



Audit Bureau
of Circulations



For the six months ended December 31, 2009

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

Ski Magazine

**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	288,873	71.4			
Digital (Replica)	9,947	2.5			
Total Paid Subscriptions	298,820	73.9			
Verified					
Print	95,888	23.7			
Total Verified Subscriptions	95,888	23.7			
Total Paid & Verified Subscriptions	394,708	97.6			
Single Copy Sales					
Print	9,707	2.4			
Total Single Copy Sales	9,707	2.4			
Total Paid & Verified Circulation	404,415	100.0	400,000	4,415	1.1

Paid & Verified Magazine
Publisher's Statement

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		\$8.05	\$1.15

(1) For the Statement period
(2) Represents subscriptions for the 12 months ended June 30, 2009.

For six months ended December 31, 2009

3. PAID & VERIFIED CIRCULATION BY ISSUE OF PRINT AND DIGITAL REPLICA

Issue	Paid Subscriptions			Verified Subscriptions			Single Copy Sales			Total Paid & Verified Circulation Print	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				
Sept.	266,538	10,291	276,829	121,375	121,375	398,204	8,497	8,497	396,410	10,291	406,701	
Oct.	293,872	10,278	304,150	88,776	88,776	392,926	10,446	10,446	393,094	10,278	403,372	
Nov.	288,283	9,593	297,876	95,781	95,781	393,657	9,978	9,978	394,042	9,593	403,635	
Dec.	306,799	9,628	316,427	77,617	77,617	394,044	9,903	9,903	394,319	9,628	403,947	

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2005	%	2006	%	2007	%	2008	%	2009	%
Subscriptions:										
Paid	438,066	95.7	158,731	34.5	162,122	35.3	274,717	64.0	286,793	70.8
Verified	N/A		280,624	61.1	284,129	61.9	142,124	33.1	108,010	26.6
Total Paid & Verified Subscriptions	438,066	95.7	439,355	95.6	446,251	97.2	416,841	97.1	394,803	97.4
Single Copy Sales	17,227	3.8	13,683	3.0	12,636	2.7	12,612	2.9	10,432	2.6
Total Paid & Verified Circulation	455,293	99.5	453,038	98.6	458,887	99.9	429,453	100.0	405,235	100.0
Year Over Year Percent of Change		-0.5		-0.5		1.3		-6.4		-5.6
Total Analyzed Non-Paid Circ.	2,396	0.5	6,388	1.4	296	0.1	N/A		N/A	
Year Over Year Percent of Change				166.6		-95.4				
Total Paid, Verified & Analyzed Non-Paid Circ.	457,689	100.0	459,426	100.0	459,183	100.0	429,453	100.0	405,235	100.0
Year Over Year Percent of Change		0.0		0.4		-0.1		-6.5		-5.6
Avg. Annualized Subscription Price	\$11.38		\$10.02		\$8.58		\$8.82		\$8.05	

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*	98,297	188	98,485	24.4
Combination Subscriptions*	447		447	0.1
Partnership: Deductible*	160,665		160,665	39.7
Sponsored Sales	29,464	9,759	39,223	9.7
TOTAL PAID SUBSCRIPTIONS	288,873	9,947	298,820	73.9
VERIFIED SUBSCRIPTIONS				
Public Place (See Par. 6A)	38,780		38,780	9.6
Individual Use (See Par. 6B)	57,108		57,108	14.1
TOTAL VERIFIED SUBSCRIPTIONS	95,888		95,888	23.7
TOTAL PAID & VERIFIED SUBSCRIPTIONS	384,761	9,947	394,708	97.6
SINGLE COPY SALES				
Single Issue Sales	9,688	19	9,707	2.4
TOTAL SINGLE COPY SALES	9,688	19	9,707	2.4
TOTAL PAID & VERIFIED CIRCULATION	394,449	9,966	404,415	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:	Hotels/Lodges	Specialty Locations/ Retail	Transportation Outlets	Other	Total Public Place Copies Print
Public Place	13,530	13,250	12,000		38,780

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	Other	Total Individual Use Copies Print
Individual Use	57,108		57,108

7. GEOGRAPHIC DATA for the October 2009 issue

Total paid & verified circulation of this issue was 0.3% less than the total average paid & verified circulation.

State	PAID SUBSCRIPTIONS			VERIFIED SUBSCRIPTIONS			SINGLE COPY SALES			Total Paid & Verified Circulation (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	1,216	122	1,338	180	180	1,518	72	72	1,468	122	1,590
Arizona	2,655	82	2,737	696	696	3,433	132	132	3,483	82	3,565
Arkansas	543	104	647	80	80	727	28	28	651	104	755
California	21,973	571	22,544	6,097	6,097	28,641	783	783	28,853	571	29,424
Colorado	81,938	148	82,086	13,092	13,092	95,178	811	811	95,841	148	95,989
Connecticut	7,833	157	7,990	2,113	2,113	10,103	160	160	10,106	157	10,263
Delaware	439	26	465	172	172	637	7	7	618	26	644
District of Columbia	977	31	1,008	327	327	1,335	33	33	1,337	31	1,368
Florida	7,479	627	8,106	1,901	1,901	10,007	250	250	9,630	627	10,257
Georgia	3,295	368	3,663	971	971	4,634	40	40	4,306	368	4,674
Idaho	1,952	19	1,971	1,426	1,426	3,397	117	117	3,495	19	3,514
Illinois	7,687	496	8,183	3,282	3,282	11,465	330	330	11,299	496	11,795
Indiana	2,134	222	2,356	514	514	2,870	88	88	2,736	222	2,958
Iowa	1,230	91	1,321	168	168	1,489	22	22	1,420	91	1,511
Kansas	1,256	155	1,411	346	346	1,757	18	18	1,620	155	1,775
Kentucky	1,121	98	1,219	214	214	1,433	25	25	1,360	98	1,458
Louisiana	980	141	1,121	168	168	1,289	42	42	1,190	141	1,331
Maine	3,354	44	3,398	717	717	4,115	96	96	4,167	44	4,211
Maryland	3,791	204	3,995	2,072	2,072	6,067	169	169	6,032	204	6,236
Massachusetts	13,529	193	13,722	6,065	6,065	19,787	504	504	20,098	193	20,291
Michigan	7,498	340	7,838	3,833	3,833	11,671	239	239	11,570	340	11,910
Minnesota	6,815	179	6,994	2,189	2,189	9,183	360	360	9,364	179	9,543
Mississippi	596	81	677	55	55	732	18	18	669	81	750
Missouri	2,438	215	2,653	529	529	3,182	60	60	3,027	215	3,242
Montana	1,654	33	1,687	112	112	1,799	102	102	1,868	33	1,901
Nebraska	797	71	868	112	112	980	17	17	926	71	997
Nevada	1,786	42	1,828	1,108	1,108	2,936	407	407	3,301	42	3,343
New Hampshire	4,250	25	4,275	2,502	2,502	6,777	196	196	6,948	25	6,973
New Jersey	9,532	291	9,823	4,101	4,101	13,924	326	326	13,959	291	14,250
New Mexico	1,412	22	1,434	742	742	2,176	73	73	2,227	22	2,249
New York	21,417	535	21,952	8,663	8,663	30,615	1,037	1,037	31,117	535	31,652
North Carolina	3,085	409	3,494	1,141	1,141	4,635	134	134	4,360	409	4,769
North Dakota	253	31	284	21	21	305	4	4	278	31	309
Ohio	5,872	391	6,263	1,763	1,763	8,026	212	212	7,847	391	8,238
Oklahoma	1,177	105	1,282	241	241	1,523	43	43	1,461	105	1,566
Oregon	2,353	40	2,393	929	929	3,322	310	310	3,592	40	3,632
Pennsylvania	10,155	1,385	11,540	3,654	3,654	15,194	225	225	14,034	1,385	15,419
Rhode Island	1,293	38	1,331	921	921	2,252	31	31	2,245	38	2,283
South Carolina	1,071	196	1,267	178	178	1,445	79	79	1,328	196	1,524
South Dakota	359	11	370	20	20	390	1	1	380	11	391
Tennessee	1,966	221	2,187	313	313	2,500	94	94	2,373	221	2,594
Texas	7,811	793	8,604	3,424	3,424	12,028	232	232	11,467	793	12,260
Utah	8,000	41	8,041	2,614	2,614	10,655	305	305	10,919	41	10,960
Vermont	5,659	29	5,688	1,112	1,112	6,800	131	131	6,902	29	6,931
Virginia	4,390	297	4,687	2,530	2,530	7,217	179	179	7,099	297	7,396
Washington	7,084	90	7,174	1,136	1,136	8,310	280	280	8,500	90	8,590
West Virginia	526	64	590	206	206	796	22	22	754	64	818
Wisconsin	3,776	221	3,997	1,477	1,477	5,474	82	82	5,335	221	5,556
Wyoming	972	14	986	1,165	1,165	2,151	26	26	2,163	14	2,177
TOTAL 48 CONTERMINOUS STATES	289,379	10,109	299,488	87,392	87,392	386,880	8,952	8,952	385,723	10,109	395,832
Alaska	802	19	821	521	521	1,342	38	38	1,361	19	1,380
Hawaii	536	22	558	399	399	957	11	11	946	22	968
TOTAL ALASKA & HAWAII	1,338	41	1,379	920	920	2,299	49	49	2,307	41	2,348
U.S. Unclassified		2	2	6	6	8			6	2	8
TOTAL UNITED STATES	290,717	10,152	300,869	88,318	88,318	389,187	9,001	9,001	388,036	10,152	398,188
Poss. & Other Areas	157		157	108	108	265	6	6	271		271
U.S. & POSS., etc.	290,874	10,152	301,026	88,426	88,426	389,452	9,007	9,007	388,307	10,152	398,459
Canada	2,129	15	2,144	242	242	2,386	835	835	3,206	15	3,221
International	690	98	788	101	101	889	604	604	1,395	98	1,493
Other Unclassified		13	13			13				13	13
Military or Civilian Personnel Overseas	179		179	7	7	186			186		186
GRAND TOTAL	293,872	10,278	304,150	88,776	88,776	392,926	10,446	10,446	393,094	10,278	403,372

ANALYSIS BY ABCD COUNTY SIZE for the October 2009 issue

County Size	% of Households	Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital (Replica)	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	142,252	3,486	145,738	36.8	92
B	30	149,376	4,122	153,498	38.8	129
C	15	42,867	1,141	44,008	11.1	74
D	15	51,228	1,360	52,588	13.3	89

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, 2009

A. DURATION		%	C. CHANNELS	%
(a) One to six months (1 to 3 issues).....	61	0.0	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	176,189 96.2
(b) Seven to eleven months (4 to 6 issues)	149	0.1	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	2,339 1.3
(c) Twelve months (7 issues).....	166,345	90.8	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	4,636 2.5
(d) Thirteen to twenty-four months.....	3,997	2.2	(d) Subscriptions as part of membership in an organization	None
(e) Twenty-five months and more	12,612	6.9	Total Subscriptions Sold in Period	183,164 100.0
Total Subscriptions Sold in Period.....	183,164	100.0		
B. USE OF PREMIUMS				
(a) Ordered without premium	173,061	94.5		
(b) Ordered with material reprinted from this publication.....	None			
(c) Ordered with other premiums, See Par. 9	10,103	5.5		
Total Subscriptions Sold in Period.....	183,164	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: 10,518 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.zinio.com.

(e) 734 subscriptions were sold in combination during this statement period.

Combination Publication	Subscriptions Sold	Subscription Term	Price of Combination	Suggested Retail Prices
Skiing Magazine	734	7 - 8 issues	\$8.00-\$20.00	\$14.97-\$17.11

(f) Partnership Subscription Sales (Deductible): The average of 160,665 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 39,223 copies per issue (29,464 Print copies; 9,759 Digital (Replica) copies), shown in Par. 6 and included in Par. 1, represents individually addressed copies purchased for the business interests and intended for the personal consumption of the addressee.

(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, 2008; 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)
06-30-08	None Claimed	440,023	463,158	-23,135	-5.0	None Claimed	24,470	24,470		
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					

Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)
06-30-08	450,000	464,493	463,158	1,335	0.3
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

MICHAEL FEDERLE

Date Signed: January 30, 2010

Consumer Marketing Director

Group Publisher

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Established: 1937

ABC Member since: 1957

04-1115-0	Analyzed Issue Date	10/01/09
	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