



Audit Bureau
of Circulations

BOATING

For the six months ended December 31, 2007

Field Served: Avid powerboat enthusiasts, owners and potential owners of powerboats (inboard, outboard, sterndrive) who use their boats for offshore or inland boating, boatbuilders and manufacturers, marine product manufacturers, designers and dealers.

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

Frequency: 12 times/year

ABC Member # 04-0125-0

PAID & VERIFIED MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

Boating

Paid & Verified Magazine
Publisher's Statement

For six months ended December 31, 2007

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	151,728	75.3			
Digital	241	0.1			
Total Paid Subscriptions	151,969	75.4			
Verified	33,000	16.4			
Total Paid & Verified Subscriptions	184,969	91.8			
Single Copy Sales	16,567	8.2			
Total Paid & Verified Circulation	201,536	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$4.99		
Subscription	\$15.00		
Average Subscription Price Annualized (12 issue frequency)		\$17.28	
Average Subscription Price per Copy		\$1.44	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended June 30, 2007.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
July	152,392	33,000	185,392	18,700	204,092
Aug.	151,339	33,000	184,339	20,800	205,139
Sept.	153,095	33,000	186,095	16,700	202,795
Oct.	154,239	33,000	187,239	15,200	202,439
Nov.	150,212	33,000	183,212	14,000	197,212
Dec.	150,533	33,000	183,533	14,000	197,533

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2003	%	2004	%	2005	%	2006	%	2007	%
Subscriptions:										
Paid	175,404	87.9	176,954	88.7	177,356	89.5	151,283	76.7	153,499	76.4
Verified	N/A		N/A		N/A		28,092	14.2	30,250	15.1
Total Paid & Verified Subscriptions	175,404	87.9	176,954	88.7	177,356	89.5	179,375	90.9	183,749	91.5
Single Copy Sales	24,066	12.1	22,641	11.3	20,725	10.5	17,850	9.1	17,117	8.5
Total Paid & Verified Circulation	199,470	100.0	199,595	100.0	198,081	100.0	197,225	100.0	200,866	100.0
Year Over Year Percent of Change		-2.6		0.1		-0.8		-0.4		1.8
Avg. Annualized Subscription Price	\$18.36		\$18.84		\$18.00		\$20.76		\$17.28	

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*	133,980	241	134,221	66.6
Loyalty/Award Point*	4,584		4,584	2.3
Partnership:				
Deductible*	2,112		2,112	1.0
Sponsored Sales	11,052		11,052	5.5
TOTAL PAID SUBSCRIPTIONS	151,728	241	151,969	75.4
VERIFIED SUBSCRIPTIONS				
Public Place (See Par. 6A)	33,000		33,000	16.4
TOTAL VERIFIED SUBSCRIPTIONS	33,000		33,000	16.4
TOTAL PAID & VERIFIED SUBSCRIPTIONS	184,728	241	184,969	91.8
SINGLE COPY SALES				
Single Issue Sales	16,567		16,567	8.2
TOTAL SINGLE COPY SALES	16,567		16,567	8.2
TOTAL PAID & VERIFIED CIRCULATION	201,295	241	201,536	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:

Verified Subscription:	Doctor/Health Care Providers	Personal Care Salons	Fitness/ Recreational Facilities	Automotive Outlets	Other	Total Public Place Copies
Public Place	16,003	9,863	4,865	2,262	7	33,000

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 September, 2007 issue

Total paid & verified circulation of this issue was 0.6% 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	2,145	1	2,146	118	2,264
Arizona	1,744	28	1,772	376	2,148
Arkansas	763		763	43	806
California	10,413	8,341	18,754	2,022	20,776
Colorado	1,571	21	1,592	305	1,897
Connecticut	3,467	442	3,909	292	4,201
Delaware	650		650	30	680
District of Columbia	180	3	183	63	246
Florida	15,462	3,435	18,897	2,176	21,073
Georgia	3,800	231	4,031	601	4,632
Idaho	438		438	35	473
Illinois	6,409	2,662	9,071	551	9,622
Indiana	2,702	300	3,002	144	3,146
Iowa	1,422	1	1,423	76	1,499
Kansas	1,155	6	1,161	56	1,217
Kentucky	1,615		1,615	131	1,746
Louisiana	2,022		2,022	104	2,126
Maine	995	3	998	66	1,064
Maryland	4,295	33	4,328	161	4,489
Massachusetts	5,032	1,712	6,744	479	7,223
Michigan	7,626	2,089	9,715	581	10,296
Minnesota	2,422	107	2,529	237	2,766
Mississippi	1,694		1,694	61	1,755
Missouri	2,579	12	2,591	232	2,823
Montana	522		522	30	552
Nebraska	515		515	33	548
Nevada	854	1	855	292	1,147
New Hampshire	1,066	361	1,427	56	1,483
New Jersey	6,467	3,091	9,558	487	10,045
New Mexico	433	1	434	18	452
New York	11,068	4,907	15,975	1,250	17,225
North Carolina	7,289	72	7,361	302	7,663
North Dakota	218		218	7	225
Ohio	5,512	1,639	7,151	275	7,426
Oklahoma	1,191		1,191	97	1,288
Oregon	1,037	31	1,068	62	1,130
Pennsylvania	5,842	44	5,886	379	6,265
Rhode Island	884	6	890	68	958
South Carolina	2,881	367	3,248	184	3,432
South Dakota	195		195	7	202
Tennessee	2,381	1	2,382	419	2,801
Texas	7,071	96	7,167	1,014	8,181

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Utah	744	6	750	139	889
Vermont	369	12	381	13	394
Virginia	5,006	568	5,574	447	6,021
Washington	3,512	1,285	4,797	270	5,067
West Virginia	444	1	445	30	475
Wisconsin	2,610	1,083	3,693	129	3,822
Wyoming	208		208	11	219
TOTAL 48 CONTERMINOUS STATES	148,920	32,999	181,919	14,959	196,878
Alaska	525		525	84	609
Hawaii	376	1	377	66	443
TOTAL ALASKA & HAWAII	901	1	902	150	1,052
U.S. Unclassified					
TOTAL UNITED STATES	149,821	33,000	182,821	15,109	197,930
Poss. & Other Areas	542		542	212	754
U.S. & POSS., etc.	150,363	33,000	183,363	15,321	198,684
CANADA					
Alberta	273		273	92	365
British Columbia	390		390	222	612
Manitoba	74		74	17	91
New Brunswick	45		45	32	77
Newfoundland/Labrador	32		32	9	41
Northwest Territories	12		12	4	16
Nova Scotia	67		67	27	94
Nunavut					
Ontario	1,160		1,160	418	1,578
Prince Edward Island	14		14	1	15
Quebec	106		106	142	248
Saskatchewan	55		55	11	66
Yukon Territory	11		11		11
Canadian Unclassified					
TOTAL CANADA	2,239		2,239	975	3,214
International	411		411	403	814
Other Unclassified					
Military or Civilian Personnel Overseas	82		82	1	83
GRAND TOTAL	153,095	33,000	186,095	16,700	202,795

ANALYSIS BY ABCD COUNTY SIZE for the September, 2007 issue

Magazines of less than 500,000 total average paid and verified circulation not required to answer this paragraph.

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, 2007

A. DURATION			%	C.CHANNELS			%
(a) One to six months (1 to 6 issues).....	7		0.0	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	45,753		83.2
(b) Seven to eleven months (7 to 11 issues).....	23		0.0	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	2,920		5.3
(c) Twelve months (12 issues).....	36,044		65.6	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	6,313		11.5
(d) Thirteen to twenty-four months.....	14,465		26.3	(d) Subscriptions as part of membership in an organization.....	None		
(e) Twenty-five months and more.....	4,447		8.1	Total Subscriptions Sold in Period.....	54,986		100.0
Total Subscriptions Sold in Period.....	54,986		100.0				
B. USE OF PREMIUMS							
(a) Ordered without premium.....	54,986		100.0				
(b) Ordered with material reprinted from this publication.....	None						
(c) Ordered with other premiums.....	None						
Total Subscriptions Sold in Period.....	54,986		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 and International, 1 yr. \$38.00.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 5,516 copies per issue.
- (c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 4,605 or 3.0% of average paid subscription circulation.
- (d) Loyalty/Award Point Subscription Sales: The average of 4,584 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to subscribers in exchange for the redemption of Airline Frequent Flyer Miles. These subscriptions were sold at 12 issues for \$15.00, in exchange for the redemption of 500 points at the rate of \$0.03 per mile.
- (e) Partnership Subscription Sales (Deductible): The average of 2,112 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 \$10.00 to \$24.00 of the sales price was allocated for a 1 year subscription to this publication.
- (f) Sponsored Subscription Sales: The average of 11,052 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 June 30, 2007; Variation from Publisher's Statements

Audit Period Ended [^]	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)
06-30-07	None Claimed	197,726	197,839	-113	-0.1
06-30-06	None Claimed	198,522	198,156	366	0.2
06-30-05	None Claimed	198,866	199,947	-1,081	-0.5
06-30-04	None Claimed	196,505	198,136	-1,631	-0.8
06-30-03	None Claimed	204,869	203,679	1,190	0.6

[^]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.

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THOMAS MASTERSON

WADE LUCE

Date Signed: January 28, 2008

Sr. Vice-President/Consumer Marketing

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ABC Member since: 1957

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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	38.00
	International Subscription Price	38.00