



Audit Bureau  
of Circulations

**Audit Report  
Magazine**

**PAID, VERIFIED & ANALYZED NON-PAID CIRCULATION**

**SKI MAGAZINE**

New York, New York 10016

**Field Served:** SKI MAGAZINE delivers the personal, passionate side of skiing in vibrant images and powerful tales and provides complete coverage on travel, equipment and instruction.

**Definition of List Source Recipients:**

**Method of Circulation for Analyzed Non-Paid Circulation:** Copies mailed via USPS.

**AVERAGE CIRCULATION FOR 12 MONTHS ENDED JUNE 30, 2007:**

**1. TOTAL AVERAGE PAID, VERIFIED & ANALYZED NON-PAID CIRCULATION**

	Audited Circulation	Publisher's Statement Claim	Difference	% of Difference
<b>Paid, Verified &amp; Analyzed Non-Paid Circulation: (See Par. 6)</b>				
<b>Subscriptions:</b>				
Paid	129,253	128,593	660	0.5
Verified	307,406	310,744	-3,338	-1.1
<b>Total Paid &amp; Verified Subscriptions</b>	<b>436,659</b>	<b>439,337</b>	<b>-2,678</b>	<b>-0.6</b>
Single Copy Sales	13,757	13,706	51	0.4
<b>Total Paid &amp; Verified Circulation</b>	<b>450,416</b>	<b>453,043</b>	<b>-2,627</b>	<b>-0.6</b>
Paid & Verified Rate Base:	450,000			
# Above/Below Rate Base (+/-)	416			
% Above/Below Rate Base (+/-)	0.1			
<b>Total Analyzed Non-Paid Circulation</b>	<b>3,236</b>	<b>3,236</b>		
Non-Paid Rate Base:	None Claimed			
# Above/Below Rate Base (+/-)				
% Above/Below Rate Base (+/-)				
<b>Total Paid, Verified &amp; Analyzed Non-Paid Circulation</b>	<b>453,652</b>	<b>456,279</b>	<b>-2,627</b>	<b>-0.6</b>
Combined Rate Base:	None Claimed			
# Above/Below Rate Base (+/-)				
% Above/Below Rate Base (+/-)				

**2. PRICES**

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy	\$4.56		
Subscription	\$14.97		
	to 11/01/06		
	since 11/01/06		
Average Subscription Price Annualized (8 issue frequency)		\$8.75	
Average Subscription Price per Copy		\$1.25	

(1) For the Report period

(2) Represents subscriptions for the 12 months ended December 31, 2006.

**ANALYSIS OF AVERAGE CIRCULATION**

**3. PAID, VERIFIED AND ANALYZED NON-PAID BY ISSUE**

	Total Paid, Verified and Analyzed Non-Paid				Combined Rate Base	
	Audited Circulation	Publisher's Statement Claim	Difference	%	Rate Base	% Above/Below (+/-)
2006 Issue						
Sept.	462,881	461,390	1,491	0.3	*	
Oct.	460,640	459,351	1,289	0.3	*	
Nov.	462,149	461,399	750	0.2	*	
Dec.	459,870	459,159	711	0.2	*	
2007 Issue						
Jan.	441,848	447,335	-5,487	-1.2	*	
Feb.	444,910	452,592	-7,682	-1.7	*	
Mar.	443,269	452,720	-9,451	-2.1	*	
Total Average Circulation	453,652	456,279	-2,627	-0.6		

\*None Claimed.

	Total Paid and Verified Circulation				Paid & Verified Rate Base	
	Audited Circulation	Publisher's Statement Claim	Difference	%	Rate Base	% Above/Below (+/-)
2006 Issue						
Sept.	456,269	454,778	1,491	0.3	450,000	1.4
Oct.	454,086	452,797	1,289	0.3	450,000	0.9
Nov.	455,701	454,951	750	0.2	450,000	1.3
Dec.	458,904	458,193	711	0.2	450,000	2.0
2007 Issue						
Jan.	441,110	446,597	-5,487	-1.2	450,000	-2.0
Feb.	444,225	451,907	-7,682	-1.7	450,000	-1.3
Mar.	442,623	452,074	-9,451	-2.1	450,000	-1.6
Total Average Circulation	450,416	453,043	-2,627	-0.6	450,000	0.1

	Total Paid and Verified Subscriptions				Paid Subscriptions				Verified Subscriptions			
	Audited Circulation	Publisher's Statement Claim	Difference	%	Audited Circulation	Publisher's Statement Claim	Difference	%	Audited Circulation	Publisher's Statement Claim	Difference	%
2006 Issue												
Sept.	440,909	439,878	1,031	0.2	132,530	131,499	1,031	0.8	308,379	308,379		
Oct.	438,724	437,657	1,067	0.2	131,070	130,003	1,067	0.8	307,654	307,654		
Nov.	443,325	442,091	1,234	0.3	138,327	137,093	1,234	0.9	304,998	304,998		
Dec.	444,922	443,923	999	0.2	133,024	132,024	1,000	0.8	311,898	311,899	-1	-0.0
2007 Issue												
Jan.	423,656	429,226	-5,570	-1.3	125,821	125,783	38	0.0	297,835	303,443	-5,608	-1.8
Feb.	433,035	440,731	-7,696	-1.7	123,664	123,604	60	0.0	309,371	317,127	-7,756	-2.4
Mar.	432,046	441,851	-9,805	-2.2	120,337	120,141	196	0.2	311,709	321,710	-10,001	-3.1
Total Average Circulation	436,659	439,337	-2,678	-0.6	129,253	128,593	660	0.5	307,406	310,744	-3,338	-1.1

### 3. PAID, VERIFIED AND ANALYZED NON-PAID BY ISSUE (Continued)

	Single Copy Sales				Analyzed Non-Paid				Non-Paid Rate Base	
	Audited Circulation	Publisher's Statement Claim	Difference	%	Audited Circulation	Publisher's Statement Claim	Difference	%	Rate Base	% Above/Below (+/-)
2006 Issue										
Sept.	15,360	14,900	460	3.1	6,612	6,612			*	
Oct.	15,362	15,140	222	1.5	6,554	6,554			*	
Nov.	12,376	12,860	-484	-3.8	6,448	6,448			*	
Dec.	13,982	14,270	-288	-2.0	966	966			*	
2007 Issue										
Jan.	17,454	17,371	83	0.5	738	738			*	
Feb.	11,190	11,176	14	0.1	685	685			*	
Mar.	10,577	10,223	354	3.5	646	646			*	
Total Average Circulation	13,757	13,706	51	0.4	3,236	3,236				

\*None Claimed.

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

Edition	Number of Issues	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Total Paid & Verified Rate Base	Analyzed Non-Paid	Total Paid, Verified & Analyzed Non-Paid	Total Paid, Verified & Analyzed Non-Paid	Total Paid, Verified & Analyzed Non-Paid Rate Base
Eastern	5	71,544	173,871	245,415	7,812	253,227	210,000	2,347	None Claimed	255,574	None Claimed

### 5. TREND ANALYSIS (See Publisher's Statement for Five Year Trend)

### 6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID, VERIFIED & ANALYZED NON-PAID CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Explanatory for full explanation.

	Audited Circulation	Publisher's Statement Claim	Difference	% of Difference
<b>PAID SUBSCRIPTIONS</b>				
Individual Subscriptions*	99,412	98,752	660	0.7
Combination Subscriptions*	3,992	3,992		
Partnership:				
Deductible*	24,716	24,716		
Sponsored Sales	1,133	1,133		
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>129,253</b>	<b>128,593</b>	<b>660</b>	<b>0.5</b>
<b>VERIFIED SUBSCRIPTIONS</b>				
Public Place (See Par. 6A)	69,381	69,382	-1	-0.0
Individual Use (See Par. 6B)	238,025	241,362	-3,337	-1.4
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>	<b>307,406</b>	<b>310,744</b>	<b>-3,338</b>	<b>-1.1</b>
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>436,659</b>	<b>439,337</b>	<b>-2,678</b>	<b>-0.6</b>
<b>SINGLE COPY SALES</b>				
Single Issue Sales	13,757	13,706	51	0.4
<b>TOTAL SINGLE COPY SALES</b>	<b>13,757</b>	<b>13,706</b>	<b>51</b>	<b>0.4</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>450,416</b>	<b>453,043</b>	<b>-2,627</b>	<b>-0.6</b>
<b>ANALYZED NON-PAID</b>				
Market Coverage	3,236	3,236		
<b>TOTAL ANALYZED NON-PAID</b>	<b>3,236</b>	<b>3,236</b>		
<b>TOTAL PAID, VERIFIED &amp; ANALYZED NON-PAID</b>	<b>453,652</b>	<b>456,279</b>	<b>-2,627</b>	<b>-0.6</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 report period to the following public areas:

Verified Subscription:	Doctor/Health Care Providers	Automotive Outlets	Hotels/Lodges	Personal Care Salons	Fitness/Recreational Facilities	Other	Total Public Place Copies
Public Place	38,481	11,421	9,881	6,004	2,435	1,159	69,381

## 6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the report period to the following individuals:

Verified Subscription:	Merchandise Buyers	Event Participants	Service Buyers	Event Attendees	Database Names	Other	Total Individual Use Copies
Individual Use	70,044	49,769	47,961	42,354	16,865	11,032	238,025

## AUDIT STATEMENT

The difference shown in average paid and verified circulation in comparing this report with the Publisher's Statements for the period audited is 2,627 copies per issue deduction.

There was no adjustment made in the average analyzed non-paid circulation as shown in the Publisher's Statements for the period audited.

## EXPLANATORY

Suggested Retail Prices: Average Single Copy: Canada, \$5.99. Subscriptions: Canada, 1 yr. \$13.93. International, 1 yr. \$39.95.

Average non-analyzed non-paid circulation for the 12 month period: 15,830 copies per issue.

Post expiration copies: None of record.

SKI MAGAZINE is published in the following regional edition: Eastern. Advertising is accepted in any combination of states within the region.

4,415 subscriptions were sold in combination during this report period.

Combination Publication	Subscriptions Sold	Subscription Term	Price of Combination	Suggested Retail Prices
Skiing Magazine	4,367	7 issues	\$8.00 to \$20.00	\$14.97
Various Magazines	48	7 issues	\$25.00	Various

Partnership Subscription Sales (Deductible): The average of 24,716 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served in a partnership relationship wherein this publication was bundled with the purchase of a product or service. Purchasers were advised that a portion of the sales price was allocated for a subscription to this publication. (See table details)

Type of Partnership	Avg. Copies Served	Subscription Term	Amount Allocated
Resort Purchases	21,352	8 issues	\$9.00 - \$10.00
Ski Equipment/Apparel	2,754	3 to 8 issues	\$3.00 - \$10.00
Consumer Events	501	3 to 8 issues	\$3.00 - \$14.97
Various Retailers	109	8 issues	\$12.00

Sponsored Subscription Sales: The average of 1,133 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.

Market Coverage Copies, averaging 3,236 copies per issue, shown in Par. 6 and included in Par. 1, represent individually addressed copies delivered to homes or businesses on an issue-to-issue basis. Consecutive issuance is not measured.

To Members of the Audit Bureau of Circulations:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examination was made in accordance with the Bureau's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average paid, verified and analyzed non-paid circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average paid, verified and analyzed non-paid circulation.

**Audit Bureau of Circulations**

Ski Magazine, New York, NY, Page #4 - #216796 - 759 - 532

04-1115-0	Analyzed Issue Date	01/01/07
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.56
	Association Subscription Price	
	U.S. Subscription Price	14.97
	Canadian Subscription Price	13.93
	International Subscription Price	39.95