

For the six months ended December 31, 2011

**Field Served:** Cruising sailors, owners, potential owners of auxiliary sailboats, who enjoy cruising under sail and who are interested in acquiring new skills for navigating safely in coastal waters, on lakes and across oceans.

Published by Bonnier Corporation

Frequency: 12 times/year

ABC Member # 04-0229-0

**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)
<b>Paid &amp; Verified Circulation:</b> (See Par. 6)					
<b>Subscriptions:</b>					
Paid					
Print	113,383	86.5			
Digital (Replica)	11,878	9.1			
Total Paid Subscriptions	125,261	95.6			
Verified					
<b>Total Paid &amp; Verified Subscriptions</b>	<b>125,261</b>	<b>95.6</b>			
Single Copy Sales					
Print	5,775	4.4			
Total Single Copy Sales	5,775	4.4			
<b>Total Paid &amp; Verified Circulation</b>	<b>131,036</b>	<b>100.0</b>	<b>130,000</b>	<b>1,036</b>	<b>0.8</b>

**2. PRICES**

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$4.99		
Subscription	\$28.00		
Average Subscription Price Annualized (12 issue frequency)		\$19.44	
Average Subscription Price per Copy		\$1.62	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended June 30, 2011.

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

Issue	Paid Subscriptions			Verified Subscriptions		Single Copy Sales			Total Paid & Verified Circulation	
	Print	Digital (Replica)	Total Paid Subscriptions	Print	Total Paid & Verified Subscriptions	Print	Total Single Copy Sales	Total Paid & Verified Circulation Print	Digital (Replica)	Total Paid & Verified Circulation
July	112,859	11,639	124,498		124,498	5,976	5,976	118,835	11,639	130,474
Aug.	112,914	11,633	124,547		124,547	5,890	5,890	118,804	11,633	130,437
Sept.	113,467	11,851	125,318		125,318	6,120	6,120	119,587	11,851	131,438
Oct.	113,463	11,867	125,330		125,330	5,915	5,915	119,378	11,867	131,245
Nov.	113,636	12,152	125,788		125,788	5,441	5,441	119,077	12,152	131,229
Dec.	113,962	12,126	126,088		126,088	5,311	5,311	119,273	12,126	131,399

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

None

### 5. TREND ANALYSIS

	2007	%	2008	%	2009	%	2010	%	2011	%
Subscriptions:										
Paid	134,379	92.0	130,801	92.6	127,832	93.8	125,119	94.7	124,809	95.6
Verified	N/A		N/A		N/A		N/A		N/A	
<b>Total Paid &amp; Verified Subscriptions</b>	<b>134,379</b>	<b>92.0</b>	<b>130,801</b>	<b>92.6</b>	<b>127,832</b>	<b>93.8</b>	<b>125,119</b>	<b>94.7</b>	<b>124,809</b>	<b>95.6</b>
Single Copy Sales	11,690	8.0	10,458	7.4	8,437	6.2	7,005	5.3	5,783	4.4
<b>Total Paid &amp; Verified Circulation</b>	<b>146,069</b>	<b>100.0</b>	<b>141,259</b>	<b>100.0</b>	<b>136,269</b>	<b>100.0</b>	<b>132,124</b>	<b>100.0</b>	<b>130,592</b>	<b>100.0</b>
Year Over Year Percent of Change		-3.8		-3.3		-3.5		-3.0		-1.2
Avg. Annualized Subscription Price	\$21.64		\$18.24		\$18.48		\$18.48		\$19.44	

### 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*	99,132	1,081	100,213	76.5
Association:				
Non-Deductible*	12		12	0.0
Partnership:				
Deductible*	14,019		14,019	10.7
Sponsored Sales	220	10,797	11,017	8.4
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>113,383</b>	<b>11,878</b>	<b>125,261</b>	<b>95.6</b>
<b>VERIFIED SUBSCRIPTIONS</b>				
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>				
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>113,383</b>	<b>11,878</b>	<b>125,261</b>	<b>95.6</b>
<b>SINGLE COPY SALES</b>				
Single Issue Sales	5,775		5,775	4.4
<b>TOTAL SINGLE COPY SALES</b>	<b>5,775</b>		<b>5,775</b>	<b>4.4</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>119,158</b>	<b>11,878</b>	<b>131,036</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:

None

## 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:

None

## 7. GEOGRAPHIC DATA for the October 2011 issue

Total paid & verified circulation of this issue was 0.2% greater than the total average paid & verified circulation.

State	PAID SUBSCRIPTIONS			VERIFIED SUBSCRIPTIONS		SINGLE COPY SALES			Total Paid & Verified Circulation	Total Paid & Verified Circulation
	Print	Digital (Replica)	Total Paid Subscriptions	Print	Total Paid & Verified Subscriptions	Print	Total Single Copy Sales	Total Paid & Verified Circulation Print		
Alabama	1,833	287	2,120		2,120	28	28	1,861	287	2,148
Arizona	1,398	116	1,514		1,514	89	89	1,487	116	1,603
Arkansas	958	65	1,023		1,023	7	7	965	65	1,030
California	10,043	655	10,698		10,698	416	416	10,459	655	11,114
Colorado	1,713	105	1,818		1,818	106	106	1,819	105	1,924
Connecticut	3,052	159	3,211		3,211	30	30	3,082	159	3,241
Delaware	328	45	373		373	5	5	333	45	378
District of Columbia	291	33	324		324	17	17	308	33	341
Florida	13,058	1,090	14,148		14,148	834	834	13,892	1,090	14,982
Georgia	3,669	641	4,310		4,310	118	118	3,787	641	4,428
Idaho	419	29	448		448	4	4	423	29	452
Illinois	3,220	503	3,723		3,723	59	59	3,279	503	3,782
Indiana	1,610	294	1,904		1,904	18	18	1,628	294	1,922
Iowa	723	101	824		824	5	5	728	101	829
Kansas	650	67	717		717	1	1	651	67	718
Kentucky	982	211	1,193		1,193	13	13	995	211	1,206
Louisiana	1,300	95	1,395		1,395	47	47	1,347	95	1,442
Maine	1,191	64	1,255		1,255	30	30	1,221	64	1,285
Maryland	3,139	267	3,406		3,406	106	106	3,245	267	3,512
Massachusetts	5,896	263	6,159		6,159	97	97	5,993	263	6,256
Michigan	3,104	427	3,531		3,531	29	29	3,133	427	3,560
Minnesota	2,687	207	2,894		2,894	42	42	2,729	207	2,936
Mississippi	802	198	1,000		1,000	19	19	821	198	1,019
Missouri	1,403	158	1,561		1,561	18	18	1,421	158	1,579
Montana	338	27	365		365	2	2	340	27	367
Nebraska	377	31	408		408	10	10	387	31	418
Nevada	619	75	694		694	169	169	788	75	863
New Hampshire	961	66	1,027		1,027	23	23	984	66	1,050
New Jersey	2,460	361	2,821		2,821	61	61	2,521	361	2,882
New Mexico	513	26	539		539	16	16	529	26	555
New York	5,680	714	6,394		6,394	253	253	5,933	714	6,647
North Carolina	3,447	478	3,925		3,925	112	112	3,559	478	4,037
North Dakota	122	14	136		136			122	14	136
Ohio	3,544	568	4,112		4,112	63	63	3,607	568	4,175
Oklahoma	936	89	1,025		1,025	6	6	942	89	1,031
Oregon	1,567	94	1,661		1,661	45	45	1,612	94	1,706
Pennsylvania	3,337	504	3,841		3,841	57	57	3,394	504	3,898
Rhode Island	1,009	53	1,062		1,062	39	39	1,048	53	1,101
South Carolina	1,538	258	1,796		1,796	58	58	1,596	258	1,854
South Dakota	202	30	232		232	1	1	203	30	233
Tennessee	1,523	368	1,891		1,891	47	47	1,570	368	1,938
Texas	7,043	511	7,554		7,554	354	354	7,397	511	7,908
Utah	566	48	614		614			566	48	614
Vermont	431	31	462		462	8	8	439	31	470
Virginia	3,428	341	3,769		3,769	111	111	3,539	341	3,880
Washington	4,686	162	4,848		4,848	221	221	4,907	162	5,069
West Virginia	375	95	470		470	1	1	376	95	471
Wisconsin	1,575	214	1,789		1,789	22	22	1,597	214	1,811
Wyoming	201	11	212		212	5	5	206	11	217
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>109,947</b>	<b>11,249</b>	<b>121,196</b>		<b>121,196</b>	<b>3,822</b>	<b>3,822</b>	<b>113,769</b>	<b>11,249</b>	<b>125,018</b>
Alaska	520	24	544		544	56	56	576	24	600
Hawaii	482	21	503		503	29	29	511	21	532
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>1,002</b>	<b>45</b>	<b>1,047</b>		<b>1,047</b>	<b>85</b>	<b>85</b>	<b>1,087</b>	<b>45</b>	<b>1,132</b>
U.S. Unclassified										
<b>TOTAL UNITED STATES</b>	<b>110,949</b>	<b>11,294</b>	<b>122,243</b>		<b>122,243</b>	<b>3,907</b>	<b>3,907</b>	<b>114,856</b>	<b>11,294</b>	<b>126,150</b>
Poss. & Other Areas	336		336		336	10	10	346		346
<b>U.S. &amp; POSS., etc.</b>	<b>111,285</b>	<b>11,294</b>	<b>122,579</b>		<b>122,579</b>	<b>3,917</b>	<b>3,917</b>	<b>115,202</b>	<b>11,294</b>	<b>126,496</b>
Canada	1,662	114	1,776		1,776	1,278	1,278	2,940	114	3,054
International	409	410	819		819	720	720	1,129	410	1,539
Other Unclassified		49	49		49				49	49
Military or Civilian Personnel Overseas	107		107		107			107		107
<b>GRAND TOTAL</b>	<b>113,463</b>	<b>11,867</b>	<b>125,330</b>		<b>125,330</b>	<b>5,915</b>	<b>5,915</b>	<b>119,378</b>	<b>11,867</b>	<b>131,245</b>

## ANALYSIS BY ABCD COUNTY SIZE for the October 2011 issue

Magazines of less than 500,000 total average paid and verified circulation not required to answer this paragraph.

### 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, 2011

A. DURATION			C. CHANNELS		
(a) One to six months (1 to 6 issues).....	122	0.3	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	30,776	97.2
(b) Seven to eleven months (7 to 11 issues).....	92	0.3	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	108	0.3
(c) Twelve months (12 issues).....	15,282	48.3	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	787	2.5
(d) Thirteen to twenty-four months.....	12,987	41.0	(d) Subscriptions as part of membership in an organization.....	None	
(e) Twenty-five months and more.....	3,188	10.1	Total Subscriptions Sold in Period.....	31,671	100.0
Total Subscriptions Sold in Period.....	31,671	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium.....	28,083	88.7			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums, See Par. 9.....	3,588	11.3			
Total Subscriptions Sold in Period.....	31,671	100.0			

### 9. EXPLANATORY

(a) Suggested Retail Prices: Subscriptions: U.S., 2 yrs. \$42.00. Canada, 1 yr. \$42.00. International, 1 yr. \$64.00.

(b) Average non-analyzed non-paid circulation for the 6 month period: 2,973 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.cruisingworld.com](http://www.cruisingworld.com).

(e) Association (Non-Deductible): The average of 12 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to members of The US Sailing Association. Benefits include publications, insurance programs, discounts on safety gear and entry fees for regattas. \$14.00 is allocated for a 1 year subscription to this publication and is non-deductible from dues.

(f) Partnership Subscription Sales (Deductible): The average of 14,019 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 \$16.00 of the sales price was allocated for a 1 year subscription to this publication.

(g) Sponsored Subscription Sales: The average of 11,017 copies per issue, (220 Print copies, 10,797 Digital (Replica) copies), 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: An aluminum water bottle, a gear bag, a backpack tote and a mesh backpack, with no advertised or stated values, were offered with some subscriptions sold at various prices.

### 10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2010; 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)
12-31-10	130,000	132,289	132,124	165	0.1
12-31-09	135,000	136,025	136,270	-245	-0.2
12-31-08	140,000	140,567	141,259	-692	-0.5
12-31-07	145,000	145,021	146,068	-1,047	-0.7
12-31-06	150,000	152,153	151,770	383	0.3

<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

CRUISING WORLD, published by Bonnier Corporation • 55 Hammarlund Way • Middletown, RI 02842

PACO ACOSTA

SALLY HELME

Date Signed: January 31, 2012

Sr. Consumer Marketing Director

Publisher

P: 407.628.4802 • F: 407.628.7061

Established: 1974 ABC Member since: 1976

04-0229-0	Analyzed Issue Date	10/01/11
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.99
	Association Subscription Price	14.00
	U.S. Subscription Price	28.00
	Canadian Subscription Price	42.00
	International Subscription Price	64.00