



Audit Bureau  
of Circulations

# ELLE

For the six months ended June 30, 2009

**Field Served:** ELLE reports on emerging trends in fashion, beauty, and style. It surrounds a visual core with features, plus news and analysis of the larger world readers inhabit. Everything from culture, health, and politics, to the art and science of relationships.

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## PAID & VERIFIED MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

ELLE

### 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	765,965	69.3			
Digital (Replica)	1,020	0.1			
<b>Total Paid Subscriptions</b>	<b>766,985</b>	<b>69.4</b>			
Verified					
Print	46,894	4.2			
<b>Total Verified Subscriptions</b>	<b>46,894</b>	<b>4.2</b>			
<b>Total Paid &amp; Verified Subscriptions</b>	<b>813,879</b>	<b>73.6</b>			
Single Copy Sales					
Print	291,577	26.4			
<b>Total Single Copy Sales</b>	<b>291,577</b>	<b>26.4</b>			
<b>Total Paid &amp; Verified Circulation</b>	<b>1,105,456</b>	<b>100.0</b>	<b>1,050,000</b>	<b>55,456</b>	<b>5.3</b>

Paid & Verified Magazine  
Publisher's Statement

### 2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy Subscription	\$4.16		
Average Subscription Price Annualized (12 issue frequency)	\$15.00		
Average Subscription Price per Copy		\$12.36	\$1.03

(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.	752,108	904	753,012	40,276	40,276	793,288	282,184	282,184	1,074,568	904	1,075,472
Feb.	745,693	1,033	746,726	40,279	40,279	787,005	264,107	264,107	1,050,079	1,033	1,051,112
Mar.	774,803	1,097	775,900	50,253	50,253	826,153	291,240	291,240	1,116,296	1,097	1,117,393
Apr.	794,834	1,111	795,945	50,195	50,195	846,140	310,266	310,266	1,155,295	1,111	1,156,406
May	782,785	991	783,776	50,185	50,185	833,961	301,320	301,320	1,134,290	991	1,135,281
June	745,567	984	746,551	50,168	50,168	796,719	300,348	300,348	1,096,083	984	1,097,067

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

None

### 5. TREND ANALYSIS

	2004	%	2005	%	2006	%	2007	%	2008	%
Subscriptions:										
Paid	781,745	73.7	744,855	70.6	642,274	60.7	654,701	61.5	738,320	66.9
Verified	N/A		N/A		74,379	7.1	56,061	5.3	40,355	3.7
<b>Total Paid &amp; Verified Subscriptions</b>	<b>781,745</b>	<b>73.7</b>	<b>744,855</b>	<b>70.6</b>	<b>716,653</b>	<b>67.8</b>	<b>710,762</b>	<b>66.8</b>	<b>778,675</b>	<b>70.6</b>
Single Copy Sales	278,833	26.3	309,592	29.4	341,091	32.2	353,116	33.2	324,801	29.4
<b>Total Paid &amp; Verified Circulation</b>	<b>1,060,578</b>	<b>100.0</b>	<b>1,054,447</b>	<b>100.0</b>	<b>1,057,744</b>	<b>100.0</b>	<b>1,063,878</b>	<b>100.0</b>	<b>1,103,476</b>	<b>100.0</b>
Year Over Year Percent of Change		3.7		-0.6		0.3		0.6		3.7
Avg. Annualized Subscription Price	\$21.72		\$19.80		\$20.28		\$13.68		\$12.84	

## 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*	614,430	1,020	615,450	55.7
Combination Subscriptions*	5,973		5,973	.5
Award Point*	17,468		17,468	1.6
Partnership:				
Deductible*	86,871		86,871	7.9
Sponsored Sales	41,223		41,223	3.7
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>765,965</b>	<b>1,020</b>	<b>766,985</b>	<b>69.4</b>
<b>VERIFIED SUBSCRIPTIONS</b>				
Public Place (See Par. 6A)	46,668		46,668	4.2
Individual Use (See Par. 6B)	226		226	0.0
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>	<b>46,894</b>		<b>46,894</b>	<b>4.2</b>
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>812,859</b>	<b>1,020</b>	<b>813,879</b>	<b>73.6</b>
<b>SINGLE COPY SALES</b>				
Single Issue Sales	291,577		291,577	26.4
<b>TOTAL SINGLE COPY SALES</b>	<b>291,577</b>		<b>291,577</b>	<b>26.4</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>1,104,436</b>	<b>1,020</b>	<b>1,105,456</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		Transportation Outlets	Other	Total Public Place Copies Print
		Providers				
Public Place	30,285	14,716		1,667		46,668

## 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

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

Total paid & verified circulation of this issue was 1.1% greater 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	9,875	2	9,877	408	408	10,285	2,344	2,344	12,627	2	12,629
Arizona	14,498	11	14,509	680	680	15,189	2,366	2,366	17,544	11	17,555
Arkansas	5,527	2	5,529	171	171	5,700	801	801	6,499	2	6,501
California	116,344	127	116,471	8,893	8,893	125,364	38,184	38,184	163,421	127	163,548
Colorado	11,830	9	11,839	729	729	12,568	2,875	2,875	15,434	9	15,443
Connecticut	10,716	12	10,728	1,043	1,043	11,771	3,553	3,553	15,312	12	15,324
Delaware	2,061	2	2,063	172	172	2,235	779	779	3,012	2	3,014
District of Columbia	3,944	6	3,950	288	288	4,238	1,181	1,181	5,413	6	5,419
Florida	47,077	47	47,124	3,676	3,676	50,800	17,798	17,798	68,551	47	68,598
Georgia	21,309	11	21,320	1,397	1,397	22,717	4,664	4,664	27,371	11	27,381
Idaho	2,408	2	2,410	148	148	2,558	791	791	3,347	2	3,349
Illinois	33,607	29	33,636	2,176	2,176	35,812	10,827	10,827	46,610	29	46,639
Indiana	12,867	5	12,872	835	835	13,707	2,811	2,811	16,513	5	16,518
Iowa	5,318	5	5,318	186	186	5,504	2,039	2,039	7,543	5	7,548
Kansas	6,039	5	6,044	275	275	6,319	2,239	2,239	8,553	5	8,558
Kentucky	8,355	5	8,355	372	372	8,727	793	793	9,520	5	9,525
Louisiana	9,875	5	9,880	318	318	10,198	1,742	1,742	11,935	5	11,940
Maine	2,837	2	2,837	139	139	2,976	745	745	3,721	2	3,723
Maryland	15,270	12	15,282	1,398	1,398	16,680	5,072	5,072	21,740	12	21,752
Massachusetts	18,834	17	18,851	1,842	1,842	20,693	7,424	7,424	28,100	17	28,117
Michigan	21,718	11	21,729	1,284	1,284	23,013	11,000	11,000	34,002	11	34,013
Minnesota	10,871	12	10,883	489	489	11,372	2,961	2,961	14,321	12	14,333
Mississippi	5,835	1	5,836	126	126	5,962	497	497	6,458	1	6,459
Missouri	13,027	5	13,032	680	680	13,712	3,439	3,439	17,146	5	17,151
Montana	1,915	1	1,915	40	40	1,955	515	515	2,470	1	2,471
Nebraska	3,638	6	3,638	188	188	3,826	424	424	4,250	6	4,256
Nevada	7,018	6	7,024	325	325	7,349	2,846	2,846	10,189	6	10,195
New Hampshire	3,022	7	3,029	156	156	3,185	904	904	4,082	7	4,089
New Jersey	27,349	25	27,374	2,962	2,962	30,336	11,318	11,318	41,629	25	41,654
New Mexico	4,563	4	4,567	124	124	4,691	459	459	5,146	4	5,150
New York	72,653	87	72,740	5,110	5,110	77,850	25,255	25,255	103,018	87	103,105
North Carolina	18,705	19	18,724	1,048	1,048	19,772	4,680	4,680	24,433	19	24,452
North Dakota	1,333	1	1,334	31	31	1,365	207	207	1,571	1	1,572
Ohio	24,615	8	24,623	1,650	1,650	26,273	4,879	4,879	31,444	8	31,452
Oklahoma	7,413	3	7,416	320	320	7,736	1,680	1,680	9,413	3	9,416
Oregon	7,523	7	7,530	402	402	7,932	2,246	2,246	10,171	7	10,178
Pennsylvania	31,214	21	31,235	2,026	2,026	33,261	8,841	8,841	42,081	21	42,102
Rhode Island	3,370	3	3,373	323	323	3,696	1,035	1,035	4,728	3	4,731
South Carolina	10,013	4	10,017	393	393	10,410	1,941	1,941	12,347	4	12,351
South Dakota	1,669	1	1,670	50	50	1,720	234	234	1,953	1	1,954
Tennessee	14,079	6	14,085	818	818	14,903	3,014	3,014	17,911	6	17,917
Texas	54,340	38	54,378	3,084	3,084	57,462	20,236	20,236	77,660	38	77,698
Utah	4,881	3	4,884	329	329	5,213	1,834	1,834	7,044	3	7,047
Vermont	1,450	1	1,451	47	47	1,498	367	367	1,864	1	1,865
Virginia	19,445	16	19,461	1,497	1,497	20,958	6,749	6,749	27,691	16	27,707
Washington	16,244	21	16,265	994	994	17,259	4,969	4,969	22,207	21	22,228
West Virginia	3,516	8	3,516	89	89	3,605	1,207	1,207	4,812	8	4,820
Wisconsin	10,347	8	10,355	502	502	10,857	2,457	2,457	13,306	8	13,314
Wyoming	1,239	1	1,240	13	13	1,253	187	187	1,439	1	1,440
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>761,596</b>	<b>623</b>	<b>762,219</b>	<b>50,246</b>	<b>50,246</b>	<b>812,465</b>	<b>235,409</b>	<b>235,409</b>	<b>1,047,251</b>	<b>623</b>	<b>1,047,874</b>
Alaska	1,757	2	1,759			1,759	434	434	2,191	2	2,193
Hawaii	3,967	4	3,971	2	2	3,973	184	184	4,153	4	4,157
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>5,724</b>	<b>6</b>	<b>5,730</b>	<b>2</b>	<b>2</b>	<b>5,732</b>	<b>618</b>	<b>618</b>	<b>6,344</b>	<b>6</b>	<b>6,350</b>
U.S. Unclassified											
<b>TOTAL UNITED STATES</b>	<b>767,320</b>	<b>629</b>	<b>767,949</b>	<b>50,248</b>	<b>50,248</b>	<b>818,197</b>	<b>236,027</b>	<b>236,027</b>	<b>1,053,595</b>	<b>629</b>	<b>1,054,224</b>
Poss. & Other Areas	1,785	7	1,792	3	3	1,795	2,158	2,158	3,946	7	3,953
<b>U.S. &amp; POSS., etc.</b>	<b>769,105</b>	<b>636</b>	<b>769,741</b>	<b>50,251</b>	<b>50,251</b>	<b>819,992</b>	<b>238,185</b>	<b>238,185</b>	<b>1,057,541</b>	<b>636</b>	<b>1,058,177</b>
Canada	2,319	60	2,379			2,379	21,563	21,563	23,882	60	23,942
International	2,706	400	3,106	2	2	3,108	30,564	30,564	33,272	400	33,672
Other Unclassified											
Military or Civilian Personnel Overseas	673	1	674			674	928	928	1,601	1	1,602
<b>GRAND TOTAL</b>	<b>774,803</b>	<b>1,097</b>	<b>775,900</b>	<b>50,253</b>	<b>50,253</b>	<b>826,153</b>	<b>291,240</b>	<b>291,240</b>	<b>1,116,296</b>	<b>1,097</b>	<b>1,117,393</b>

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

County Size	% of Households	Total	Total	Total	% of Total Circulation	Index (% of Circulation/ % of Households)
		Paid & Verified Circulation Print	Paid & Verified Circulation Digital (Replica)			
A	40	539,100	410	539,510	51.5	129
B	30	302,454	135	302,589	28.9	96
C	15	120,975	50	121,025	11.5	77
D	15	84,722	28	84,750	8.1	54

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 6 issues).....	1,321	0.4	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	297,125	82.2
(b) Seven to eleven months (7 to 11 issues).....	1,404	0.4	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	58,550	16.2
(c) Twelve months (12 issues).....	253,121	70.0	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	5,827	1.6
(d) Thirteen to twenty-four months.....	95,122	26.3	(d) Subscriptions as part of membership in an organization.....	None	
(e) Twenty-five months and more.....	10,534	2.9	Total Subscriptions Sold in Period.....	361,502	100.0
Total Subscriptions Sold in Period.....	361,502	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium.....	361,502	100.0			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums.....	None				
Total Subscriptions Sold in Period.....	361,502	100.0			

## 9. EXPLANATORY

(a) Suggested Retail Prices: Average Single Copy: Canada, \$5.16. Subscriptions: U.S., 2 yrs. \$30.00; 3 yrs. \$45.00. Canada, 1 yr. \$48.00. International, 1 yr. \$87.00.

(b) Average non-analyzed non-paid circulation for the 6 month period: 40,931 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.elle.com](http://www.elle.com).

(e) 223 subscriptions were sold in combination during this statement period.

Combination Publication	Subscriptions Sold	Subscription Term	Price of Combination	Suggested Retail Price
Elle Decor	222	10 ISSUES	\$9.95 2@ \$15.00	\$15.00
Various	1	Various	3@ \$21.00 or	Various

(f) Award Point Subscription Sales: The average of 17,468 copies per issue, shown in Par. 6 and included in Par. 1, includes the following:

An average of 14,045 copies per issue represents copies served to subscribers in exchange for the redemption of Airline Frequent Flyer Miles. These subscriptions were sold at 12 issues for \$11.79 to \$18.00, in exchange for the redemption of 200 to 1,179 points at the rate of \$0.01 to \$0.03 per mile.

An average of 3,423 copies per issue represents copies purchased through the redemption of award points valued at \$0.01 to \$0.05 or \$1.00 per point.

(g) Partnership Subscription Sales (Deductible): The average of 86,871 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 \$5.95 to \$24.00 of the sales price was allocated for a 1 year subscription to this publication.

(h) Sponsored Subscription Sales: The average of 41,223 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, 2007; 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)
12-31-07	1,000,000	1,063,939	1,063,878	61	0.0
12-31-06	1,000,000	1,058,053	1,057,744	309	0.0
12-31-05	1,000,000	1,055,134	1,054,447	687	0.1
12-31-04	1,000,000	1,062,242	1,060,578	1,664	0.2
12-31-03	(a)	1,024,576	1,022,487	2,089	0.2

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

(a) Effective 02/01/03 changed from 950,000 to 1,000,000

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.

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

THOMAS J. MASTERSON

CAROL SMITH

Date Signed: July 30, 2009

SVP/Consumer Marketing & Mfg.

SVP, Chief Brand Officer

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ABC Member since: 1986

04-0275-0	Analyzed Issue Date	03/01/09
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.16
	Association Subscription Price	
	U.S. Subscription Price	15.00
	Canadian Subscription Price	48.00
	International Subscription Price	87.00