



Audit Bureau  
of Circulations

# Town&Country

For the six months ended December 31, 2007

**Field Served:** TOWN & COUNTRY embodies the lifestyle and tastes of the affluent in America who have earned the luxury of choice. From fashion, design, and the home to travel, philanthropy, culture and wealth, monthly departments and features include all topics of interest and relevance to this consumer. One magazine, many subjects, one voice.

Published by Hearst Communications, Inc.

Frequency: 12 times/year

ABC Member # 04-1240-0

Town & Country

## 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	388,126	85.0			
Verified	20,000	4.4			
<b>Total Paid &amp; Verified Subscriptions</b>	<b>408,126</b>	<b>89.4</b>			
Single Copy Sales	48,379	10.6			
<b>Total Paid &amp; Verified Circulation</b>	<b>456,505</b>	<b>100.0</b>	<b>450,000</b>	<b>6,505</b>	<b>1.4</b>

### 2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$4.50		
Subscription	\$28.00		
Average Subscription Price Annualized (12 issue frequency)		\$19.22	
Average Subscription Price per Copy		\$1.60	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended June 30, 2007.

### 3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
July	387,847	15,000	402,847	36,071	438,918
Aug.	393,547	15,000	408,547	44,200	452,747
Sept.	378,085	20,000	398,085	56,988	455,073
Oct.	388,094	25,000	413,094	48,336	461,430
Nov.	388,087	25,000	413,087	61,870	474,957
Dec.	393,095	20,000	413,095	42,811	455,906

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

None

Paid & Verified Magazine  
Publisher's Statement

For six months ended December 31, 2007

## 5. TREND ANALYSIS

	2003	%	2004	%	2005	%	2006	%	2007	%
Subscriptions:										
Paid	398,966	86.8	404,348	87.2	408,073	88.7	397,485	86.2	399,702	87.1
Verified	N/A		N/A		N/A		12,171	2.7	10,000	2.2
<b>Total Paid &amp; Verified Subscriptions</b>	<b>398,966</b>	<b>86.8</b>	<b>404,348</b>	<b>87.2</b>	<b>408,073</b>	<b>88.7</b>	<b>409,656</b>	<b>88.9</b>	<b>409,702</b>	<b>89.3</b>
Single Copy Sales	60,838	13.2	59,232	12.8	51,968	11.3	51,348	11.1	49,336	10.7
<b>Total Paid &amp; Verified Circulation</b>	<b>459,804</b>	<b>100.0</b>	<b>463,580</b>	<b>100.0</b>	<b>460,041</b>	<b>100.0</b>	<b>461,004</b>	<b>100.0</b>	<b>459,038</b>	<b>100.0</b>
Year Over Year Percent of Change		6.6		0.8		-0.8		0.2		-0.4
Avg. Annualized Subscription Price	\$18.76		\$19.81		\$19.01		\$17.31		\$19.22	

## 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.

	Average for Period	% of Circulation
<b>PAID SUBSCRIPTIONS</b>		
Individual Subscriptions*	292,026	64.0
Combination Subscriptions*	3,868	0.8
Loyalty/Award Point*	57,983	12.7
Partnership:		
Deductible*	3,204	0.7
Sponsored Sales	31,045	6.8
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>388,126</b>	<b>85.0</b>
<b>VERIFIED SUBSCRIPTIONS</b>		
Public Place (See Par. 6A)	20,000	4.4
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>	<b>20,000</b>	<b>4.4</b>
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>408,126</b>	<b>89.4</b>
<b>SINGLE COPY SALES</b>		
Single Issue Sales	48,379	10.6
<b>TOTAL SINGLE COPY SALES</b>	<b>48,379</b>	<b>10.6</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>456,505</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:	Personal Care	Doctor/Health Care	Fitness/Recreational	Other	Total Public Place Copies
	Salons	Providers	Facilities		
Public Place	14,608	2,988	2,404		20,000

## 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:

None

## 7. GEOGRAPHIC DATA for the September, 2007 issue

Total paid & verified circulation of this issue was 0.3% less than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	4,945	1	4,946	415	5,361
Arizona	6,544		6,544	879	7,423
Arkansas	2,119		2,119	122	2,241
California	53,563	6,622	60,185	7,280	67,465
Colorado	6,621		6,621	1,102	7,723
Connecticut	8,258	425	8,683	1,068	9,751
Delaware	1,123	81	1,204	144	1,348
District of Columbia	2,370	60	2,430	424	2,854
Florida	28,749		28,749	3,798	32,547
Georgia	11,509	662	12,171	1,972	14,143
Idaho	1,312		1,312	129	1,441
Illinois	14,725	1,806	16,531	2,111	18,642
Indiana	5,021	40	5,061	529	5,590
Iowa	2,398		2,398	114	2,512
Kansas	2,715		2,715	173	2,888
Kentucky	4,050		4,050	323	4,373
Louisiana	4,624		4,624	488	5,112
Maine	1,382		1,382	245	1,627
Maryland	7,556	620	8,176	999	9,175
Massachusetts	10,797	1,564	12,361	2,057	14,418
Michigan	9,043		9,043	999	10,042
Minnesota	4,423		4,423	616	5,039
Mississippi	2,458		2,458	158	2,616
Missouri	4,964		4,964	469	5,433
Montana	935		935	126	1,061
Nebraska	1,399		1,399	93	1,492
Nevada	2,868		2,868	492	3,360
New Hampshire	1,608	273	1,881	233	2,114
New Jersey	14,464	2,457	16,921	2,771	19,692
New Mexico	1,731		1,731	197	1,928
New York	34,925	2,916	37,841	6,018	43,859
North Carolina	11,143	1	11,144	1,153	12,297
North Dakota	460		460	9	469
Ohio	11,754		11,754	1,146	12,900
Oklahoma	3,377		3,377	251	3,628
Oregon	3,699		3,699	466	4,165
Pennsylvania	14,994	836	15,830	1,630	17,460
Rhode Island	1,753		1,753	295	2,048
South Carolina	5,329		5,329	1,053	6,382
South Dakota	553		553	26	579
Tennessee	6,788		6,788	707	7,495
Texas	25,053	1,128	26,181	2,895	29,076
Utah	1,739		1,739	202	1,941
Vermont	810		810	125	935
Virginia	12,098	500	12,598	1,541	14,139
Washington	7,217		7,217	1,102	8,319
West Virginia	1,216	7	1,223	78	1,301
Wisconsin	4,828	1	4,829	422	5,251
Wyoming	479		479	32	511
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>372,489</b>	<b>20,000</b>	<b>392,489</b>	<b>49,677</b>	<b>442,166</b>
Alaska	532		532	73	605
Hawaii	2,700		2,700	174	2,874
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>3,232</b>		<b>3,232</b>	<b>247</b>	<b>3,479</b>
U.S. Unclassified					
<b>TOTAL UNITED STATES</b>	<b>375,721</b>	<b>20,000</b>	<b>395,721</b>	<b>49,924</b>	<b>445,645</b>
Poss. & Other Areas	866		866		866
<b>U.S. &amp; POSS., etc.</b>	<b>376,587</b>	<b>20,000</b>	<b>396,587</b>	<b>49,924</b>	<b>446,511</b>
Canada	608		608	4,411	5,019
International	734		734	2,644	3,378
Other Unclassified					
Military or Civilian					
Personnel Overseas	156		156	9	165
<b>GRAND TOTAL</b>	<b>378,085</b>	<b>20,000</b>	<b>398,085</b>	<b>56,988</b>	<b>455,073</b>

## ANALYSIS BY ABCD COUNTY SIZE for the September, 2007 issue

County Size	% of Households	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	239,255	54.1	135
B	30	124,407	28.1	94
C	15	47,062	10.7	71
D	15	31,442	7.1	47

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, 2007

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 6 issues)	923	0.4	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	206,088	90.6
(b) Seven to eleven months (7 to 11 issues)	208	0.1	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	8,258	3.6
(c) Twelve months (12 issues)	163,264	71.8	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	13,174	5.8
(d) Thirteen to twenty-four months	59,498	26.1	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	3,627	1.6	Total Subscriptions Sold in Period	227,520	100.0
Total Subscriptions Sold in Period	227,520	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	227,520	100.0			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums	None				
Total Subscriptions Sold in Period	227,520	100.0			

## 9. EXPLANATORY

(a) Suggested Retail Prices: Average Single Copy: Canada and International, \$5.50. Subscriptions: U.S., 2 yrs. \$52.00. Canada and International, 1 yr. \$52.00, 2 yrs. \$100.00.

(b) Average non-analyzed non-paid circulation for the 6 month period: 18,121 copies per issue.

(c) Post expiration copies: None.

(d) 1,868 subscriptions were sold in combination during this statement period

Combination Publication	Subscriptions Sold	Subscription Term	Price of Combination	Suggested Retail Price
Harper's Bazaar	628	12 issues	\$20.00-\$29.00	\$46.00
Veranda	623	12 issues	\$20.00-\$29.00	\$52.00
LA Times	269	12 issues	\$17.97	\$67.97
Fidelity Newsletter	266	12 issues	\$9.95	\$28.00
House Beautiful	82	12 issues	\$20.00	\$47.97

(e) Loyalty/Award Point Subscription Sales: The average of 57,983 copies per issue, shown in Par. 6 and included in Par. 1, includes the following:

An average of 52,771 copies per issue represents copies served to subscribers in exchange for the redemption of award points. These subscriptions were sold at 24 issues for \$52.00, in exchange for the redemption of Airline Frequent Flyer Miles at the rate of 1-3¢ per mile.

An average of 5,212 copies per issue represents copies purchased through the redemption of award points. These subscriptions were sold at 1 year for \$12.00, in exchange for the redemption of 96 points at the rate of \$0.125 per point.

(f) Partnership Subscription Sales (Deductible): The average of 3,204 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 \$9.99 of the sales price was allocated for a subscription to this publication.

(g) Sponsored Subscription Sales: The average of 31,045 copies per issue shown in Par. 6, and included in Par. 1, represents 18,569 copies per issue were distributed to luxury hotels in affluent geographic locations. 6,287 copies per issue represent copies purchased by various business concerns and 6,189 copies per issue were distributed to individually addressed subscribers.

## 10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2006; 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)
06-30-06	450,000	461,946	459,364	2,582	0.6
06-30-05	450,000	463,904	464,021	-117	-0.0
06-30-04	450,000	462,030	462,017	13	0.0
06-30-03	(a)	443,340	444,719	-1,379	-0.3
06-30-02	425,000	431,930	432,630	-700	-0.2

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

(a) Effective 01/01/03 changed from 425,000 to 450,000

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.

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JAMES E. TAYLOR

Vice President, Publisher

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	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.50
	Association Subscription Price	
	U.S. Subscription Price	28.00
	Canadian Subscription Price	52.00
	International Subscription Price	52.00