



Audit Bureau  
of Circulations

# Woman's Day

For the six months ended June 30, 2008

Field Served: Woman's Service Field.

Published by Hachette Filipacchi Media, Inc.

Frequency: 17 times/year

ABC Member # 04-1360-0

## PAID & VERIFIED MAGAZINE

### PUBLISHER'S STATEMENT

Subject to Audit

Woman's Day

## 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	3,276,684	84.6			
Digital	1,100	0.0			
<b>Total Paid Subscriptions</b>	<b>3,277,784</b>	<b>84.6</b>			
Verified	70,288	1.8			
<b>Total Paid &amp; Verified Subscriptions</b>	<b>3,348,072</b>	<b>86.4</b>			
Single Copy Sales	528,411	13.6			
<b>Total Paid &amp; Verified Circulation</b>	<b>3,876,483</b>	<b>100.0</b>	<b>3,800,000</b>	<b>76,483</b>	<b>2.0</b>

## 2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$2.63		
Subscription	\$15.00		
Average Subscription Price Annualized (17 issue frequency)		\$9.35	
Average Subscription Price per Copy		\$0.55	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2007.

## 3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan.	3,238,939	430	3,239,369	488,800	3,728,169	Apr.	1 3,246,157	90,293	3,336,450	470,400	3,806,850
Feb.	1 3,187,494	416	3,187,910	674,600	3,862,510	15	3,306,230	90,274	3,396,504	504,800	3,901,304
	12 3,268,723	90,404	3,359,127	589,800	3,948,927	May	3,355,729	90,161	3,445,890	418,300	3,864,190
Mar.	3,255,174	90,351	3,345,525	667,600	4,013,125	June	1 3,307,593	90,136	3,397,729	441,400	3,839,129
						17	3,334,019	90,123	3,424,142	500,000	3,924,142

Paid & Verified Magazine  
Publisher's Statement

For six months ended June 30, 2008

**4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS, See Par. 9**

Edition	Number of Issues	Total Paid & Verified Circulation	Rate Base
NEW ENGLAND		213,321	227,000
Maine	9	24,688	22,000
New Hampshire	9	22,134	19,000
Vermont	9	10,945	10,000
Massachusetts	9	88,126	117,000
Rhode Island	9	14,396	13,000
Connecticut	9	53,032	46,000
MIDDLE ATLANTIC		541,126	596,000
New York	9	216,786	215,000
New Jersey	9	109,824	124,000
Pennsylvania	9	214,516	257,000
EAST N. CENTRAL		677,743	704,000
Ohio	9	181,445	178,000
Indiana	9	89,959	89,000
Illinois	9	165,102	189,000
Michigan	9	151,100	161,000
Wisconsin	9	90,137	87,000
WEST N. CENTRAL		312,205	334,000
Minnesota	9	76,387	86,000
Iowa	9	52,296	54,000
Missouri	9	85,050	91,000
North Dakota	9	13,252	14,000
Nebraska	9	28,676	27,000
Kansas	9	41,651	45,000
South Dakota	9	14,893	17,000
SOUTH ATLANTIC		661,942	671,000
Delaware	9	13,766	12,000
Maryland	9	62,012	55,000
District of Columbia	9	2,422	3,000
Virginia	9	89,913	88,000
West Virginia	9	31,125	33,000
North Carolina	9	119,234	111,000
South Carolina	9	56,590	65,000
Georgia	9	95,218	104,000
Florida	9	191,662	200,000
EAST S. CENTRAL		244,763	261,000
Kentucky	9	62,966	62,000
Tennessee	9	83,764	104,000
Alabama	9	63,151	63,000
Mississippi	9	34,882	32,000
WEST S. CENTRAL		328,732	344,000
Arkansas	9	35,572	36,000
Louisiana	9	46,775	42,000
Oklahoma	9	44,351	45,000
Texas	9	202,034	221,000
MOUNTAIN		205,916	213,000
Montana	9	14,322	19,000
Idaho	9	17,481	15,000
Wyoming	9	7,687	7,000
Colorado	9	46,536	47,000
New Mexico	9	18,589	19,000
Arizona	9	56,824	55,000
Utah	9	22,810	29,000
Nevada	9	21,667	22,000
PACIFIC		377,456	398,000
Alaska	9	6,978	7,000
Washington	9	67,470	75,000
Oregon	9	40,694	37,000
California	9	252,834	269,000
Hawaii	9	9,480	10,000
CANADA/ INTERNATIONAL	9	47,328	51,000
Military	9		1,000

## 5. TREND ANALYSIS

	2003	%	2004	%	2005	%	2006	%	2007	%
Subscriptions:										
Paid	3,039,333	73.0	3,184,024	77.1	3,221,516	79.6	3,165,742	78.9	3,310,430	84.4
Verified	N/A		N/A		N/A		202,036	5.0	N/A	
<b>Total Paid &amp; Verified Subscriptions</b>	<b>3,039,333</b>	<b>73.0</b>	<b>3,184,024</b>	<b>77.1</b>	<b>3,221,516</b>	<b>79.6</b>	<b>3,367,778</b>	<b>83.9</b>	<b>3,310,430</b>	<b>84.4</b>
Single Copy Sales	1,126,764	27.0	946,483	22.9	827,283	20.4	646,500	16.1	613,765	15.6
<b>Total Paid &amp; Verified Circulation</b>	<b>4,166,097</b>	<b>100.0</b>	<b>4,130,507</b>	<b>100.0</b>	<b>4,048,799</b>	<b>100.0</b>	<b>4,014,278</b>	<b>100.0</b>	<b>3,924,195</b>	<b>100.0</b>
Year Over Year Percent of Change		-0.9		-0.9		-2.0		-0.9		-2.2
Avg. Annualized Subscription Price	N/A		\$11.73		\$11.90		\$11.90		\$9.69	

## 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
<b>PAID SUBSCRIPTIONS</b>				
Individual Subscriptions*	3,241,078	1,100	3,242,178	83.6
Combination Subscriptions*	3,940		3,940	0.1
Loyalty/Award Point*	4,310		4,310	0.1
Partnership:				
Deductible*	19,999		19,999	0.5
Sponsored Sales	7,357		7,357	0.2
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>3,276,684</b>	<b>1,100</b>	<b>3,277,784</b>	<b>84.6</b>
<b>VERIFIED SUBSCRIPTIONS</b>				
Public Place (See Par. 6A)	70,000		70,000	1.8
Individual Use (See Par. 6B)	288		288	0.0
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>	<b>70,288</b>		<b>70,288</b>	<b>1.8</b>
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>3,346,972</b>	<b>1,100</b>	<b>3,348,072</b>	<b>86.4</b>
<b>SINGLE COPY SALES</b>				
Single Issue Sales	528,411		528,411	13.6
<b>TOTAL SINGLE COPY SALES</b>	<b>528,411</b>		<b>528,411</b>	<b>13.6</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>3,875,383</b>	<b>1,100</b>	<b>3,876,483</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:	Doctor/Health Care Providers	Personal Care Salons	Fitness/ Recreational Facilities	Business/ Professional Services	Specialty Locations/Retail	Other	Total Public Place Copies
Public Place	36,813	33,137	43	1	1	5	70,000

## 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
Individual Use	288		288

## 7. GEOGRAPHIC DATA for the February 12, 2008 issue

Total paid & verified circulation of this issue was 1.9% 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	59,341	851	60,192	8,273	68,465
Arizona	51,986	1,800	53,786	9,155	62,941
Arkansas	34,019	390	34,409	4,233	38,642
California	228,614	11,923	240,537	42,734	283,271
Colorado	43,373	1,934	45,307	6,669	51,976
Connecticut	46,634	1,858	48,492	10,379	58,871
Delaware	11,834	279	12,113	3,007	15,120
District of Columbia	2,071	123	2,194	529	2,723
Florida	175,423	5,829	181,252	30,675	211,927
Georgia	84,731	2,948	87,679	17,692	105,371
Idaho	15,677	372	16,049	3,245	19,294
Illinois	152,684	4,627	157,311	24,678	181,989
Indiana	85,468	2,001	87,469	11,324	98,793
Iowa	51,012	553	51,565	5,099	56,664
Kansas	39,063	815	39,878	5,636	45,514
Kentucky	59,699	710	60,409	7,911	68,320
Louisiana	42,986	598	43,584	6,965	50,549
Maine	21,669	193	21,862	4,830	26,692
Maryland	54,131	2,796	56,927	12,615	69,542
Massachusetts	76,638	2,869	79,507	17,936	97,443
Michigan	142,546	3,084	145,630	19,710	165,340
Minnesota	71,801	1,503	73,304	10,487	83,791
Mississippi	32,699	288	32,987	4,653	37,640
Missouri	80,853	1,426	82,279	10,432	92,711
Montana	13,073	198	13,271	2,384	15,655
Nebraska	27,204	574	27,778	3,382	31,160
Nevada	18,986	721	19,707	4,121	23,828
New Hampshire	18,996	423	19,419	4,712	24,131
New Jersey	94,862	5,038	99,900	23,403	123,303
New Mexico	17,234	305	17,539	2,661	20,200
New York	192,541	6,249	198,790	38,326	237,116
North Carolina	109,229	2,148	111,377	18,851	130,228
North Dakota	12,721	111	12,832	1,577	14,409
Ohio	167,679	2,971	170,650	24,667	195,317
Oklahoma	41,974	764	42,738	5,088	47,826
Oregon	36,490	868	37,358	6,652	44,010
Pennsylvania	191,579	3,364	194,943	34,986	229,929
Rhode Island	12,664	338	13,002	2,587	15,589
South Carolina	49,401	950	50,351	10,593	60,944
South Dakota	13,993	137	14,130	1,897	16,027
Tennessee	77,786	1,351	79,137	10,804	89,941
Texas	178,877	6,958	185,835	34,787	220,622

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Utah	20,580	849	21,429	3,665	25,094
Vermont	9,618	115	9,733	1,998	11,731
Virginia	82,291	2,743	85,034	12,460	97,494
Washington	59,588	2,100	61,688	11,920	73,608
West Virginia	28,854	114	28,968	4,116	33,084
Wisconsin	85,317	1,197	86,514	10,587	97,101
Wyoming	7,055	47	7,102	1,133	8,235
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>3,233,544</b>	<b>90,403</b>	<b>3,323,947</b>	<b>556,224</b>	<b>3,880,171</b>
Alaska	5,795		5,795	1,684	7,479
Hawaii	8,497	1	8,498	1,540	10,038
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>14,292</b>	<b>1</b>	<b>14,293</b>	<b>3,224</b>	<b>17,517</b>
U.S. Unclassified					
<b>TOTAL UNITED STATES</b>	<b>3,247,836</b>	<b>90,404</b>	<b>3,338,240</b>	<b>559,448</b>	<b>3,897,688</b>
Poss. & Other Areas	3,557		3,557	727	4,284
<b>U.S. &amp; POSS., etc.</b>	<b>3,251,393</b>	<b>90,404</b>	<b>3,341,797</b>	<b>560,175</b>	<b>3,901,972</b>
<b>CANADA</b>					
Alberta	2,498		2,498	3,497	5,995
British Columbia	2,058		2,058	3,721	5,779
Manitoba	934		934	950	1,884
New Brunswick	470		470	717	1,187
Newfoundland/Labrador	130		130	332	462
Northwest Territories	18		18	53	71
Nova Scotia	697		697	1,073	1,770
Nunavut	1		1		1
Ontario	6,941		6,941	12,711	19,652
Prince Edward Island	126		126	165	291
Quebec	157		157	1,338	1,495
Saskatchewan	1,091		1,091	956	2,047
Yukon Territory	21		21	72	93
Canadian Unclassified					
<b>TOTAL CANADA</b>	<b>15,142</b>		<b>15,142</b>	<b>25,585</b>	<b>40,727</b>
International	1,067		1,067	2,352	3,419
Other Unclassified					
Military or Civilian Personnel Overseas	1,121		1,121	1,688	2,809
<b>GRAND TOTAL</b>	<b>3,268,723</b>	<b>90,404</b>	<b>3,359,127</b>	<b>589,800</b>	<b>3,948,927</b>

## ANALYSIS BY ABCD COUNTY SIZE for the February 12, 2008 issue

County Size	% of Households	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	1,278,706	32.9	82
B	30	1,197,150	30.9	103
C	15	688,083	17.7	118
D	15	716,232	18.5	123

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, 2008

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 9 issues)	1,054	0.0	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	1,076,682	86.1
(b) Seven to eleven months (10 to 16 issues)	163,738	13.1	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	66,698	5.3
(c) Twelve months (17 issues)	632,340	50.5	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	108,232	8.6
(d) Thirteen to twenty-four months	431,293	34.5	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	23,187	1.9			
Total Subscriptions Sold in Period	1,251,612	100.0	Total Subscriptions Sold in Period	1,251,612	100.0

  

B. USE OF PREMIUMS		
		%
(a) Ordered without premium	1,251,612	100.0
(b) Ordered with material reprinted from this publication	None	
(c) Ordered with other premiums	None	
Total Subscriptions Sold in Period	1,251,612	100.0

## 9. EXPLANATORY

- (a) Suggested Retail Prices: Average Single Copy: Canada, \$3.79. Subscriptions: U.S., 2 yrs. \$30.00; 3 yrs. \$45.00. Canada, 1 yr. \$38.00. International, 1 yr. \$48.00.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 60,808 copies per issue.
- (c) Post expiration copies: None.
- (d) WOMAN'S DAY is published in regional editions. Within the regional editions advertising may be purchased in local editions. Advertising is sold in full run of all editions or in any combination of two or more editions. Copies are distributed either on a direct basis to chain store organizations or by local wholesale distributors to chain and independent supermarkets and other retail outlets.
- (e) 1,581 subscriptions sold in combination during this statement period.
- | Combination Publication | Subscriptions Sold | Subscription Term | Price of Combination | Suggested Retail Price |
|-------------------------|--------------------|-------------------|----------------------|------------------------|
| Various (2)             | 1,578              | various           | \$25.00              | various                |
| Various (3)             |                    | various           | \$30.00              | various                |
| Various (2)             | 3                  | various           | \$15.00              | various                |
| Various (3)             |                    | various           | \$21.00              | various                |
- (f) Loyalty/Award Point Subscription Sales: The average of 4,310 copies per issue, shown in Par. 6 and included in Par. 1, includes the following:  
An average of 4 copies per issue represents copies served to subscribers in exchange for the redemption of Airline Frequent Flyer Miles. These subscriptions were sold at 17 issues for \$15.00, in exchange for the redemption of 500 points at the rate of \$0.03 per mile.  
An average of 4,306 copies per issue represents copies purchased through the redemption of loyalty points valued at \$0.02 or \$1.00 per point.
- (g) Partnership Subscription Sales (Deductible): The average of 19,999 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 \$9.99 to \$18.00 of the sales price was allocated for a 1 year subscription to this publication.
- (h) Sponsored Subscription Sales: The average of 7,357 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.

## 10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2006; 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)
12-31-06	4,000,000	4,002,913	4,014,278	-11,365	-0.3
12-31-05	4,000,000	4,037,206	4,048,799	-11,593	-0.3
12-31-04	4,100,000	4,112,286	4,130,507	-18,221	-0.4
12-31-03	(a)	4,167,016	4,166,098	918	0.0
12-31-02	(b)	4,176,955	4,201,814	-24,859	-0.6

<sup>^</sup>Effective with the June 2006 Publisher's Statements, publications were given the option of reporting verified circulation.

(a) Effective 09/16/03 changed from 4,050,000 to 4,350,000 (b) Effective 09/17/02 changed from 4,050,000 to 4,350,000

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.

WOMAN'S DAY, published by Hachette Filipacchi Media, Inc. • 1633 Broadway • New York, NY 10019

THOMAS J. MASTERSON

CARLOS LAMADRID

Date Signed: July 29, 2008

SVP/Consumer Marketing & Mfg.

Vice-President/Publisher

P: 212.767.6000 • F: 212.489.4582 • URL: www.womansday.com

Established: 1937

ABC Member since: 1940

04-1360-0	Analyzed Issue Date	02/12/08
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	2.63
	Association Subscription Price	
	U.S. Subscription Price	15.00
	Canadian Subscription Price	38.00
	International Subscription Price	48.00