



Audit Bureau
of Circulations

Metropolitan Home

For the six months ended December 31, 2008

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

Paid & Verified Magazine
Publisher's Statement

For six months ended December 31, 2008

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	467,385	82.3			
Digital	3,561	0.7			
Total Paid Subscriptions	470,946	83.0			
Verified	50,000	8.8			
Total Paid & Verified Subscriptions	520,946	91.8			
Single Copy Sales	46,785	8.2			
Total Paid & Verified Circulation	567,731	100.0	550,000	17,731	3.2

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$4.99		
Subscription	\$15.00		
Average Subscription Price Annualized (10 issue frequency)		\$12.20	
Average Subscription Price per Copy		\$1.22	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended June 30, 2008.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
July/Aug.	461,350	50,000	511,350	56,400	567,750
Sept.	465,685	50,000	515,685	49,000	564,685
Oct.	460,753	50,000	510,753	47,500	558,253
Nov.	501,474	50,000	551,474	36,000	587,474
Dec.	465,468	50,000	515,468	45,024	560,492

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
Total Paid & Verified Subscriptions	508,925	83.9	536,074	88.2	549,497	89.9	507,231	89.8	515,502	91.1
Single Copy Sales	97,958	16.1	71,640	11.8	61,440	10.1	57,619	10.2	50,072	8.9
Total Paid & Verified Circulation	606,883	100.0	607,714	100.0	610,937	100.0	564,850	100.0	565,574	100.0
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 Average for Period	Average for Period	% of Circulation
PAID SUBSCRIPTIONS				
Individual Subscriptions*	321,407	423	321,830	56.7
Combination Subscriptions*	29,370		29,370	5.2
Loyalty/Award Point*	45,846		45,846	8.1
Partnership:				
Deductible*	38,803	3,138	41,941	7.4
Sponsored Sales	31,959		31,959	5.6
TOTAL PAID SUBSCRIPTIONS	467,385	3,561	470,946	83.0
VERIFIED SUBSCRIPTIONS				
Public Place (See Par. 6A)	50,000		50,000	8.8
TOTAL VERIFIED SUBSCRIPTIONS	50,000		50,000	8.8
TOTAL PAID & VERIFIED SUBSCRIPTIONS	517,385	3,561	520,946	91.8
SINGLE COPY SALES				
Single Issue Sales	46,785		46,785	8.2
TOTAL SINGLE COPY SALES	46,785		46,785	8.2
TOTAL PAID & VERIFIED CIRCULATION	564,170	3,561	567,731	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:

	Doctor/Health Care Providers	Personal Care Salons	Business/ Professional Services	Other	Total Public Place Copies
Verified Subscription: Public Place	22,216	18,628	9,149	7	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:

None

7. GEOGRAPHIC DATA for the July/August, 2008 issue

Total paid & verified circulation of this issue was 0.0% greater than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	5,543		5,543	355	5,898
Arizona	8,327	1,104	9,431	918	10,349
Arkansas	2,584		2,584	178	2,762
California	64,374	11,852	76,226	8,543	84,769
Colorado	8,154	1,172	9,326	1,020	10,346
Connecticut	6,914	1,236	8,150	801	8,951
Delaware	1,211	121	1,332	77	1,409
District of Columbia	2,776	369	3,145	434	3,579
Florida	27,990	3,156	31,146	3,400	34,546
Georgia	14,402	1,023	15,425	1,496	16,921
Idaho	1,415		1,415	114	1,529
Illinois	22,778	3,445	26,223	2,662	28,885
Indiana	7,499	647	8,146	401	8,547
Iowa	3,807	1	3,808	118	3,926
Kansas	3,784	1	3,785	174	3,959
Kentucky	4,519		4,519	256	4,775
Louisiana	5,054		5,054	317	5,371
Maine	1,704	1	1,705	105	1,810
Maryland	9,735	1,991	11,726	844	12,570
Massachusetts	11,662	1,546	13,208	1,526	14,734
Michigan	15,005	1,830	16,835	754	17,589
Minnesota	7,614	1,002	8,616	616	9,232
Mississippi	3,032		3,032	116	3,148
Missouri	8,219	578	8,797	445	9,242
Montana	1,163		1,163	82	1,245
Nebraska	2,103		2,103	124	2,227
Nevada	3,453	1	3,454	709	4,163
New Hampshire	1,655	203	1,858	123	1,981
New Jersey	14,446	3,825	18,271	2,243	20,514
New Mexico	2,443		2,443	172	2,615
New York	38,445	6,266	44,711	6,632	51,343
North Carolina	13,813	749	14,562	1,065	15,627
North Dakota	701		701	57	758
Ohio	14,911	710	15,621	727	16,348
Oklahoma	4,646		4,646	187	4,833
Oregon	5,775	3	5,778	433	6,211
Pennsylvania	17,176	1,563	18,739	1,274	20,013
Rhode Island	1,685		1,685	185	1,870
South Carolina	6,036	31	6,067	437	6,504
South Dakota	667		667	31	698
Tennessee	7,611	1	7,612	650	8,262
Texas	29,763	3,183	32,946	2,603	35,549
TOTAL 48 CONTERMINOUS STATES	452,203	49,997	502,200	46,745	548,945
Alaska	876		876	98	974
Hawaii	2,481		2,481	302	2,783
TOTAL ALASKA & HAWAII	3,357		3,357	400	3,757
U.S. Unclassified					
TOTAL UNITED STATES	455,560	49,997	505,557	47,145	552,702
Poss. & Other Areas	710		710	455	1,165
U.S. & POSS., etc.	456,270	49,997	506,267	47,600	553,867
CANADA					
Alberta	492		492	1,208	1,700
British Columbia	710		710	1,448	2,158
Manitoba	114		114	279	393
New Brunswick	35		35	34	69
Newfoundland/Labrador	21		21	31	52
Northwest Territories	39		39	5	44
Nova Scotia	3		3	75	78
Nunavut	1		1		1
Ontario	1,538		1,538	3,245	4,783
Prince Edward Island	16		16	14	30
Quebec	550		550	647	1,197
Saskatchewan	94		94	190	284
Yukon Territory	3		3	4	7
Canadian Unclassified	0		0		
TOTAL CANADA	3,616		3,616	7,180	10,796
International	1,237	3	1,240	1,547	2,787
Other Unclassified					
Military or Civilian Personnel Overseas	227		227	73	300
GRAND TOTAL	461,350	50,000	511,350	56,400	567,750

ANALYSIS BY ABCD COUNTY SIZE for the July/August, 2008 issue

County Size	% of Households	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	478,208	87.2	218
B	30	58,924	10.7	36
C	15	8,289	1.5	10
D	15	3,524	0.6	4

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 December 31, 2008

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 5 issues)	206	0.1	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	142,122	86.5
(b) Seven to eleven months (6 to 9 issues)	881	0.5	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	11,219	6.8
(c) Twelve months (10 issues)	129,604	78.9	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	10,946	6.7
(d) Thirteen to twenty-four months	30,851	18.8	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	2,745	1.7	Total Subscriptions Sold in Period	164,287	100.0
Total Subscriptions Sold in Period	164,287	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	164,287	100.0			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums	None				
Total Subscriptions Sold in Period	164,287	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: 15,159 copies per issue.
- (c) Post expiration copies: None.
- (d) 1,008 subscriptions sold in combination during this statement period.
- | Combination Publication | Subscriptions Sold | Subscription Term | Price of Combination | Suggested Retail Price |
|-------------------------|--------------------|-------------------|----------------------|------------------------|
| Elle Decor | 1,004 | 10 | \$15.00 | \$15.00 |
| Home | 3 | 8 | \$21.00 | \$15.00 |
| Various | 1 | various | \$15.00-\$21.00 | various |
- (e) Loyalty/Award Point Subscription Sales: The average of 45,846 copies per issue, shown in Par. 6 and included in Par. 1, includes the following:
An average of 27,683 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, in exchange for the redemption of 383 points at the rate of \$0.03 per mile.
An average of 18,163 copies per issue represents copies purchased through the redemption of loyalty points valued at \$0.01 or \$1.00 per point.
- (f) Partnership Subscription Sales (Deductible): The average of 41,941 copies per issue (38,803 print copies; 3,138 digital copies), 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 to this publication for a 1 year subscription.
- (g) Sponsored Subscription Sales: The average of 31,959 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.
- (h) HOME magazine ceased publication with the October, 2008 issue. Included in Par. 6 is an average of 14,208 copies per issue served to former HOME subscribers. A total of 139,266 former HOME subscribers were served with METROPOLITAN HOME for the balance of the subscription term, starting with the November, 2008 issue of METROPOLITAN HOME. Of that total, 68,173 (49%) were already subscribers to METROPOLITAN HOME and their remaining issues will be added to their present subscription. Subscribers of HOME who wished not to receive METROPOLITAN HOME were offered a cash refund. Each subscriber received 1 issue for every issue remaining of their HOME subscription.

10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2007; Variation from Publisher's Statements

Audit Period Ended ^A	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)
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
06-30-03	600,000	611,537	611,106	431	0.1

^AEffective 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

DEBORAH BURNS

Date Signed: January 30, 2009

SVP, Consumer Marketing & Mfg.

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ABC Member since: 1989

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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