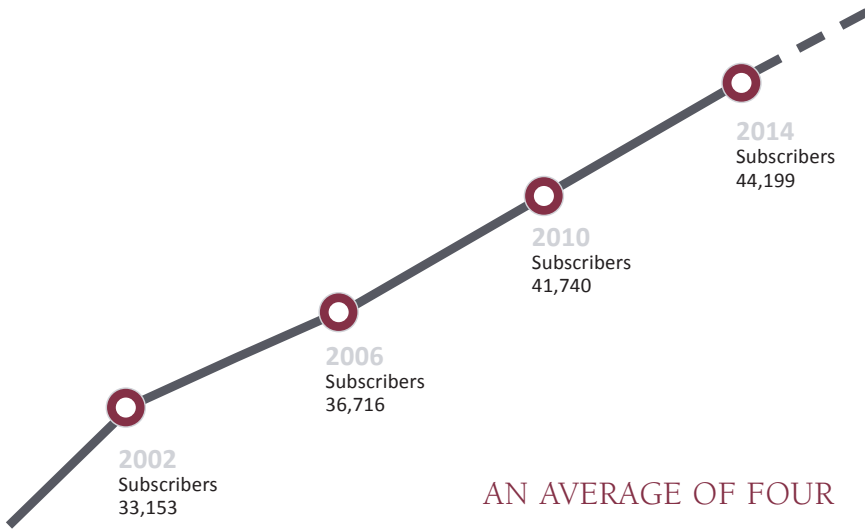


# Steady Growth in paid subscribers for 30 years



AN AVERAGE OF FOUR  
READERS ENJOY EACH ISSUE  
OF THE MAGAZINE — MAKING OUR  
READERSHIP OVER 176,000!



## MAGAZINE READERSHIP

Frequency ..... 6 issues per year  
 Total Audience ..... 176,000  
 Circulation ..... 44,000  
 Readers per Copy ..... 4  
 Distribution ..... 46,700 per issue  
 Subscription Price ..... \$23 for 6 issues  
 Cover Price ..... \$4.95  
 Renewal Rate ..... 86.5%  
*(Industry standard with similar publications: 40-60%)*

## ONLINE FOLLOWERS

Monthly Visitors\* ..... 125,715  
 Monthly Page Views\* ..... 186,344  
 Unique Visits ..... 78.89%  
 Facebook Followers ..... 18,570  
 Twitter Followers ..... 8,843  
 Monthly E-Newsletter Subscribers ..... 13,552  
 \*Based on average of one year.

## ANNUAL POSTAL STATEMENT

Every time we publish and circulate a magazine, we file a statement with the U.S. Postal Service. And once a year we publish a summary statement. Not many media companies can provide such specific information on circulation and readership. We're always happy to share all of our data and numbers with our advertisers. Below you'll find our most recent annual USPS statement.

Extent and Nature of Circulation		Average number of copies per issue preceding 12 mos.	Actual number of copies in Nov./Dec. 2014
a. Total no. copies (net press run)		47,732	47,250
b. Paid and/or requested circulation	(1) Paid/request outside-county sales, and other non-USPS paid distribution mail subscriptions stated on Form 3541	43,486	43,439
	(2) Paid in-county subscriptions stated on Form 3541	0	0
	(3) Sales through dealers and carriers street vendors, counter sales, and other non-USPS paid distribution	3,051	3,006
	(4) Other classes mailed through the USPS	0	0
c. Total paid and/or requested circulation		46,537	46,445
d. Free distribution by mail	(1) Free or Nominal Rate Outside-County Copies included on PS Form 3541	0	0
	(2) Free or Nominal Rate In-County Copies included on PS Form 3541	0	0
	(3) Free or Nominal Rate Copies Mailed at other Classes Through the USPS (e.g. First-Class Mail)	0	0
	(4) Free or Nominal Rate Distribution Outside the Mail (Carriers or other means)	205	205
e. Free distribution outside the mail		205	205
f. Total distribution		46,742	46,650
g. Copies not distributed		990	600
h. Total		47,732	47,250
i. Percent Paid and/or Requested Circulation		99.6	99.6