



Audit Bureau  
of Circulations



For the six months ended December 31, 2009

**Field Served:** SKIING MAGAZINE offers information, advice and fresh perspectives on the lifestyle of young, active skiers.

Published by Bonnier Corporation

Frequency: 6 times/year

ABC Member # 04-1120-0

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

Subject to Audit

Skiing Magazine

**1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION**

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
<b>Paid &amp; Verified Circulation:</b> (See Par. 6)					
<b>Subscriptions:</b>					
Paid					
Print	230,705	75.0			
Digital (Replica)	8,280	2.7			
<b>Total Paid Subscriptions</b>	<b>238,985</b>	<b>77.7</b>			
Verified					
Print	59,330	19.3			
<b>Total Verified Subscriptions</b>	<b>59,330</b>	<b>19.3</b>			
<b>Total Paid &amp; Verified Subscriptions</b>	<b>298,315</b>	<b>97.0</b>			
Single Copy Sales					
Print	9,128	3.0			
<b>Total Single Copy Sales</b>	<b>9,128</b>	<b>3.0</b>			
<b>Total Paid &amp; Verified Circulation</b>	<b>307,443</b>	<b>100.0</b>	<b>300,000</b>	<b>7,443</b>	<b>2.4</b>

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 (6 issue frequency)	\$9.95		
Average Subscription Price per Copy		\$7.14	\$1.19

(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 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	Total Paid & Verified Circulation Print		
Sept.	233,344	8,512	241,856	55,739	55,739	297,595	9,915	9,915	298,998	8,512	307,510
Oct.	239,941	8,534	248,475	48,492	48,492	296,967	8,024	8,024	296,457	8,534	304,991
Nov.	224,307	8,534	232,841	66,868	66,868	299,709	8,482	8,482	299,657	8,534	308,191
Dec.	225,227	7,537	232,764	66,220	66,220	298,984	10,090	10,090	301,537	7,537	309,074

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

None

### 5. TREND ANALYSIS

	2005	%	2006	%	2007	%	2008	%	2009	%
Subscriptions:										
Paid	393,400	96.5	205,577	50.2	164,905	40.9	217,749	63.0	233,682	75.9
Verified	N/A		190,101	46.5	225,905	56.0	115,104	33.3	63,841	20.7
<b>Total Paid &amp; Verified Subscriptions</b>	<b>393,400</b>	<b>96.5</b>	<b>395,678</b>	<b>96.7</b>	<b>390,810</b>	<b>96.9</b>	<b>332,853</b>	<b>96.3</b>	<b>297,523</b>	<b>96.6</b>
Single Copy Sales	13,902	3.4	13,374	3.3	12,629	3.1	12,781	3.7	10,473	3.4
<b>Total Paid &amp; Verified Circulation</b>	<b>407,302</b>	<b>99.9</b>	<b>409,052</b>	<b>100.0</b>	<b>403,439</b>	<b>100.0</b>	<b>345,634</b>	<b>100.0</b>	<b>307,996</b>	<b>100.0</b>
Year Over Year Percent of Change		-0.3		0.4		-1.4		-14.3		-10.9
<b>Total Analyzed Non-Paid Circ.</b>	<b>370</b>	<b>0.1</b>	<b>N/A</b>		<b>N/A</b>		<b>N/A</b>		<b>N/A</b>	
Year Over Year Percent of Change										
<b>Total Paid, Verified &amp; Analyzed Non-Paid Circ.</b>	<b>407,672</b>	<b>100.0</b>	<b>409,052</b>	<b>100.0</b>	<b>403,439</b>	<b>100.0</b>	<b>345,634</b>	<b>100.0</b>	<b>307,996</b>	<b>100.0</b>
Year Over Year Percent of Change		-0.2		0.3		-1.4		-14.3		-10.9
Avg. Annualized Subscription Price	\$10.88		\$9.55		\$9.81		\$9.42		\$7.14	

## 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
<b>PAID SUBSCRIPTIONS</b>				
Individual Subscriptions*	65,619	168	65,787	21.4
Combination Subscriptions*	415		415	0.1
Partnership:				
Deductible*	139,920		139,920	45.5
Sponsored Sales	24,751	8,112	32,863	10.7
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>230,705</b>	<b>8,280</b>	<b>238,985</b>	<b>77.7</b>
<b>VERIFIED SUBSCRIPTIONS</b>				
Public Place (See Par. 6A)	17,125		17,125	5.6
Individual Use (See Par. 6B)	42,205		42,205	13.7
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>	<b>59,330</b>		<b>59,330</b>	<b>19.3</b>
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>290,035</b>	<b>8,280</b>	<b>298,315</b>	<b>97.0</b>
<b>SINGLE COPY SALES</b>				
Single Issue Sales	9,128		9,128	3.0
<b>TOTAL SINGLE COPY SALES</b>	<b>9,128</b>		<b>9,128</b>	<b>3.0</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>299,163</b>	<b>8,280</b>	<b>307,443</b>	<b>100.0</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 statement period to the following public areas:

Verified Subscription:	Doctor/ Health Care Providers	Other	Total Public Place Copies Print
Public Place	17,125		17,125

## 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	Other	Total Individual Use Copies Print
Individual Use	42,205		42,205

## 7. GEOGRAPHIC DATA for the September 2009 issue

Total paid & verified circulation of this issue was 0.4% greater 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	854	49	903	8	8	911	32	32	894	49	943
Arizona	3,057	94	3,151	822	822	3,973	117	117	3,996	94	4,090
Arkansas	546	23	569	4	4	573	9	9	559	23	582
California	34,594	823	35,417	5,486	5,486	40,903	811	811	40,891	823	41,714
Colorado	43,245	124	43,369	8,127	8,127	51,496	1,196	1,196	52,568	124	52,692
Connecticut	5,421	185	5,606	2,436	2,436	8,042	126	126	7,983	185	8,168
Delaware	302	37	339	124	124	463	10	10	436	37	473
District of Columbia	495	36	531	258	258	789	35	35	788	36	824
Florida	5,203	308	5,511	169	169	5,680	171	171	5,543	308	5,851
Georgia	2,188	289	2,477	30	30	2,507	66	66	2,284	289	2,573
Idaho	2,507	29	2,536	736	736	3,272	158	158	3,401	29	3,430
Illinois	5,055	204	5,259	394	394	5,653	100	100	5,549	204	5,753
Indiana	1,890	93	1,983	56	56	2,039	136	136	2,082	93	2,175
Iowa	781	36	817	20	20	837	20	20	821	36	857
Kansas	811	44	855	9	9	864	11	11	831	44	875
Kentucky	826	56	882	534	534	1,416	17	17	1,377	56	1,433
Louisiana	765	41	806	11	11	817	33	33	809	41	850
Maine	2,580	71	2,651	992	992	3,643	98	98	3,670	71	3,741
Maryland	2,192	256	2,448	1,977	1,977	4,425	115	115	4,284	256	4,540
Massachusetts	9,823	307	10,130	3,586	3,586	13,716	497	497	13,906	307	14,213
Michigan	7,490	179	7,669	1,489	1,489	9,158	149	149	9,128	179	9,307
Minnesota	4,245	106	4,351	401	401	4,752	103	103	4,749	106	4,855
Mississippi	514	15	529	4	4	533	7	7	525	15	540
Missouri	1,629	93	1,722	63	63	1,785	24	24	1,716	93	1,809
Montana	1,373	17	1,390	303	303	1,693	190	190	1,866	17	1,883
Nebraska	532	27	559	49	49	608	10	10	591	27	618
Nevada	4,465	0	4,465	251	251	4,716	104	104	4,820	0	4,820
New Hampshire	3,978	77	4,055	1,340	1,340	5,395	178	178	5,496	77	5,573
New Jersey	4,774	399	5,173	2,468	2,468	7,641	243	243	7,485	399	7,884
New Mexico	1,055	23	1,078	267	267	1,345	79	79	1,401	23	1,424
New York	13,299	832	14,131	5,529	5,529	19,660	650	650	19,478	832	20,310
North Carolina	2,455	462	2,917	1,075	1,075	3,992	73	73	3,603	462	4,065
North Dakota	223	9	232	4	4	236	8	8	235	9	244
Ohio	4,790	170	4,960	1,988	1,988	6,948	92	92	6,870	170	7,040
Oklahoma	789	46	835	10	10	845	35	35	834	46	880
Oregon	5,251	71	5,322	1,572	1,572	6,894	130	130	6,953	71	7,024
Pennsylvania	6,195	1,229	7,424	2,555	2,555	9,979	195	195	8,945	1,229	10,174
Rhode Island	1,012	60	1,072	525	525	1,597	39	39	1,576	60	1,636
South Carolina	971	187	1,158	10	10	1,168	25	25	1,006	187	1,193
South Dakota	281	6	287	9	9	296	2	2	292	6	298
Tennessee	1,513	85	1,598	23	23	1,621	55	55	1,591	85	1,676
Texas	5,206	325	5,531	84	84	5,615	269	269	5,559	325	5,884
Utah	10,455	58	10,513	2,147	2,147	12,660	395	395	12,997	58	13,055
Vermont	2,614	32	2,646	1,235	1,235	3,881	177	177	4,026	32	4,058
Virginia	2,604	357	2,961	1,234	1,234	4,195	108	108	3,946	357	4,303
Washington	15,049	109	15,158	4,247	4,247	19,405	596	596	19,892	109	20,001
West Virginia	440	87	527	112	112	639	30	30	582	87	669
Wisconsin	3,063	97	3,160	320	320	3,480	91	91	3,474	97	3,571
Wyoming	692	1	693	42	42	735	51	51	785	1	786
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>230,092</b>	<b>8,264</b>	<b>238,356</b>	<b>55,135</b>	<b>55,135</b>	<b>293,491</b>	<b>7,866</b>	<b>7,866</b>	<b>293,093</b>	<b>8,264</b>	<b>301,357</b>
Alaska	1,544	18	1,562	575	575	2,137	94	94	2,213	18	2,231
Hawaii	574	16	590	15	15	605	16	16	605	16	621
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>2,118</b>	<b>34</b>	<b>2,152</b>	<b>590</b>	<b>590</b>	<b>2,742</b>	<b>110</b>	<b>110</b>	<b>2,818</b>	<b>34</b>	<b>2,852</b>
U.S. Unclassified		23	23			23	179	179	179	23	202
<b>TOTAL UNITED STATES</b>	<b>232,210</b>	<b>8,321</b>	<b>240,531</b>	<b>55,725</b>	<b>55,725</b>	<b>296,256</b>	<b>8,155</b>	<b>8,155</b>	<b>296,090</b>	<b>8,321</b>	<b>304,411</b>
Poss. & Other Areas	55		55	2	2	57			57		57
<b>U.S. &amp; POSS., etc.</b>	<b>232,265</b>	<b>8,321</b>	<b>240,586</b>	<b>55,727</b>	<b>55,727</b>	<b>296,313</b>	<b>8,155</b>	<b>8,155</b>	<b>296,147</b>	<b>8,321</b>	<b>304,468</b>
Canada	750	19	769	1	1	770	1,512	1,512	2,263	19	2,282
International	202	79	281	2	2	283	248	248	452	79	531
Other Unclassified		26	26			26				26	26
Military or Civilian Personnel Overseas	127	67	194	9	9	203			136	67	203
<b>GRAND TOTAL</b>	<b>233,344</b>	<b>8,512</b>	<b>241,856</b>	<b>55,739</b>	<b>55,739</b>	<b>297,595</b>	<b>9,915</b>	<b>9,915</b>	<b>298,998</b>	<b>8,512</b>	<b>307,510</b>

## ANALYSIS BY ABCD COUNTY SIZE for the September 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	105,676	2,896	108,572	36.0	90
B	30	117,886	3,371	121,257	40.3	134
C	15	41,354	1,140	42,494	14.1	94
D	15	28,177	857	29,034	9.6	64

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) .....	53	0.0	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	127,120	97.4
(b) Seven to eleven months (4 to 5 issues) .....	256	0.2	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	1,357	1.0
(c) Twelve months (6 issues) .....	115,260	88.3	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	2,019	1.6
(d) Thirteen to twenty-four months.....	3,537	2.7	(d) Subscriptions as part of membership in an organization .....	None	
(e) Twenty-five months and more .....	11,390	8.8	Total Subscriptions Sold in Period .....	130,496	100.0
Total Subscriptions Sold in Period .....	130,496	100.0			
<b>B. USE OF PREMIUMS</b>					
(a) Ordered without premium .....	120,686	92.5			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums, See Par. 9 .....	9,810	7.5			
Total Subscriptions Sold in Period .....	130,496	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: 9,401 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](http://www.zinio.com).

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

(f) 735 subscriptions were sold in combination during this statement period.

Combination Publication	Subscriptions Sold	Subscription Term	Price of Combination	Suggested Retail Prices
Ski Magazine	735	7-8 issues	\$8.00-\$20.00	\$13.10-\$14.97

(g) Partnership Subscription Sales (Deductible): The average of 139,920 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.

(h) Sponsored Subscription Sales, The average of 32,863 copies per issue (24,751 Print copies; 8,112 Digital (Replica) copies), 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.

(i) 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, 2008; Variation from Publisher's Statements

Audit Period Ended <sup>^</sup>	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	400,000	403,413	406,491	-3,078	-0.8					
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					
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					

<sup>^</sup>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

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

DIANE G. POTTER

MICHAEL FEDERLE

Date Signed: January 30, 2009

Consumer Marketing Director

Group Publisher

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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