



Audit Bureau
of Circulations

ELLE DECOR

For the six months ended June 30, 2009

Field Served: The international fashion magazine for the home, ELLE DECOR is a stylish, fashion-savvy design publication for the consumer who reads everything but knows what she wants. Encompassing provocative young talent as well as design legends who still surprise, antiques that work today alongside modern products inspired by what comes down the runways, and locations across the globe.

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

Frequency: 10 times/year

ABC Member # 04-0276-0

PAID & VERIFIED MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

Elle Decor

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	412,444	79.5			
Digital (Replica)	871	0.2			
Total Paid Subscriptions	413,315	79.7			
Verified					
Print	25,020	4.8			
Total Verified Subscriptions	25,020	4.8			
Total Paid & Verified Subscriptions	438,335	84.5			
Single Copy Sales					
Print	80,539	15.5			
Total Single Copy Sales	80,539	15.5			
Total Paid & Verified Circulation	518,874	100.0	500,000	18,874	3.8

Paid & Verified Magazine
Publisher's Statement

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)		\$12.10	
Average Subscription Price per Copy		\$1.21	

(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.	410,016	762	410,778	25,011	25,011	435,789	85,104	85,104	520,131	762	520,893
Mar.	409,504	795	410,299	25,019	25,019	435,318	85,125	85,125	519,648	795	520,443
Apr.	411,493	907	412,400	25,022	25,022	437,422	77,125	77,125	513,640	907	514,547
May	415,663	943	416,606	25,022	25,022	441,628	80,147	80,147	520,832	943	521,775
June	415,546	948	416,494	25,025	25,025	441,519	75,193	75,193	515,764	948	516,712

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2004	%	2005	%	2006	%	2007	%	2008	%
Subscriptions:										
Paid	402,783	79.3	419,546	82.8	374,682	73.5	403,469	78.8	410,155	79.2
Verified	N/A		N/A		46,225	9.1	17,500	3.4	21,000	4.1
Total Paid & Verified Subscriptions	402,783	79.3	419,546	82.8	420,907	82.6	420,969	82.2	431,155	83.3
Single Copy Sales	105,438	20.7	87,400	17.2	88,960	17.4	91,140	17.8	86,650	16.7
Total Paid & Verified Circulation	508,221	100.0	506,946	100.0	509,867	100.0	512,109	100.0	517,805	100.0
Year Over Year Percent of Change		-0.8		-0.3		0.6		0.4		1.1
Avg. Annualized Subscription Price	\$17.44		\$20.10		\$17.80		\$14.60		\$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
PAID SUBSCRIPTIONS				
Individual Subscriptions*	348,298	871	349,169	67.3
Combination Subscriptions*	5,644		5,644	1.1
Award Point*	24,720		24,720	4.8
Partnership:				
Deductible*	20,370		20,370	3.9
Sponsored Sales	13,412		13,412	2.6
TOTAL PAID SUBSCRIPTIONS	412,444	871	413,315	79.7
VERIFIED SUBSCRIPTIONS				
Public Place (See Par. 6A)	25,020		25,020	4.8
TOTAL VERIFIED SUBSCRIPTIONS	25,020		25,020	4.8
TOTAL PAID & VERIFIED SUBSCRIPTIONS	437,464	871	438,335	84.5
SINGLE COPY SALES				
Single Issue Sales	79,939		79,939	15.4
Combination Sales	600		600	.1
TOTAL SINGLE COPY SALES	80,539		80,539	15.5
TOTAL PAID & VERIFIED CIRCULATION	518,003	871	518,874	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:	Personal Care Salons	Doctor/Health Care		Hotels/Lodges	Other	Total Public Place Copies Print
		Providers				
Public Place	19,318	5,682		20		25,020

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 May, 2009 issue

Total paid & verified circulation of this issue was 0.6% 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	5,316	5	5,321	318	318	5,639	337	337	5,971	5	5,976
Arizona	6,982	13	6,995	387	387	7,382	1,099	1,099	8,486	13	8,481
Arkansas	2,824	2	2,826	189	189	3,015	200	200	3,213	2	3,215
California	61,426	98	61,524	3,255	3,255	64,779	11,504	11,504	76,185	98	76,283
Colorado	6,047	5	6,052	428	428	6,480	1,312	1,312	7,787	5	7,792
Connecticut	7,028	11	7,039	449	449	7,488	841	841	8,318	11	8,329
Delaware	1,084		1,084	55	55	1,139	216	216	1,355		1,355
District of Columbia	2,823	10	2,833	96	96	2,929	549	549	3,468	10	3,478
Florida	24,193	42	24,235	1,678	1,678	25,913	5,532	5,532	31,403	42	31,445
Georgia	12,166	10	12,176	786	786	12,962	1,542	1,542	14,494	10	14,504
Idaho	1,389		1,389	111	111	1,500	98	98	1,598		1,598
Illinois	18,699	17	18,716	1,112	1,112	19,828	3,797	3,797	23,608	17	23,625
Indiana	6,800	4	6,804	516	516	7,320	824	824	8,140	4	8,144
Iowa	3,225	3	3,228	243	243	3,471	146	146	3,614	3	3,617
Kansas	3,500	3	3,503	223	223	3,726	265	265	3,988	3	3,991
Kentucky	4,379	4	4,383	289	289	4,672	563	563	5,231	4	5,235
Louisiana	5,580	6	5,586	304	304	5,890	467	467	6,351	6	6,357
Maine	1,516	3	1,519	104	104	1,623	134	134	1,754	3	1,757
Maryland	7,992	14	8,006	522	522	8,528	1,372	1,372	9,886	14	9,900
Massachusetts	10,195	13	10,208	1,101	1,101	11,309	1,559	1,559	12,855	13	12,868
Michigan	11,908	5	11,913	795	795	12,708	1,183	1,183	13,886	5	13,891
Minnesota	6,568	7	6,575	457	457	7,032	676	676	7,701	7	7,708
Mississippi	2,986		2,986	148	148	3,134	216	216	3,350		3,350
Missouri	7,013	5	7,018	460	460	7,478	715	715	8,188	5	8,193
Montana	1,066	2	1,068	68	68	1,136	71	71	1,205	2	1,207
Nebraska	2,009		2,009	153	153	2,162	115	115	2,277		2,277
Nevada	3,157	5	3,162	168	168	3,330	506	506	3,831	5	3,836
New Hampshire	1,524		1,524	145	145	1,669	131	131	1,800		1,800
New Jersey	13,422	19	13,441	1,030	1,030	14,471	2,755	2,755	17,207	19	17,226
New Mexico	2,158	1	2,159	109	109	2,268	150	150	2,417	1	2,418
New York	38,389	80	38,469	1,667	1,667	40,136	7,944	7,944	48,000	80	48,080
North Carolina	10,474	12	10,486	715	715	11,201	1,434	1,434	12,623	12	12,635
North Dakota	747	1	748	41	41	789	45	45	833	1	834
Ohio	12,888	13	12,901	775	775	13,676	1,370	1,370	15,033	13	15,046
Oklahoma	3,982	2	3,984	237	237	4,221	217	217	4,436	2	4,438
Oregon	5,206	1	5,207	224	224	5,431	650	650	6,080	1	6,081
Pennsylvania	14,781	14	14,795	980	980	15,775	2,429	2,429	18,190	14	18,204
Rhode Island	1,568	1	1,569	83	83	1,652	179	179	1,830	1	1,831
South Carolina	5,090	5	5,095	314	314	5,409	888	888	6,292	5	6,297
South Dakota	846	1	847	57	57	904	25	25	928	1	929
Tennessee	7,624	2	7,626	465	465	8,091	897	897	8,986	2	8,988
Texas	27,177	39	27,216	1,836	1,836	29,052	3,263	3,263	32,276	39	32,315
Utah	2,483	3	2,486	246	246	2,732	249	249	2,978	3	2,981
Vermont	737		737	69	69	806	106	106	912		912
Virginia	9,901	16	9,917	615	615	10,532	1,916	1,916	12,432	16	12,448
Washington	9,989	9	9,998	510	510	10,508	1,437	1,437	11,936	9	11,945
West Virginia	1,406		1,406	94	94	1,500	125	125	1,625		1,625
Wisconsin	6,219	2	6,221	354	354	6,575	602	602	7,175	2	7,177
Wyoming	543		543	41	41	584	43	43	627		627
TOTAL 48 CONTERMINOUS STATES	405,025	508	405,533	25,022	25,022	430,555	62,694	62,694	492,741	508	493,249
Alaska	683	2	685			685	81	81	764	2	766
Hawaii	1,572	2	1,574			1,574	84	84	1,656	2	1,658
TOTAL ALASKA & HAWAII	2,255	4	2,259			2,259	165	165	2,420	4	2,424
TOTAL UNITED STATES	407,280	512	407,792	25,022	25,022	432,814	62,859	62,859	495,161	512	495,673
Poss. & Other Areas	987	4	991			991	677	677	1,664	4	1,668
U.S. & POSS., etc.	408,267	516	408,783	25,022	25,022	433,805	63,536	63,536	496,825	516	497,341
Canada	4,916	71	4,987			4,987	8,181	8,181	13,097	71	13,168
International	2,173	348	2,521			2,521	8,277	8,277	10,450	348	10,798
Other Unclassified											
Military or Civilian Personnel Overseas	307	8	315			315	153	153	460	8	468
GRAND TOTAL	415,663	943	416,606	25,022	25,022	441,628	80,147	80,147	520,832	943	521,775

ANALYSIS BY ABCD COUNTY SIZE for the May, 2009 issue

County Size	% of Households	Total Paid & Verified Circulation		Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
		Print	Digital (Replica)			
A	40	256,776	343	257,119	52.2	131
B	30	140,557	111	140,668	28.5	95
C	15	53,434	40	53,474	10.8	72
D	15	41,973	15	41,988	8.5	57

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)	695	0.4	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	138,667	79.8
(b) Seven to eleven months (6 to 9 issues)	1,260	0.7	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	31,343	18.0
(c) Twelve months (10 issues)	135,181	77.8	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	3,787	2.2
(d) Thirteen to twenty-four months	33,082	19.0	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	3,579	2.1	Total Subscriptions Sold in Period	173,797	100.0
Total Subscriptions Sold in Period	173,797	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	173,797	100.0			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums	None				
Total Subscriptions Sold in Period	173,797	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. \$60.00.

(b) Average non-analyzed non-paid circulation for the 6 month period: 16,619 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.elledecor.com.

(e) 437 subscriptions were sold in combination during this statement period.

Combination Publication	Subscriptions Sold	Subscription Term	Price of Combination	Suggested Retail Prices
Elle	242	12 issues	\$9.95	\$15.00
Metropolitan Home	162	10 issues	\$15.00	\$15.00
Home	33	8 issues	\$15.00	\$15.00

(f) Award Point Subscription Sales: The average of 24,720 copies per issue, shown in Par. 6 and included in Par. 1, includes the following:

An average of 24,124 copies per issue represents copies purchased through the redemption of award points valued at 1¢ to 5¢ or \$1.00 per point.

An average of 596 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 \$12.21 to \$23.00, in exchange for the redemption of 200 to 1,221 points at the rate of 1¢ to 3¢ per mile.

(g) Partnership Subscription Sales (Deductible): The average of 20,370 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 \$7.95 to \$24.00 of the sales price was allocated for a 1 year subscription to this publication.

(h) Sponsored Subscription Sales: The average of 13,412 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 METROPOLITAN HOME, sold at a combination single copy price of \$8.99.

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 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)
12-31-07	500,000	512,347	512,109	238	0.0
12-31-06	500,000	506,609	509,867	-3,258	-0.6
12-31-05	500,000	509,435	506,946	2,489	0.5
12-31-04	500,000	509,952	508,221	1,731	0.3
12-31-03	500,000	516,066	512,459	3,607	0.7

[^]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.

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

THOMAS J. MASTERSON

BARBARA FRIEDMANN

Date Signed: July 30, 2009

Sr. VP, Consumer Marketing & Mfg.

Vice President, Brand Publisher

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ABC Member since: 1991

04-0276-0	Analyzed Issue Date	05/01/09
	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	60.00