003	50,003	517,188	47,072	47,072	563,182	1,078	564,260
Apr.	464,606	1,186	465,792	50,003	50,003	515,795	41,058	41,058	555,667	1,186	556,853
May	467,233	1,132	468,365	50,004	50,004	518,369	35,068	35,068	552,305	1,132	553,437
June	469,118	1,054	470,172	50,004	50,004	520,176	41,592	41,592	560,714	1,054	561,768

### 4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

### 5. TREND ANALYSIS

	2004	%	2005	%	2006	%	2007	%	2008	%
Subscriptions:										
Paid	508,925	83.9	536,074	88.2	487,497	79.8	459,194	81.3	465,468	82.3
Verified	N/A		N/A		62,000	10.1	48,037	8.5	50,034	8.8
<b>Total Paid &amp; Verified Subscriptions</b>	<b>508,925</b>	<b>83.9</b>	<b>536,074</b>	<b>88.2</b>	<b>549,497</b>	<b>89.9</b>	<b>507,231</b>	<b>89.8</b>	<b>515,502</b>	<b>91.1</b>
Single Copy Sales	97,958	16.1	71,640	11.8	61,440	10.1	57,619	10.2	50,072	8.9
<b>Total Paid &amp; Verified Circulation</b>	<b>606,883</b>	<b>100.0</b>	<b>607,714</b>	<b>100.0</b>	<b>610,937</b>	<b>100.0</b>	<b>564,850</b>	<b>100.0</b>	<b>565,574</b>	<b>100.0</b>
Year Over Year Percent of Change		0.1		0.1		0.5		-7.5		0.1
Avg. Annualized Subscription Price	\$12.72		\$17.10		\$19.30		\$15.80		\$12.20	

## 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
<b>PAID SUBSCRIPTIONS</b>				
Individual Subscriptions*	320,579	1,062	321,641	57.4
Combination Subscriptions*	4,404		4,404	0.8
Award Point*	24,940		24,940	4.5
Partnership:				
Deductible*	84,620		84,620	15.1
Sponsored Sales	32,158		32,158	5.7
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>466,701</b>	<b>1,062</b>	<b>467,763</b>	<b>83.5</b>
<b>VERIFIED SUBSCRIPTIONS</b>				
Public Place (See Par. 6A)	50,000		50,000	8.9
Individual Use (See Par. 6B)	4		4	0.0
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>	<b>50,004</b>		<b>50,004</b>	<b>8.9</b>
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>516,705</b>	<b>1,062</b>	<b>517,767</b>	<b>92.4</b>
<b>SINGLE COPY SALES</b>				
Single Issue Sales	41,769		41,769	7.5
Combination Sales	600		600	0.1
<b>TOTAL SINGLE COPY SALES</b>	<b>42,369</b>	<b>0</b>	<b>42,369</b>	<b>7.6</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>559,074</b>	<b>1,062</b>	<b>560,136</b>	<b>100.0</b>

\*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:	Personal Care Salons	Doctor/Health Care Providers	Other	Total Public Place Copies Print
Public Place	32,117	17,883		50,000

## 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:

Verified Subscription:	Individually Requested	Other	Total Individual Use Copies Print
Individual Use	4		4

## 7. GEOGRAPHIC DATA for the May, 2009 issue

Total paid & verified circulation of this issue was 1.2% less than the total average paid & verified circulation.

State	PAID SUBSCRIPTIONS			VERIFIED SUBSCRIPTIONS			SINGLE COPY SALES			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	Total Single Copy Sales	Total Paid & Verified Circulation Print		
Alabama	5,661	3	5,664	377	377	6,041	107	107	6,145	3	6,148
Arizona	8,089	13	8,102	995	995	9,097	596	596	9,680	13	9,693
Arkansas	3,118		3,118	137	137	3,255	66	66	3,321		3,321
California	66,602	123	66,725	8,140	8,140	74,865	5,387	5,387	80,129	123	80,252
Colorado	7,753	8	7,761	962	962	8,723	703	703	9,418	8	9,426
Connecticut	7,182	4	7,186	1,021	1,021	8,207	372	372	8,575	4	8,579
Delaware	1,291		1,291	114	114	1,405	65	65	1,470		1,470
District of Columbia	3,360	12	3,372	129	129	3,501	319	319	3,808	12	3,820
Florida	26,574	39	26,613	3,398	3,398	30,011	1,968	1,968	31,940	39	31,979
Georgia	13,507	20	13,527	1,424	1,424	14,951	812	812	15,743	20	15,763
Idaho	1,462		1,462	150	150	1,612	43	43	1,655		1,655
Illinois	22,920	24	22,944	2,628	2,628	25,572	2,098	2,098	27,646	24	27,670
Indiana	7,909	4	7,913	716	716	8,629	279	279	8,904	4	8,908
Iowa	4,214	3	4,217	274	274	4,491	68	68	4,556	3	4,559
Kansas	3,995	3	3,998	420	420	4,418	126	126	4,541	3	4,544
Kentucky	4,836	1	4,837	321	321	5,158	212	212	5,369	1	5,370
Louisiana	5,386	7	5,393	276	276	5,669	197	197	5,859	7	5,866
Maine	1,668	2	1,670	109	109	1,779	65	65	1,842	2	1,844
Maryland	9,907	14	9,921	1,454	1,454	11,375	552	552	11,913	14	11,927
Massachusetts	12,180	12	12,192	1,722	1,722	13,914	854	854	14,756	12	14,768
Michigan	14,776	11	14,787	1,717	1,717	16,504	483	483	16,976	11	16,987
Minnesota	8,579	9	8,588	733	733	9,321	384	384	9,696	9	9,705
Mississippi	3,239		3,239	127	127	3,366	57	57	3,423		3,423
Missouri	8,350	6	8,356	690	690	9,046	515	515	9,555	6	9,561
Montana	1,197	1	1,198	66	66	1,264	27	27	1,290	1	1,291
Nebraska	2,332	1	2,333	282	282	2,615	65	65	2,679	1	2,680
Nevada	3,552	5	3,557	456	456	4,013	146	146	4,154	5	4,159
New Hampshire	1,733	1	1,734	154	154	1,888	82	82	1,969	1	1,970
New Jersey	15,016	14	15,030	2,973	2,973	18,003	1,521	1,521	19,510	14	19,524
New Mexico	2,587		2,587	178	178	2,765	102	102	2,867		2,867
New York	38,368	78	38,446	4,034	4,034	42,480	3,768	3,768	46,170	78	46,248
North Carolina	12,616	10	12,626	1,000	1,000	13,626	743	743	14,359	10	14,369
North Dakota	809		809	48	48	857	14	14	871		871
Ohio	15,466	9	15,475	1,473	1,473	16,948	552	552	17,491	9	17,500
Oklahoma	4,525	3	4,528	366	366	4,894	79	79	4,970	3	4,973
Oregon	5,958	4	5,962	478	478	6,440	233	233	6,669	4	6,673
Pennsylvania	17,537	16	17,553	1,699	1,699	19,252	1,214	1,214	20,450	16	20,466
Rhode Island	1,756	3	1,759	236	236	1,995	91	91	2,083	3	2,086
South Carolina	5,546	1	5,547	375	375	5,922	283	283	6,204	1	6,205
South Dakota	825	1	826	56	56	882	7	7	888	1	889
Tennessee	8,158	7	8,165	638	638	8,803	390	390	9,186	7	9,193
Texas	30,424	39	30,463	3,603	3,603	34,066	1,420	1,420	35,447	39	35,486
Utah	2,876	3	2,879	472	472	3,351	114	114	3,462	3	3,465
Vermont	943	1	944	70	70	1,014	37	37	1,050	1	1,051
Virginia	11,436	11	11,447	1,487	1,487	12,934	707	707	13,630	11	13,641
Washington	12,620	24	12,644	1,171	1,171	13,815	771	771	14,562	24	14,586
West Virginia	1,496	1	1,497	41	41	1,538	37	37	1,574	1	1,575
Wisconsin	7,504	7	7,511	597	597	8,108	230	230	8,331	7	8,338
Wyoming	646		646	17	17	663	18	18	681		681
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>458,484</b>	<b>558</b>	<b>459,042</b>	<b>50,004</b>	<b>50,004</b>	<b>509,046</b>	<b>28,979</b>	<b>28,979</b>	<b>537,467</b>	<b>558</b>	<b>538,025</b>
Alaska	864	3	867			867	56	56	920	3	923
Hawaii	1,957	1	1,958			1,958	67	67	2,024	1	2,025
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>2,821</b>	<b>4</b>	<b>2,825</b>			<b>2,825</b>	<b>123</b>	<b>123</b>	<b>2,944</b>	<b>4</b>	<b>2,948</b>
U.S. Unclassified											
<b>TOTAL UNITED STATES</b>	<b>461,305</b>	<b>562</b>	<b>461,867</b>	<b>50,004</b>	<b>50,004</b>	<b>511,871</b>	<b>29,102</b>	<b>29,102</b>	<b>540,411</b>	<b>562</b>	<b>540,973</b>
Poss. & Other Areas	763	7	770			770	256	256	1,019	7	1,026
<b>U.S. &amp; POSS., etc.</b>	<b>462,068</b>	<b>569</b>	<b>462,637</b>	<b>50,004</b>	<b>50,004</b>	<b>512,641</b>	<b>29,358</b>	<b>29,358</b>	<b>541,430</b>	<b>569</b>	<b>541,999</b>
<b>CANADA</b>											
Alberta	541	13	554			554	702	702	1,243	13	1,256
British Columbia	811	24	835			835	952	952	1,763	24	1,787
Manitoba	159	1	160			160	166	166	325	1	326
New Brunswick	33		33			33	20	20	53		53
Newfoundland/Labrador	16	1	17			17	24	24	40	1	41
Northwest Territories	39		39			39	3	3	42		42
Nova Scotia	2		2			2	43	43	45		45
Nunavut	1		1			1			1		1
Ontario	1,805	41	1,846			1,846	2,095	2,095	3,900	41	3,941
Prince Edward Island	10		10			10	3	3	13		13
Quebec	593	25	618			618	416	416	1,009	25	1,034
Saskatchewan	128	5	133			133	118	118	246	5	251
Yukon Territory	2		2			2	2	2	4		4
Canadian Unclassified											
<b>TOTAL CANADA</b>	<b>4,140</b>	<b>110</b>	<b>4,250</b>			<b>4,250</b>	<b>4,544</b>	<b>4,544</b>	<b>8,684</b>	<b>110</b>	<b>8,794</b>
International	795	447	1,242			1,242	1,116	1,116	1,911	447	2,358
Other Unclassified											
Military or Civilian Personnel Overseas	230	6	236			236	50	50	280	6	286
<b>GRAND TOTAL</b>	<b>467,233</b>	<b>1,132</b>	<b>468,365</b>	<b>50,004</b>	<b>50,004</b>	<b>518,369</b>	<b>35,068</b>	<b>35,068</b>	<b>552,305</b>	<b>1,132</b>	<b>553,437</b>

## ANALYSIS BY ABCD COUNTY SIZE for the May, 2009 issue

County Size	% of Households	Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital (Replica)	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	280,173	388	280,561	52.2	131
B	30	155,644	110	155,754	28.9	96
C	15	57,700	46	57,746	10.7	71
D	15	43,949	15	43,964	8.2	55

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, 2009

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 5 issues)	431	0.1	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	171,745	93.4
(b) Seven to eleven months (6 to 9 issues)	1,197	0.7	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	8,652	4.7
(c) Twelve months (10 issues)	156,837	85.3	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	3,470	1.9
(d) Thirteen to twenty-four months	22,907	12.5	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	2,495	1.4	Total Subscriptions Sold in Period	183,867	100.0
Total Subscriptions Sold in Period	183,867	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	183,867	100.0			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums	None				
Total Subscriptions Sold in Period	183,867	100.0			

## 9. EXPLANATORY

(a) Suggested Retail Prices: Average Single Copy: Canada, \$5.99. Subscriptions: U.S., 2 yrs. \$30.00, 3 yrs. \$45.00. Canada, 1 yr. \$41.00. International, 1 yr. \$44.00.

(b) Average non-analyzed non-paid circulation for the 6 month period: 13,524 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.methome.com](http://www.methome.com).

(e) 195 subscriptions sold in combination during this statement period.

Combination Publication	Subscriptions Sold	Subscription Term	Price of Combination	Suggested Retail Price
Elle Decor	195	10 issues	\$15.00	\$15.00

(f) Award Point Subscription Sales: The average of 24,940 copies per issue, shown in Par. 6 and included in Par. 1, includes the following:

An average of 1,536 copies per issue represents copies served to subscribers in exchange for the redemption of Airline Frequent Flyer Miles. These subscriptions were sold at 10 issues for \$11.49 to \$20.00, in exchange for the redemption of 200 to 383 points at the rate of 3¢ per mile.

An average of 23,404 copies per issue represents copies purchased through the redemption of award points valued at 1¢ to 2¢ or \$1.00 per point.

(g) Partnership Subscription Sales (Deductible): The average of 84,620 copies per issue, shown in Par. 6 and included in Par. 1, represents copies sold in partnership relationships wherein this publication was bundled with the purchase of other products or services. Purchasers were advised that \$7.00 to \$17.00 of the sales price was allocated for a 1 year subscription to this publication.

(h) Sponsored Subscription Sales: The average of 32,158 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more.

(i) Combination Single Copy Sales: The average of 600 copies per issue, shown in Par. 6 and included in Par. 1, represents copies of the March, 2009 issue of this publication and the March, 2009 issue of ELLE DECOR sold at a combination single copy price of \$8.99.

## 10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2008; Variation from Publisher's Statements

Audit Period Ended <sup>^</sup>	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)
06-30-08	550,000	563,980	563,980		
06-30-07	600,000	588,815	588,864	-49	-0.0
06-30-06	600,000	607,771	613,872	-6,101	-1.0
06-30-05	600,000	592,869	598,604	-5,735	-1.0
06-30-04	600,000	607,906	609,739	-1,833	-0.3

<sup>^</sup>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: Hachette Filipacchi Media U.S., Inc.

METROPOLITAN HOME, published by Hachette Filipacchi Media U.S., Inc. • 1633 Broadway • New York, NY 10019

THOMAS J. MASTERSON

BARBARA FRIEDMANN

Date Signed: July 30, 2009

SVP, Consumer Marketing & Mfg.

Vice President, Brand Publisher

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	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.99
	Association Subscription Price	
	U.S. Subscription Price	15.00
	Canadian Subscription Price	41.00
	International Subscription Price	44.00