

5. TREND ANALYSIS

	2004	%	2005	%	2006	%	2007	%	2008	%
Subscriptions:										
Paid	392,983	96.2	393,400	96.5	205,577	50.2	164,905	40.9	217,749	63.0
Verified	N/A		N/A		190,101	46.5	225,905	56.0	115,104	33.3
Total Paid & Verified Subscriptions	392,983	96.2	393,400	96.5	395,678	96.7	390,810	96.9	332,853	96.3
Single Copy Sales	15,695	3.8	13,902	3.4	13,374	3.3	12,629	3.1	12,781	3.7
Total Paid & Verified Circulation	408,678	100.0	407,302	99.9	409,052	100.0	403,439	100.0	345,634	100.0
Year Over Year Percent of Change		0.3		-0.3		0.4		-1.4		-14.3
Total Analyzed Non-Paid Circ.	N/A		370	0.1	N/A		N/A		N/A	
Year Over Year Percent of Change										
Total Paid, Verified & Analyzed Non-Paid Circ.	408,678	100.0	407,672	100.0	409,052	100.0	403,439	100.0	345,634	100.0
Year Over Year Percent of Change		0.3		-0.2		0.3		-1.4		-14.3
Avg. Annualized Subscription Price	\$8.19		\$10.88		\$9.55		\$9.81		\$9.42	

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*	65,569	472	66,041	21.2
Combination Subscriptions*	1,987		1,987	0.7
Partnership:				
Deductible*	143,509		143,509	46.1
Sponsored Sales	960		960	0.3
TOTAL PAID SUBSCRIPTIONS	212,025	472	212,497	68.3
VERIFIED SUBSCRIPTIONS				
Public Place (See Par. 6A)	11,750		11,750	3.8
Individual Use (See Par. 6B)	75,614		75,614	24.3
TOTAL VERIFIED SUBSCRIPTIONS	87,364		87,364	28.1
TOTAL PAID & VERIFIED SUBSCRIPTIONS	299,389	472	299,861	96.4
SINGLE COPY SALES				
Single Issue Sales	11,315		11,315	3.6
TOTAL SINGLE COPY SALES	11,315		11,315	3.6
TOTAL PAID & VERIFIED CIRCULATION	310,704	472	311,176	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	Other	Total Public Place Copies
Public Place	11,750		11,750

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:	Event Attendees	Merchandise Buyers	Season Pass Holders	Ticket Buyers	Other	Total Individual Use Copies
Individual Use	65,697	7,160	2,438	319		75,614

7. GEOGRAPHIC DATA for the September, 2008 issue

Total paid & verified circulation of this issue was 1.8% 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	1,031	57	1,088	94	1,182
Arizona	3,371	1,485	4,856	166	5,022
Arkansas	590	22	612	36	648
California	25,347	10,135	35,482	1,178	36,660
Colorado	37,756	14,124	51,880	989	52,869
Connecticut	4,279	11,909	16,188	237	16,425
Delaware	374	15	389	19	408
District of Columbia	572	128	700	46	746
Florida	6,653	695	7,348	308	7,656
Georgia	2,955	186	3,141	263	3,404
Idaho	2,335	1,681	4,016	140	4,156
Illinois	5,204	1,112	6,316	340	6,656
Indiana	2,242	186	2,428	221	2,649
Iowa	924	67	991	14	1,005
Kansas	819	45	864	37	901
Kentucky	1,135	77	1,212	48	1,260
Louisiana	972	36	1,008	87	1,095
Maine	2,230	1,676	3,906	104	4,010
Maryland	2,621	342	2,963	176	3,139
Massachusetts	7,651	4,874	12,525	563	13,088
Michigan	7,514	4,034	11,548	294	11,842
Minnesota	3,251	931	4,182	223	4,405
Mississippi	565	23	588	25	613
Missouri	1,770	148	1,918	94	2,012
Montana	1,255	581	1,836	180	2,016
Nebraska	569	168	737	19	756
Nevada	1,859	721	2,580	267	2,847
New Hampshire	2,948	2,386	5,334	252	5,586
New Jersey	5,045	467	5,512	385	5,897
New Mexico	984	719	1,703	176	1,879
New York	12,578	4,666	17,244	512	17,756
North Carolina	2,905	505	3,410	192	3,602
North Dakota	233	37	270	3	273

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Ohio	4,788	968	5,756	203	5,959
Oklahoma	907	63	970	37	1,007
Oregon	4,548	3,388	7,936	304	8,240
Pennsylvania	6,498	952	7,450	387	7,837
Rhode Island	893	482	1,375	9	1,384
South Carolina	1,113	73	1,186	107	1,293
South Dakota	259	64	323	3	326
Tennessee	1,813	240	2,053	121	2,174
Texas	6,183	554	6,737	526	7,263
Utah	9,175	5,947	15,122	340	15,462
Vermont	2,143	3,119	5,262	254	5,516
Virginia	3,092	408	3,500	210	3,710
Washington	13,106	9,151	22,257	556	22,813
West Virginia	462	31	493	59	552
Wisconsin	2,890	656	3,546	145	3,691
Wyoming	455	203	658	45	703
TOTAL 48 CONTERMINOUS STATES	208,862	90,537	299,399	10,994	310,393
Alaska	1,469	1,177	2,646	90	2,736
Hawaii	480	75	555	21	576
TOTAL ALASKA & HAWAII	1,949	1,252	3,201	111	3,312
U.S. Unclassified					
TOTAL UNITED STATES	210,811	91,789	302,600	11,105	313,705
Poss. & Other Areas	78	13	91		91
U.S. & POSS., etc.	210,889	91,802	302,691	11,105	313,796
Canada	718	14	732	1,519	2,251
International	146	10	156	300	456
Other Unclassified					
Military or Civilian					
Personnel Overseas	126	39	165		165
GRAND TOTAL	211,879	91,865	303,744	12,924	316,668

ANALYSIS BY ABCD COUNTY SIZE for the September, 2008 issue

County Size	% of Households	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	118,260	38.1	95
B	30	132,538	42.7	142
C	15	34,764	11.2	75
D	15	24,831	8.0	53

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)	53	0.1	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	89,822	85.3
(b) Seven to eleven months (4 to 5 issues)	40	0.0	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	13,007	12.4
(c) Twelve months (6 issues)	88,414	84.1	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	2,368	2.3
(d) Thirteen to twenty-four months.....	4,020	3.8	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	12,670	12.0	Total Subscriptions Sold in Period	105,197	100.0
Total Subscriptions Sold in Period	105,197	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	95,361	90.6			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums, See Par. 9	9,836	9.4			
Total Subscriptions Sold in Period	105,197	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: 14,026 copies per issue.
- (c) Post expiration copies: None.
- (d) SKIING MAGAZINE is published in the following regional edition: Eastern. Advertising is accepted in any combination of states within the region.
- (e) 98 subscriptions were sold in combination during this statement period.
- | Combination Publication | Subscriptions Sold | Subscription Term | Price of Combination | Suggested Retail Prices |
|-------------------------|--------------------|-------------------|----------------------|-------------------------|
| Ski Magazine | 98 | 7-8 issues | \$8.00-\$20.00 | \$13.10-\$14.97 |
- (f) Partnership Subscription Sales (Deductible): The average of 143,509 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 3 to 7 issue subscription to this publication.
- (g) Sponsored Subscription Sales, The average of 960 copies per issue, shown in Par. 6 and included in Par. 1, represents individually addressed copies purchased for the business interests of the purchaser, and are delivered to private residences or business offices and intended for the personal consumption of the addressee.
- (h) Use of Premiums: A mug or a 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	400,000	407,315	407,315							
06-30-06	400,000	406,512	408,278	-1,766	-0.4	None Claimed	1,925	370	1,555	420.3
06-30-05	400,000	390,914	408,163	-17,249	-4.2	None Claimed	16,415		16,415	100.0
06-30-04	400,000	407,006	408,092	-1,086	-0.3					
06-30-03	400,000	405,573	407,502	-1,929	-0.5					

Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)
06-30-07	None Claimed				
06-30-06	None Claimed	408,437	408,648	-211	-0.1
06-30-05	None Claimed	407,329	408,163	-834	-0.2

[^]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.

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DIANE G. POTTER

JAMIE PENTZ

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Consumer Marketing Director

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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