

For the six months ended December 31, 2007

Field Served: HOME is for reliable practical, up-to-the-minute home improvement information for the sensible consumer. Offering ideas and solutions, HOME is embraced by young, affluent, family-oriented readers as the authority in home remodeling and decorating.

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

Frequency: 8 times/year

ABC Member # 04-0485-9

PAID & VERIFIED MAGAZINE

PUBLISHER'S STATEMENT

Subject to Audit

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	719,935	88.3			
Digital	804	0.1			
Total Paid Subscriptions	720,739	88.4			
Verified	39,270	4.8			
Total Paid & Verified Subscriptions	760,009	93.2			
Single Copy Sales	55,150	6.8			
Total Paid & Verified Circulation	815,159	100.0	800,000	15,159	1.9

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$3.99		
Subscription	\$15.00		
Average Subscription Price Annualized (10 issue frequency)		\$14.00	
Average Subscription Price per Copy		\$1.40	

(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/Aug.	753,419	16,944	770,363	54,400	824,763
Sept.	714,664	46,927	761,591	54,800	816,391
Oct.	712,308	46,595	758,903	54,900	813,803
Nov./Dec.	702,560	46,613	749,173	56,500	805,673

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2003	%	2004	%	2005	%	2006	%	2007	%
Subscriptions:										
Paid	941,008	93.3	947,394	94.0	949,713	93.5	858,433	86.4	752,408	91.4
Verified	N/A		N/A		N/A		80,245	8.1	20,154	2.4
Total Paid & Verified Subscriptions	941,008	93.3	947,394	94.0	949,713	93.5	938,678	94.5	772,562	93.8
Single Copy Sales	67,960	6.7	60,350	6.0	66,330	6.5	55,080	5.5	51,067	6.2
Total Paid & Verified Circulation	1,008,968	100.0	1,007,744	100.0	1,016,043	100.0	993,758	100.0	823,629	100.0
Year Over Year Percent of Change		-1.0		-0.1		0.8		-2.2		-17.1
Avg. Annualized Subscription Price	\$16.30		\$15.90		\$15.60		\$17.20		\$14.00	

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*	641,831	804	642,635	78.8
Combination Subscriptions*	72		72	0.0
Loyalty/Award Point*	50,641		50,641	6.2
Partnership:				
Deductible*	22,474		22,474	2.8
Sponsored Sales	4,917		4,917	0.6
TOTAL PAID SUBSCRIPTIONS	719,935	804	720,739	88.4
VERIFIED SUBSCRIPTIONS				
Public Place (See Par. 6A)	37,500		37,500	4.6
Individual Use (See Par. 6B)	1,770		1,770	0.2
TOTAL VERIFIED SUBSCRIPTIONS	39,270		39,270	4.8
TOTAL PAID & VERIFIED SUBSCRIPTIONS	759,205	804	760,009	93.2
SINGLE COPY SALES				
Single Issue Sales	55,150		55,150	6.8
TOTAL SINGLE COPY SALES	55,150		55,150	6.8
TOTAL PAID & VERIFIED CIRCULATION	814,355	804	815,159	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 Providers	Business/ Professional Services	Fitness/ Recreational Facilities	Other	Total Public Place Copies
Public Place	18,639	16,806	1,613	435	7	37,500

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	1,770		1,770

7. GEOGRAPHIC DATA for the July/August, 2007 issue

Total paid & verified circulation of this issue was 1.2% 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	14,323	98	14,421	434	14,855
Arizona	10,492	421	10,913	1,104	12,017
Arkansas	6,490	44	6,534	347	6,881
California	70,673	2,707	73,380	5,835	79,215
Colorado	10,647	348	10,995	1,136	12,131
Connecticut	11,280	351	11,631	637	12,268
Delaware	2,105	39	2,144	175	2,319
District of Columbia	1,438	28	1,466	257	1,723
Florida	37,590	1,039	38,629	2,881	41,510
Georgia	22,697	523	23,220	1,520	24,740
Idaho	2,716	28	2,744	159	2,903
Illinois	35,448	921	36,369	2,914	39,283
Indiana	17,825	235	18,060	858	18,918
Iowa	9,957	83	10,040	303	10,343
Kansas	8,695	103	8,798	243	9,041
Kentucky	10,219	115	10,334	271	10,605
Louisiana	11,614	96	11,710	321	12,031
Maine	4,143	31	4,174	258	4,432
Maryland	13,145	620	13,765	948	14,713
Massachusetts	16,551	540	17,091	1,564	18,655
Michigan	31,596	605	32,201	1,778	33,979
Minnesota	16,176	238	16,414	1,073	17,487
Mississippi	10,749	28	10,777	184	10,961
Missouri	17,198	216	17,414	606	18,020
Montana	2,798	10	2,808	133	2,941
Nebraska	5,181	67	5,248	243	5,491
Nevada	4,821	227	5,048	734	5,782
New Hampshire	4,002	39	4,041	257	4,298
New Jersey	20,430	1,060	21,490	1,644	23,134
New Mexico	3,834	60	3,894	243	4,137
New York	47,550	1,563	49,113	3,852	52,965
North Carolina	29,893	227	30,120	1,113	31,233
North Dakota	2,266	7	2,273	53	2,326
Ohio	30,162	491	30,653	1,163	31,816
Oklahoma	9,118	82	9,200	287	9,487
Oregon	7,093	166	7,259	918	8,177
Pennsylvania	30,060	627	30,687	1,330	32,017
Rhode Island	2,630	53	2,683	167	2,850
South Carolina	12,099	59	12,158	647	12,805
South Dakota	2,450	11	2,461	64	2,525
Tennessee	16,960	208	17,168	822	17,990
Texas	49,165	1,289	50,454	2,740	53,194

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Utah	4,789	108	4,897	411	5,308
Vermont	1,948	7	1,955	127	2,082
Virginia	19,586	485	20,071	1,381	21,452
Washington	16,551	385	16,936	1,811	18,747
West Virginia	3,174	10	3,184	84	3,268
Wisconsin	15,971	215	16,186	1,587	17,773
Wyoming	1,347	4	1,351	69	1,420
TOTAL 48 CONTERMINOUS STATES	737,645	16,917	754,562	47,686	802,248
Alaska	2,021	7	2,028	145	2,173
Hawaii	2,783	19	2,802	168	2,970
TOTAL ALASKA & HAWAII	4,804	26	4,830	313	5,143
U.S. Unclassified					
TOTAL UNITED STATES	742,449	16,943	759,392	47,999	807,391
Poss. & Other Areas	1,064		1,064	359	1,423
U.S. & POSS., etc.	743,513	16,943	760,456	48,358	808,814
CANADA					
Alberta	1,983		1,983	917	2,900
British Columbia	1,481		1,481	957	2,438
Manitoba	543		543	159	702
New Brunswick	178		178	61	239
Newfoundland/Labrador	58		58	39	97
Northwest Territories	31		31	14	45
Nova Scotia	274		274	212	486
Nunavut	1		1	1	2
Ontario	3,333		3,333	2,468	5,801
Prince Edward Island	42		42	24	66
Quebec	102		102	265	367
Saskatchewan	780		780	117	897
Yukon Territory	12		12	2	14
Canadian Unclassified					
TOTAL CANADA	8,818		8,818	5,236	14,054
International	633		633	577	1,210
Other Unclassified					
Military or Civilian Personnel Overseas	455	1	456	229	685
GRAND TOTAL	753,419	16,944	770,363	54,400	824,763

ANALYSIS BY ABCD COUNTY SIZE for the July/August, 2007 issue

County Size	% of Households	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	307,117	38.3	96
B	30	244,579	30.5	102
C	15	124,711	15.5	103
D	15	125,841	15.7	105

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, 2007

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 4 issues)	26	0.0	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	228,431	76.1
(b) Seven to eleven months (5 to 7 issues)	128	0.0	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	22,456	7.5
(c) Twelve months (8 issues)	227,270	75.8	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	49,239	16.4
(d) Thirteen to twenty-four months	60,342	20.1	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	12,360	4.1	Total Subscriptions Sold in Period	300,126	100.0
Total Subscriptions Sold in Period	300,126	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	300,126	100.0			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums	None				
Total Subscriptions Sold in Period	300,126	100.0			

9. EXPLANATORY

- (a) Suggested Retail Prices: Average Single Copy: Canada, \$4.99. Subscriptions: U.S., 2 yrs. \$30.00; 3 yrs. \$45.00. Canada and International, 1 yr. \$34.00.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 13,115 copies per issue.
- (c) Post expiration copies: None.
- (d) 20 subscriptions were sold in combination during this statement period.
- | Combination Publication | Subscriptions Sold | Subscription Term | Price of Combination | Suggested Retail Prices |
|-------------------------|--------------------|-------------------|----------------------|-------------------------|
| Elle Decor | 6 | 10 issues | \$14.00 | \$15.00 |
| Various (2) | 14 | various | \$15.00 | various |
| Various (3) | | various | \$21.00 | various |
- (e) Loyalty/Award Point Subscription Sales: The average of 50,641 copies per issue, shown in Par. 6 and included in Par. 1, includes the following:
An average of 41,593 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 \$9.51, in exchange for the redemption of 317 points at the rate of \$0.03 per mile.
An average of 9,048 copies per issue represents copies purchased through the redemption of loyalty points valued at \$0.02 or \$1.00 per point.
- (f) Partnership Subscription Sales (Deductible): The average of 22,474 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 \$20.00 of the sales price was allocated for a 1 year subscription to this publication.
- (g) Sponsored Subscription Sales: The average of 4,917 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 [^]	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)
12-31-06	1,000,000	980,778	993,758	-12,980	-1.3
12-31-05	1,000,000	1,005,306	1,016,043	-10,737	-1.1
12-31-04	1,000,000	1,007,577	1,007,744	-167	-0.0
12-31-03	1,000,000	1,006,732	1,008,968	-2,236	-0.2
12-31-02	1,000,000	1,028,197	1,019,284	8,913	0.9

[^]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.

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

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Date Signed: January 28, 2008

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Established: 1955

ABC Member since: 1981

04-0485-9	Analyzed Issue Date	07-08/01/07
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	3.99
	Association Subscription Price	
	U.S. Subscription Price	15.00
	Canadian Subscription Price	34.00
	International Subscription Price	34.00