



Marlin

Marlin

PAID & VERIFIED MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

For the six months ended June 30, 2011

Field Served: The exclusive, close-knit, international brotherhood of blue-water, offshore anglers.

Published by Bonnier Corporation

Frequency: 8 times/year

ABC Member # 04-0621-0

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	32,968	82.0			
Digital (Replica)	3,087	7.7			
Total Paid Subscriptions	36,055	89.7			
Verified					
Total Paid & Verified Subscriptions	36,055	89.7			
Single Copy Sales					
Print	4,118	10.3			
Total Single Copy Sales	4,118	10.3			
Total Paid & Verified Circulation	40,173	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$4.99		
Subscription	\$24.95		
Average Subscription Price Annualized (8 issue frequency)		\$14.13	
Average Subscription Price per Copy		\$1.77	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2010

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 Paid & Verified Subscriptions	Print	Total Single Copy Sales	Total Paid & Verified Circulation Print		
Feb.	32,890	2,997	35,887		35,887	4,281	4,281	37,171	2,997	40,168
Mar.	33,684	3,277	36,961		36,961	3,124	3,124	36,808	3,277	40,085
Apr./May	32,878	3,226	36,104		36,104	4,256	4,256	37,134	3,226	40,360
June/July	32,418	2,848	35,266		35,266	4,813	4,813	37,231	2,848	40,079

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4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2006	%	2007	%	2008	%	2009	%	2010	%
Subscriptions:										
Paid	33,875	83.5	33,992	83.9	34,920	86.7	35,948	87.6	35,910	88.2
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	33,875	83.5	33,992	83.9	34,920	86.7	35,948	87.6	35,910	88.2
Single Copy Sales	6,705	16.5	6,528	16.1	5,353	13.3	5,086	12.4	4,809	11.8
Total Paid & Verified Circulation	40,580	100.0	40,520	100.0	40,273	100.0	41,034	100.0	40,719	100.0
Year Over Year Percent of Change		-0.5		-0.1		-0.6		1.9		-0.8
Avg. Annualized Subscription Price	\$21.71		\$19.93		\$17.57		\$18.40		\$15.12	

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*	27,198	343	27,541	68.6
Partnership:				
Deductible*	342		342	0.8
Sponsored Sales	5,428	2,744	8,172	20.3
TOTAL PAID SUBSCRIPTIONS	32,968	3,087	36,055	89.7
VERIFIED SUBSCRIPTIONS				
TOTAL VERIFIED SUBSCRIPTIONS				
TOTAL PAID & VERIFIED SUBSCRIPTIONS	32,968	3,087	36,055	89.7
SINGLE COPY SALES				
Single Issue Sales	4,118		4,118	10.3
TOTAL SINGLE COPY SALES	4,118		4,118	10.3
TOTAL PAID & VERIFIED CIRCULATION	37,086	3,087	40,173	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:

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 April/May 2011 issue

Total paid & verified circulation of this issue was 0.5% greater than the total average paid & verified circulation.

State	PAID SUBSCRIPTIONS			VERIFIED	SINGLE COPY SALES			Total Paid & Verified Circulation Digital (Replica)	Total Paid & Verified Circulation
	Print	Digital (Replica)	Total Paid Subscriptions	Subscriptions	Print	Total Single Copy Sales	Total Paid & Verified Circulation Print		
Alabama	759	67	826	826	59	59	818	67	885
Arizona	338	30	368	368	6	6	344	30	374
Arkansas	184	22	206	206	2	2	186	22	208
California	2,455	247	2,702	2,702	112	112	2,567	247	2,814
Colorado	281	32	313	313	4	4	285	32	317
Connecticut	425	40	465	465	24	24	449	40	489
Delaware	251	14	265	265	24	24	275	14	289
District of Columbia	37	8	45	45	6	6	43	8	51
Florida	5,729	255	5,984	5,984	1252	1252	6,981	255	7,236
Georgia	943	169	1,112	1,112	26	26	969	169	1,138
Idaho	88	7	95	95			88	7	95
Illinois	717	95	812	812	32	32	749	95	844
Indiana	425	79	504	504	1	1	426	79	505
Iowa	181	21	202	202	1	1	182	21	203
Kansas	159	17	176	176	4	4	163	17	180
Kentucky	283	67	350	350	8	8	291	67	358
Louisiana	746	36	782	782	31	31	777	36	813
Maine	92	13	105	105	4	4	96	13	109
Maryland	1,010	68	1,078	1,078	70	70	1,080	68	1,148
Massachusetts	610	60	670	670	39	39	649	60	709
Michigan	688	81	769	769	3	3	691	81	772
Minnesota	284	42	326	326	10	10	294	42	336
Mississippi	341	31	372	372	22	22	363	31	394
Missouri	374	55	429	429	3	3	377	55	432
Montana	83	4	87	87			83	4	87
Nebraska	102	10	112	112	11	11	113	10	123
Nevada	133	23	156	156	95	95	228	23	251
New Hampshire	101	11	112	112	2	2	103	11	114
New Jersey	1,395	103	1,498	1,498	47	47	1,442	103	1,545
New Mexico	106	8	114	114	2	2	108	8	116
New York	1,653	214	1,867	1,867	75	75	1,728	214	1,942
North Carolina	1,759	169	1,928	1,928	156	156	1,915	169	2,084
North Dakota	33	3	36	36	16	16	49	3	52
Ohio	871	152	1,023	1,023	45	45	916	152	1,068
Oklahoma	229	33	262	262			229	33	262
Oregon	170	25	195	195	11	11	181	25	206
Pennsylvania	1,265	159	1,424	1,424	22	22	1,287	159	1,446
Rhode Island	120	19	139	139	7	7	127	19	146
South Carolina	959	89	1,048	1,048	104	104	1,063	89	1,152
South Dakota	60	7	67	67			60	7	67
Tennessee	502	62	564	564	7	7	509	62	571
Texas	2,419	164	2,583	2,583	169	169	2,588	164	2,752
Utah	132	11	143	143			132	11	143
Vermont	54	6	60	60	7	7	61	6	67
Virginia	1,194	96	1,290	1,290	86	86	1,280	96	1,376
Washington	381	35	416	416	51	51	432	35	467
West Virginia	122	30	152	152	1	1	123	30	153
Wisconsin	274	47	321	321	14	14	288	47	335
Wyoming	50	5	55	55			50	5	55
TOTAL 48 CONTERMINOUS STATES	31,567	3,041	34,608	34,608	2,671	2,671	34,238	3,041	37,279
Alaska	89	5	94	94	1	1	90	5	95
Hawaii	353	8	361	361	301	301	654	8	662
TOTAL ALASKA & HAWAII	442	13	455	455	302	302	744	13	757
U.S. Unclassified									
TOTAL UNITED STATES	32,009	3,054	35,063	35,063	2,973	2,973	34,982	3,054	38,036
Poss. & Other Areas	403	1	404	404	33	33	436	1	437
U.S. & POSS., etc.	32,412	3,055	35,467	35,467	3,006	3,006	35,418	3,055	38,473
Canada	120	3	123	123	5	5	125	3	128
International	320	168	488	488	1,245	1,245	1,565	168	1,733
Other Unclassified									
Military or Civilian Personnel Overseas	26		26	26			26		26
GRAND TOTAL	32,878	3,226	36,104	36,104	4,256	4,256	37,134	3,226	40,360

ANALYSIS BY ABCD COUNTY SIZE for the April/May 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 June 30, 2011

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 4 issues)	15	0.2	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	7,460	99.5
(b) Seven to eleven months (5 to 7 issues)	23	0.3	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	None	
(c) Twelve months (8 issues)	3,156	42.1	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	36	0.5
(d) Thirteen to twenty-four months.....	1,977	26.4	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	2,325	31.0			
Total Subscriptions Sold in Period	7,496	100.0	Total Subscriptions Sold in Period	7,496	100.0
B. USE OF PREMIUMS					
(a) Ordered without premium	4,539	60.6			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums, See Par. 9	2,957	39.4			
Total Subscriptions Sold in Period	7,496	100.0			

9. EXPLANATORY

(a) Suggested Retail Prices: Subscriptions: U.S., 2 yrs. \$45.95. Canada, 1 yr. \$36.95. International 1 yr. \$56.95.

(b) Average non-analyzed non-paid circulation for the 6 month period: 3,833 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.marlinmag.com.

(e) Partnership Subscription Sales (Deductible): The average of 342 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 a product or service. Purchasers were advised that \$10.00 of the sales price was allocated for a 1 yr. subscription to this publication.

(f) Sponsored Subscription Sales: The average of 8,172 copies per issue (5,428 Print copies, 2,744 Digital (Replica) copies), shown in Par. 6 and included in Par. 1, represents copies purchased by business concerns in quantities of 11 or more.

(g) Use of Premiums: A bag, an aluminum water bottle, a cap, a cooler bag, and a Guy Harvey t-shirt, with no advertised or stated values, were offered with subscriptions sold at various prices.

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2009; Variation from Publisher's Statements

Audit Period Ended [^]	Rate Base (Paid)	Audit Report (Paid)	Publisher's Statements (Paid)	Difference (Paid)	Percentage of Difference (Paid)
12-31-09	None Claimed	41,034	41,034	-158	-0.4
12-31-08	40,000	40,115	40,273	-158	-0.4
12-31-07	40,000	40,520	40,520		
12-31-06	40,000	40,581	40,581		
12-31-05	40,000	40,850	40,775	75	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.

Parent Company: Bonnier Corporation

MARLIN, published by Bonnier Corporation • 460 N. Orlando Avenue, Suite 200 • Winter Park, FL 32789

PACO ACOSTA

NATASHA LLOYD

Date Signed: July 26, 2011

Sr. Consumer Marketing Director

Publisher

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Established: 1981

ABC Member since: 2002

04-0621-0	Analyzed Issue Date	04-05/01/11
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.99
	Association Subscription Price	
	U.S. Subscription Price	24.95
	Canadian Subscription Price	36.95
	International Subscription Price	56.95