



**PAID & VERIFIED
MAGAZINE
PUBLISHER'S STATEMENT**

Subject to Audit

For the six months ended December 31, 2008

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.

Published by Bonnier Corporation

Frequency: 7 times/year

ABC Member # 04-1115-0

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	281,376	69.2			
Digital	749	0.2			
Total Paid Subscriptions	282,125	69.4			
Verified	113,504	27.9			
Total Paid & Verified Subscriptions	395,629	97.3			
Single Copy Sales	10,795	2.7			
Total Paid & Verified Circulation	406,424	100.0	400,000	6,424	1.6

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy Subscription	\$4.99		
Average Subscription Price Annualized (7 issue frequency)	\$9.95		
Average Subscription Price per Copy		\$8.82	\$1.26

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended June 30, 2008.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Sept.	282,943	116,363	399,306	10,815	410,121
Oct.	279,747	118,416	398,163	10,741	408,904
Nov.	294,776	97,915	392,691	10,138	402,829
Dec.	271,034	121,321	392,355	11,484	403,839

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
Eastern	3	149,909	14,333	164,242	3,389	167,631

5. TREND ANALYSIS

	2004	%	2005	%	2006	%	2007	%	2008	%
Subscriptions:										
Paid	441,030	96.4	438,066	95.7	158,731	34.5	162,122	35.3	274,717	64.0
Verified	N/A		N/A		280,624	61.1	284,129	61.9	142,124	33.1
Total Paid & Verified Subscriptions	441,030	96.4	438,066	95.7	439,355	95.6	446,251	97.2	416,841	97.1
Single Copy Sales	16,604	3.6	17,227	3.8	13,683	3.0	12,636	2.7	12,612	2.9
Total Paid & Verified Circulation	457,634	100.0	455,293	99.5	453,038	98.6	458,887	99.9	429,453	100.0
Year Over Year Percent of Change		-0.2		-0.5		-0.5		1.3		-6.4
Total Analyzed Non-Paid Circ.	N/A		2,396	0.5	6,388	1.4	296	0.1	N/A	
Year Over Year Percent of Change						166.6		-95.4		
Total Paid, Verified & Analyzed Non-Paid Circ.	457,634	100.0	457,689	100.0	459,426	100.0	459,183	100.0	429,453	100.0
Year Over Year Percent of Change		-0.2		0.0		0.4		-0.1		-6.5
Avg. Annualized Subscription Price	\$12.08		\$11.38		\$10.02		\$8.58		\$8.82	

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*	152,009	749	152,758	37.6
Combination Subscriptions*	1,677		1,677	0.4
Partnership:				
Deductible*	112,940		112,940	27.8
Sponsored Sales	14,750		14,750	3.6
TOTAL PAID SUBSCRIPTIONS	281,376	749	282,125	69.4
VERIFIED SUBSCRIPTIONS				
Public Place (See Par. 6A)	66,662		66,662	16.4
Individual Use (See Par. 6B)	46,842		46,842	11.5
TOTAL VERIFIED SUBSCRIPTIONS	113,504		113,504	27.9
TOTAL PAID & VERIFIED SUBSCRIPTIONS	394,880	749	395,629	97.3
SINGLE COPY SALES				
Single Issue Sales	10,795		10,795	2.7
TOTAL SINGLE COPY SALES	10,795		10,795	2.7
TOTAL PAID & VERIFIED CIRCULATION	405,675	749	406,424	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	Hotels/Lodges	Transportation Outlets	Automotive Outlets	Other	Total Public Place Copies
Public Place	32,580	24,353	3,284	3,000	2,699	746	66,662

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:	Database Names	Resort/ Lodging Guest	Event Participants	Merchan- dise Buyers	Season Pass Holders	Event Attendees	Club Members	Survey Respondents	Other	Total Individual Use Copies
Individual Use	24,591	7,540	6,188	4,084	2,914	929	373	223		46,842

7. GEOGRAPHIC DATA for the October, 2008 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	1,333	133	1,466	42	1,508
Arizona	2,932	438	3,370	307	3,677
Arkansas	685	75	760	40	800
California	26,526	19,441	45,967	809	46,776
Colorado	65,178	33,117	98,295	656	98,951
Connecticut	7,466	2,862	10,328	150	10,478
Delaware	525	66	591	27	618
District of Columbia	976	123	1,099	23	1,122
Florida	9,413	2,056	11,469	3	11,472
Georgia	4,331	521	4,852	122	4,974
Idaho	1,677	94	1,771	195	1,966
Illinois	8,206	4,022	12,228	357	12,585
Indiana	2,475	264	2,739	102	2,841
Iowa	1,182	188	1,370	86	1,456
Kansas	1,273	317	1,590	37	1,627
Kentucky	1,209	127	1,336	49	1,385
Louisiana	1,130	229	1,359	62	1,421
Maine	1,760	215	1,975	129	2,104
Maryland	4,204	593	4,797	164	4,961
Massachusetts	12,269	5,342	17,611	182	17,793
Michigan	6,994	3,770	10,764	73	10,837
Minnesota	4,962	2,345	7,307	239	7,546
Mississippi	628	66	694	7	701
Missouri	2,652	410	3,062	133	3,195
Montana	1,149	66	1,215	104	1,319
Nebraska	876	175	1,051	26	1,077
Nevada	1,746	269	2,015	243	2,258
New Hampshire	3,534	927	4,461	227	4,688
New Jersey	10,328	8,476	18,804	267	19,071
New Mexico	1,117	247	1,364	140	1,504
New York	22,254	10,182	32,436	835	33,271
North Carolina	3,615	335	3,950	212	4,162
North Dakota	224	15	239	6	245

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Ohio	6,107	694	6,801	170	6,971
Oklahoma	1,248	154	1,402	60	1,462
Oregon	2,905	414	3,319	214	3,533
Pennsylvania	10,409	4,218	14,627	407	15,034
Rhode Island	1,230	343	1,573		1,573
South Carolina	1,363	138	1,501	44	1,545
South Dakota	303	50	353	1	354
Tennessee	2,332	253	2,585	79	2,664
Texas	9,278	4,828	14,106	340	14,446
Utah	5,587	1,583	7,170	401	7,571
Vermont	3,025	1,740	4,765	177	4,942
Virginia	4,621	2,365	6,986	212	7,198
Washington	7,314	2,039	9,353	414	9,767
West Virginia	577	48	625	31	656
Wisconsin	3,768	1,500	5,268	169	5,437
Wyoming	856	126	982	56	1,038
TOTAL 48 CONTERMINOUS STATES	275,752	117,999	393,751	8,829	402,580
Alaska	413	40	453	49	502
Hawaii	516	95	611	50	661
TOTAL ALASKA & HAWAII	929	135	1,064	99	1,163
U.S. Unclassified					
TOTAL UNITED STATES	276,681	118,134	394,815	8,928	403,743
Poss. & Other Areas	169	22	191		191
U.S. & POSS., etc.	276,850	118,156	395,006	8,928	403,934
Canada	2,390	244	2,634	1,013	3,647
International	390	4	394	800	1,194
Other Unclassified					
Military or Civilian					
Personnel Overseas	117	12	129		129
GRAND TOTAL	279,747	118,416	398,163	10,741	408,904

ANALYSIS BY ABCD COUNTY SIZE for the October, 2008 issue

County Size	% of Households	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	213,770	53.1	133
B	30	105,476	26.2	87
C	15	40,660	10.1	67
D	15	42,674	10.6	71

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, 2008

A. DURATION			%	C.CHANNELS			%
(a) One to six months (1 to 3 issues)		48	0.0	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	172,932		95.9
(b) Seven to eleven months (4 to 6 issues)		109	0.1	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	2,195		1.2
(c) Twelve months (7 issues)		151,282	83.9	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	5,202		2.9
(d) Thirteen to twenty-four months		15,854	8.8	(d) Subscriptions as part of membership in an organization	None		
(e) Twenty-five months and more		13,036	7.2	Total Subscriptions Sold in Period	180,329		100.0
Total Subscriptions Sold in Period		180,329	100.0				
B. USE OF PREMIUMS							
(a) Ordered without premium		171,868	95.3				
(b) Ordered with material reprinted from this publication		None					
(c) Ordered with other premiums. See Par. 9		8,461	4.7				
Total Subscriptions Sold in Period		180,329	100.0				

9. EXPLANATORY

(a) Suggested Retail Prices: Average Single Copy: Canada, \$5.99. Subscriptions: Canada, 1 yr. \$19.95; International, 1 yr. \$39.95.

(b) Average non-analyzed non-paid circulation for the 6 month period: 15,515 copies per issue.

(c) Post expiration copies: None.

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

(e) 105 subscriptions were sold in combination during this statement period.

Combination Publication	Subscriptions Sold	Subscription Term	Price of Combination	Suggested Retail Prices
Skiing Magazine	105	7 - 8 issues	\$8.00-\$20.00	\$14.97-\$17.11

(f) Partnership Subscription Sales (Deductible): The average of 112,940 copies per issue, shown in Par. 6 and included in Par. 1, represents copies sold in a partnership relationship wherein this publication was bundled with the purchase of other products or services. Purchasers were advised that \$3.00 to \$14.97 of the sales price was allocated for a 1 year subscription to this publication.

(g) Sponsored Subscription Sales: The average of 14,750 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.

(h) Use of Premiums: A mug or blanket, with no advertised or stated value, was offered with some subscriptions.

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)	Rate Base (Analyzed Non-Paid)	Audit Report (Analyzed Non-Paid)	Publisher's Statements (Analyzed Non-Paid)	Difference (Analyzed Non-Paid)	Percentage of Difference (Analyzed Non-Paid)
06-30-07	450,000	450,416	453,043	-2,627	-0.6	None Claimed	3,236	3,236		
06-30-06	450,000	449,402	451,446	-2,044	-0.5	None Claimed	9,123	6,211	2,912	46.9
06-30-05	450,000	425,205	456,994	-31,789	-7.0	None Claimed	30,531		30,531	100.0
06-30-04	450,000	458,660	458,559	101	0.0					
06-30-03	450,000	454,969	457,984	-3,015	-0.7					

Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)
06-30-07	None Claimed	453,652	456,279	-2,627	-0.6
06-30-06	None Claimed	458,525	457,657	868	0.2
06-30-05	None Claimed	455,736	456,994	-1,258	-0.3

[^]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: Bonnier Corporation

SKI MAGAZINE, published by Bonnier Corporation • Two Park Avenue • New York, NY 10016

DIANE G. POTTER

JAMIE PENTZ

Date Signed: January 30, 2009

Consumer Marketing Director

Publisher

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Established: 1937

ABC Member since: 1957

04-1115-0	Analyzed Issue Date	10/01/08
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.99
	Association Subscription Price	
	U.S. Subscription Price	9.95
	Canadian Subscription Price	19.95
	International Subscription Price	39.95