



Audit Bureau  
of Circulations

# Woman's Day

For the six months ended December 31, 2008

Field Served: Woman's Service Field.

Published by Hachette Filipacchi Media, Inc.

Frequency: 17 times/year

ABC Member # 04-1360-0

## PAID & VERIFIED MAGAZINE

### PUBLISHER'S STATEMENT

Subject to Audit

Woman's Day

## 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	3,324,567	84.8			
Digital	938	0.0			
<b>Total Paid Subscriptions</b>	<b>3,325,505</b>	<b>84.8</b>			
Verified	90,170	2.3			
<b>Total Paid &amp; Verified Subscriptions</b>	<b>3,415,675</b>	<b>87.1</b>			
Single Copy Sales	505,192	12.9			
<b>Total Paid &amp; Verified Circulation</b>	<b>3,920,867</b>	<b>100.0</b>	<b>3,800,000</b>	<b>120,867</b>	<b>3.2</b>

## 2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$2.63		
Subscription	\$15.00		
Average Subscription Price Annualized (17 issue frequency)		\$9.69	
Average Subscription Price per Copy		\$0.57	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended June 30, 2008.

## 3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
July	8 3,387,799	90,125	3,477,924	402,000	3,879,924	Oct.	7 3,282,903	90,135	3,373,038	645,500	4,018,538
Aug.	1 3,346,366	90,110	3,436,476	495,000	3,931,476	Nov.	1 3,289,657	90,157	3,379,814	463,000	3,842,814
Sept.	1 3,308,476	90,103	3,398,579	504,000	3,902,579	11	3,332,642	90,287	3,422,929	540,002	3,962,931
	16 3,308,327	90,121	3,398,448	554,000	3,952,448	Dec.	2 3,347,873	90,322	3,438,195	438,029	3,876,224

Paid & Verified Magazine  
Publisher's Statement

For six months ended December 31, 2008

**4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS, See Par. 9**

Edition	Number of Issues	Total Paid & Verified Circulation	Rate Base
NEW ENGLAND		225,969	227,000
Maine	8	25,626	22,000
New Hampshire	8	23,373	19,000
Vermont	8	11,188	10,000
Massachusetts	8	94,493	117,000
Rhode Island	8	15,246	13,000
Connecticut	8	56,043	46,000
MIDDLE ATLANTIC		569,293	596,000
New York	8	227,895	215,000
New Jersey	8	117,080	124,000
Pennsylvania	8	224,318	257,000
EAST N. CENTRAL		711,641	704,000
Ohio	8	188,967	178,000
Indiana	8	94,904	89,000
Illinois	8	174,442	189,000
Michigan	8	158,570	161,000
Wisconsin	8	94,758	87,000
WEST N. CENTRAL		327,078	334,000
Minnesota	8	81,060	86,000
Iowa	8	54,759	54,000
Missouri	8	88,444	91,000
North Dakota	8	13,971	14,000
Nebraska	8	30,122	27,000
Kansas	8	43,251	45,000
South Dakota	8	15,471	17,000
SOUTH ATLANTIC		687,122	671,000
Delaware	8	14,383	12,000
Maryland	8	65,054	55,000
District of Columbia	8	4,652	3,000
Virginia	8	90,670	88,000
West Virginia	8	32,443	33,000
North Carolina	8	123,976	111,000
South Carolina	8	59,800	65,000
Georgia	8	100,499	104,000
Florida	8	195,645	200,000
EAST S. CENTRAL		254,288	261,000
Kentucky	8	65,693	62,000
Tennessee	8	87,591	104,000
Alabama	8	64,287	63,000
Mississippi	8	36,717	32,000
WEST S. CENTRAL		341,005	344,000
Arkansas	8	37,299	36,000
Louisiana	8	47,390	42,000
Oklahoma	8	45,792	45,000
Texas	8	210,524	221,000
MOUNTAIN		214,514	213,000
Montana	8	15,172	19,000
Idaho	8	18,402	15,000
Wyoming	8	8,122	7,000
Colorado	8	49,260	47,000
New Mexico	8	18,897	19,000
Arizona	8	58,718	55,000
Utah	8	23,376	29,000
Nevada	8	22,567	22,000
PACIFIC		403,020	398,000
Alaska	8	7,252	7,000
Washington	8	71,301	75,000
Oregon	8	43,103	37,000
California	8	271,479	269,000
Hawaii	8	9,885	10,000
CANADA/ INTERNATIONAL	8	49,653	51,000
Military	8		1,000

## 5. TREND ANALYSIS

	2004	%	2005	%	2006	%	2007	%	2008	%
Subscriptions:										
Paid	3,184,024	77.1	3,221,516	79.6	3,165,742	78.9	3,310,430	84.4	3,300,241	84.7
Verified	N/A		N/A		202,036	5.0	N/A		79,644	2.0
<b>Total Paid &amp; Verified Subscriptions</b>	<b>3,184,024</b>	<b>77.1</b>	<b>3,221,516</b>	<b>79.6</b>	<b>3,367,778</b>	<b>83.9</b>	<b>3,310,430</b>	<b>84.4</b>	<b>3,379,885</b>	<b>86.7</b>
Single Copy Sales	946,483	22.9	827,283	20.4	646,500	16.1	613,765	15.6	517,485	13.3
<b>Total Paid &amp; Verified Circulation</b>	<b>4,130,507</b>	<b>100.0</b>	<b>4,048,799</b>	<b>100.0</b>	<b>4,014,278</b>	<b>100.0</b>	<b>3,924,195</b>	<b>100.0</b>	<b>3,897,370</b>	<b>100.0</b>
Year Over Year Percent of Change		-0.9		-2.0		-0.9		-2.2		-0.7
Avg. Annualized Subscription Price	\$11.73		\$11.90		\$11.90		\$9.69		\$9.69	

## 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
<b>PAID SUBSCRIPTIONS</b>				
Individual Subscriptions*	3,183,863	938	3,184,801	81.2
Combination Subscriptions*	5,178		5,178	0.2
Loyalty/Award Point*	24,171		24,171	0.6
Partnership:				
Deductible*	67,006		67,006	1.7
Sponsored Sales	44,349		44,349	1.1
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>3,324,567</b>	<b>938</b>	<b>3,325,505</b>	<b>84.8</b>
<b>VERIFIED SUBSCRIPTIONS</b>				
Public Place (See Par. 6A)	90,000		90,000	2.3
Individual Use (See Par. 6B)	170		170	0.0
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>	<b>90,170</b>		<b>90,170</b>	<b>2.3</b>
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>3,414,737</b>	<b>938</b>	<b>3,415,675</b>	<b>87.1</b>
<b>SINGLE COPY SALES</b>				
Single Issue Sales	505,192		505,192	12.9
<b>TOTAL SINGLE COPY SALES</b>	<b>505,192</b>		<b>505,192</b>	<b>12.9</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>3,919,929</b>	<b>938</b>	<b>3,920,867</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	Personal Care Salons	Fitness/ Recreational Facilities	Specialty Locations/ Retail	Business/ Professional Services	Other	Total Public Place Copies
Public Place	47,323	42,531	129	7	2	8	90,000

## 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:	Individually Requested	Other	Total Individual Use Copies
Individual Use	170		170

## 7. GEOGRAPHIC DATA for the October 7, 2008 issue

Total paid & verified circulation of this issue was 2.5% 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	58,404	849	59,253	9,055	68,308
Arizona	50,987	1,754	52,741	10,020	62,761
Arkansas	34,117	400	34,517	4,632	39,149
California	233,629	11,623	245,252	46,773	292,025
Colorado	43,656	1,886	45,542	7,299	52,841
Connecticut	46,751	1,863	48,614	11,360	59,974
Delaware	11,740	290	12,030	3,291	15,321
District of Columbia	4,296	129	4,425	578	5,003
Florida	170,066	5,687	175,753	33,572	209,325
Georgia	86,043	2,913	88,956	19,363	108,319
Idaho	15,345	372	15,717	3,551	19,268
Illinois	154,204	4,616	158,820	27,008	185,828
Indiana	86,692	2,054	88,746	12,394	101,140
Iowa	51,178	606	51,784	5,581	57,365
Kansas	38,478	835	39,313	6,168	45,481
Kentucky	59,985	736	60,721	8,658	69,379
Louisiana	41,432	636	42,068	7,623	49,691
Maine	21,252	209	21,461	5,286	26,747
Maryland	53,933	2,765	56,698	13,806	70,504
Massachusetts	77,911	2,868	80,779	19,630	100,409
Michigan	143,003	3,120	146,123	21,571	167,694
Minnesota	72,722	1,547	74,269	11,478	85,747
Mississippi	33,584	289	33,873	5,092	38,965
Missouri	80,848	1,485	82,333	11,417	93,750
Montana	13,166	211	13,377	2,610	15,987
Nebraska	27,252	607	27,859	3,701	31,560
Nevada	18,908	694	19,602	4,511	24,113
New Hampshire	19,041	429	19,470	5,157	24,627
New Jersey	96,047	5,010	101,057	25,613	126,670
New Mexico	16,766	291	17,057	2,912	19,969
New York	194,314	6,197	200,511	41,945	242,456
North Carolina	108,423	2,151	110,574	20,631	131,205
North Dakota	12,814	118	12,932	1,726	14,658
Ohio	169,146	2,971	172,117	26,996	199,113
Oklahoma	41,941	791	42,732	5,569	48,301
Oregon	37,167	828	37,995	7,281	45,276
Pennsylvania	193,544	3,410	196,954	38,290	235,244
Rhode Island	12,951	339	13,290	2,831	16,121
South Carolina	50,811	947	51,758	11,593	63,351
South Dakota	14,031	143	14,174	2,077	16,251
Tennessee	79,937	1,370	81,307	11,825	93,132
Texas	180,368	6,857	187,225	38,072	225,297

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Utah	20,160	852	21,012	4,011	25,023
Vermont	9,419	128	9,547	2,186	11,733
Virginia	81,034	2,761	83,795	13,636	97,431
Washington	60,494	2,070	62,564	13,045	75,609
West Virginia	29,437	137	29,574	4,505	34,079
Wisconsin	86,640	1,239	87,879	11,586	99,465
Wyoming	7,139	51	7,190	1,240	8,430
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>3,251,206</b>	<b>90,134</b>	<b>3,341,340</b>	<b>608,755</b>	<b>3,950,095</b>
Alaska	5,643		5,643	1,843	7,486
Hawaii	8,560	1	8,561	1,685	10,246
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>14,203</b>	<b>1</b>	<b>14,204</b>	<b>3,528</b>	<b>17,732</b>
U.S. Unclassified					
<b>TOTAL UNITED STATES</b>	<b>3,265,409</b>	<b>90,135</b>	<b>3,355,544</b>	<b>612,283</b>	<b>3,967,827</b>
Poss. & Other Areas	3,363		3,363	795	4,158
<b>U.S. &amp; POSS., etc.</b>	<b>3,268,772</b>	<b>90,135</b>	<b>3,358,907</b>	<b>613,078</b>	<b>3,971,985</b>
<b>CANADA</b>					
Alberta	1,932		1,932	3,827	5,759
British Columbia	1,657		1,657	4,072	5,729
Manitoba	749		749	1,040	1,789
New Brunswick	373		373	785	1,158
Newfoundland/Labrador	83		83	363	446
Northwest Territories	12		12	57	69
Nova Scotia	533		533	1,174	1,707
Nunavut					
Ontario	5,687		5,687	13,912	19,599
Prince Edward Island	65		65	180	245
Quebec	145		145	1,464	1,609
Saskatchewan	848		848	1,047	1,895
Yukon Territory	14		14	79	93
Canadian Unclassified					
<b>TOTAL CANADA</b>	<b>12,098</b>		<b>12,098</b>	<b>28,000</b>	<b>40,098</b>
International	1,020		1,020	2,574	3,594
Other Unclassified					
Military or Civilian					
Personnel Overseas	1,013		1,013	1,848	2,861
<b>GRAND TOTAL</b>	<b>3,282,903</b>	<b>90,135</b>	<b>3,373,038</b>	<b>645,500</b>	<b>4,018,538</b>

## ANALYSIS BY ABCD COUNTY SIZE for the October 7, 2008 issue

County Size	% of Households	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	2,143,574	54.3	136
B	30	1,285,539	32.6	109
C	15	384,908	9.7	65
D	15	136,074	3.4	23

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 9 issues)	1,387	0.1	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	1,224,384	82.1
(b) Seven to eleven months (10 to 16 issues)	34,584	2.3	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	106,225	7.1
(c) Twelve months (17 issues)	1,048,391	70.2	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	161,915	10.8
(d) Thirteen to twenty-four months	356,103	23.9	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	52,059	3.5			
<b>Total Subscriptions Sold in Period</b>	<b>1,492,524</b>	<b>100.0</b>	<b>Total Subscriptions Sold in Period</b>	<b>1,492,524</b>	<b>100.0</b>

  

B. USE OF PREMIUMS		
		%
(a) Ordered without premium	1,492,524	100.0
(b) Ordered with material reprinted from this publication	None	
(c) Ordered with other premiums	None	
<b>Total Subscriptions Sold in Period</b>	<b>1,492,524</b>	<b>100.0</b>

## 9. EXPLANATORY

(a) Suggested Retail Prices: Average Single Copy: Canada, \$3.79. Subscriptions: U.S., 2 yrs. \$30.00; 3 yrs. \$45.00. Canada, 1 yr. \$38.00. International, 1 yr. \$48.00.

(b) Average non-analyzed non-paid circulation for the 6 month period: 67,348 copies per issue.

(c) Post expiration copies: None.

(d) WOMAN'S DAY is published in regional editions. Within the regional editions advertising may be purchased in local editions. Advertising is sold in full run of all editions or in any combination of two or more editions. Copies are distributed either on a direct basis to chain store organizations or by local wholesale distributors to chain and independent supermarkets and other retail outlets.

(e) 15,860 subscriptions were sold in combination during this statement period.

Combination Publication	Subscriptions Sold	Subscription Term	Price of Combination	Suggested Retail Price
Prevention	2	12 issues	\$20.00	\$21.97
Home	4	8 issues	\$9.97	\$15.00
Home	151	8 issues	\$20.00	\$15.00
Home	1,654	8 issues	\$20.00	\$15.00
Home	1,579	8 issues	\$20.00	\$15.00
Home	12,470	8 issues	\$20.00	\$15.00

(f) Loyalty/Award Point Subscription Sales: The average of 24,171 copies per issue, shown in Par. 6 and included in Par. 1, includes the following:

An average of 800 copies per issue represents copies served to subscribers in exchange for the redemption of Airline Frequent Flyer Miles. These subscriptions were sold at 17 issues for \$15.00, in exchange for the redemption of 500 points at the rate of \$0.03 per mile.

An average of 23,371 copies per issue represents copies purchased through the redemption of loyalty points valued at \$0.01 to \$0.05 or \$1.00 per point.

(g) Partnership Subscription Sales (Deductible): The average of 67,006 copies per issue, shown in Par. 6 and included in Par. 1, represents copies sold in partnership relationships wherein this publication was bundled with the purchase of other products or services. Purchasers were advised that \$5.00 to \$18.00 of the sales price was allocated for a 1 year subscription to this publication.

(h) Sponsored Subscription Sales: The average of 44,349 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more.

(i) HOME magazine ceased publication with the October, 2008 issue. A total of 178,021 former HOME subscribers were served with WOMAN'S DAY for the balance of the subscription term, starting with the November 11, 2008 issue of WOMAN'S DAY. Subscribers of HOME who wished not to receive WOMAN'S DAY were offered a cash refund. Each subscriber received 2 issues for every issue remaining of their HOME subscription. Included in Par. 6 is an average of 17,688 copies per issue served to former HOME subscribers.

## 10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2007; Variation from Publisher's Statements

Audit Period Ended <sup>a</sup>	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)
12-31-07	3,800,000	3,927,511	3,924,195	3,316	0.1
12-31-06	4,000,000	4,002,913	4,014,278	-11,365	-0.3
12-31-05	4,000,000	4,037,206	4,048,799	-11,593	-0.3
12-31-04	4,100,000	4,112,286	4,130,507	-18,221	-0.4
12-31-03	(a)	4,167,016	4,166,098	918	0.0

<sup>a</sup>Effective with the June 2006 Publisher's Statements, publications were given the option of reporting verified circulation.

(a) Effective 09/16/03 changed from 4,050,000 to 4,350,000

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: Hachette Filipacchi Media U.S., Inc.

WOMAN'S DAY, published by Hachette Filipacchi Media, Inc. • 1633 Broadway • New York, NY 10019

THOMAS J. MASTERSON

CARLOS LAMADRID

Date Signed: January 29, 2009

SVP, Consumer Marketing & Mfg.

Vice-President, Publisher

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	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	2.63
	Association Subscription Price	
	U.S. Subscription Price	15.00
	Canadian Subscription Price	38.00
	International Subscription Price	48.00