



Audit Bureau  
of Circulations

# parenting

For the six months ended June 30, 2009

Field Served: Reality-tested ideas and support for moms, by moms.

Published by The Parenting Group/Bonnier Corporation

Frequency: 11 times/year

ABC Member # 04-0839-0

## PAID & VERIFIED MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

Parenting

### 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	2,014,187	92.1			
Digital (Replica)	17,868	0.9			
<b>Total Paid Subscriptions</b>	<b>2,032,055</b>	<b>93.0</b>			
Verified					
Print	139,400	6.4			
<b>Total Verified Subscriptions</b>	<b>139,400</b>	<b>6.4</b>			
<b>Total Paid &amp; Verified Subscriptions</b>	<b>2,171,455</b>	<b>99.4</b>			
Single Copy Sales					
Print	13,782	0.6			
<b>Total Single Copy Sales</b>	<b>13,782</b>	<b>0.6</b>			
<b>Total Paid &amp; Verified Circulation</b>	<b>2,185,237</b>	<b>100.0</b>	<b>2,150,000</b>	<b>35,237</b>	<b>1.6</b>

Paid & Verified Magazine  
Publisher's Statement

### 2. PRICES

	Parenting Early Years		Parenting School Years		Combined	
	Suggested Retail Prices (1)	Average Price (2) Gross Net (Optional)	Suggested Retail Prices (1)	Average Price (2) Gross Net (Optional)	Average Price (2) Gross Net (Optional)	Average Price (2) Gross Net (Optional)
Average Single Copy Subscription	\$3.99		\$3.99			
Average Subscription Price Annualized (11 issue frequency)		\$10.54		\$10.61		\$10.58
Average Subscription Price per Copy		\$0.96		\$0.96		\$0.96

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2008.

For six months ended June 30, 2009

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

Issue	Paid Subscriptions				Verified Subscriptions				Single Copy Sales			
	Parenting Early Years		Parenting School Years		Parenting Early Years		Parenting School Years		Parenting Early Years		Parenting School Years	
	Print	Digital (Replica)	Total	Total Paid Subscriptions	Print	Total	Print	Total	Print	Total	Print	Total
Feb.	1,626,368	4,548	1,630,916	1,969,999	20,000	171,000	18,189	18,189	18,189	2,170,185	9,003	2,179,188
Mar.	1,620,856	4,873	1,625,729	2,010,062	20,000	131,000	14,849	14,849	14,849	2,163,104	12,820	2,175,924
Apr.	1,655,049	4,832	1,659,881	2,068,062	20,000	115,000	12,168	12,168	12,168	2,173,255	21,992	2,195,247
May	1,642,124	5,400	1,647,524	2,052,780	115,000	115,000	11,224	11,224	11,224	2,156,326	22,703	2,179,029
June	1,655,211	5,540	1,660,751	2,059,367	125,000	125,000	12,390	12,390	12,390	2,173,973	22,818	2,196,791

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

Edition	Number of Issues	Paid Subscriptions				Verified Subscriptions				Single Copy Sales			
		Total	Digital (Replica)	Print	Total Paid Subscriptions	Total	Digital (Replica)	Print	Total Verified Subscriptions	Total	Digital (Replica)	Print	Total Single Copy Sales
Parenting Early Years	5	1,639,922	5,039	8,000	1,644,961	8,000	1,652,961	13,764	13,764	1,661,686	5,039	1,666,725	
Parenting School Years	5	374,265	12,829	131,400	387,094	131,400	518,494	18	18	505,683	12,829	518,512	

### 5. TREND ANALYSIS

Subscriptions:	2004	%	2005	%	2006	%	2007	%	2008	%
Paid	1,991,074	91.3	1,940,655	89.6	1,690,794	77.7	1,804,167	83.3	1,936,614	89.6
Verified	N/A		N/A		180,505	8.3	78,324	3.6	119,619	5.5
<b>Total Paid &amp; Verified Subscriptions</b>	<b>1,991,074</b>	<b>91.3</b>	<b>1,940,655</b>	<b>89.6</b>	<b>1,871,299</b>	<b>86.0</b>	<b>1,882,491</b>	<b>86.9</b>	<b>2,056,233</b>	<b>95.1</b>
Single Copy Sales	36,744	1.7	31,940	1.5	23,929	1.1	19,299	0.9	20,114	0.9
<b>Total Paid &amp; Verified Circulation</b>	<b>2,027,818</b>	<b>93.0</b>	<b>1,972,595</b>	<b>91.1</b>	<b>1,895,228</b>	<b>87.1</b>	<b>1,901,790</b>	<b>87.8</b>	<b>2,076,347</b>	<b>96.0</b>
Year Over Year Percent of Change	-1.0		-2.7		-3.9		0.3		9.2	
<b>Total Analyzed Non-Paid Circ.</b>	<b>153,435</b>	<b>7.0</b>	<b>192,196</b>	<b>8.9</b>	<b>280,274</b>	<b>12.9</b>	<b>263,343</b>	<b>12.2</b>	<b>87,373</b>	<b>4.0</b>
Year Over Year Percent of Change	1.5		25.3		45.8		-6.0		-66.8	
<b>Total Paid, Verified &amp; Analyzed Non-Paid Circ.</b>	<b>2,181,253</b>	<b>100.0</b>	<b>2,164,791</b>	<b>100.0</b>	<b>2,175,502</b>	<b>100.0</b>	<b>2,165,133</b>	<b>100.0</b>	<b>2,163,720</b>	<b>100.0</b>
Year Over Year Percent of Change	-0.8		-0.8		0.5		-0.5		-0.1	
Avg. Annualized Subscription Price	\$10.45		\$9.77		\$9.13		\$8.49		\$9.35	

## 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		Digital (Replica)		Total		Parenting School Years		Total	Total Average for Period	% of Circulation
	Average for Period	Average for Period	Average for Period	Average for Period	Average for Period	Average for Period	Parenting Early Years	Parenting School Years			
<b>PAID SUBSCRIPTIONS</b>											
Individual Subscriptions*	1,105,578	244	1,105,822	216,613	216,613	1,322,435	60.5				
Award Point*	7,192		7,192	3,757	3,757	10,949	0.5				
Partnership:											
Deductible*	510,717		510,717	153,770	153,770	664,487	30.4				
Sponsored Sales	16,435	4,795	21,230	125	12,829	34,184	1.6				
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>1,639,922</b>	<b>5,039</b>	<b>1,644,961</b>	<b>374,265</b>	<b>12,829</b>	<b>2,032,055</b>	<b>93.0</b>				
<b>VERIFIED SUBSCRIPTIONS</b>											
Public Place (See Par. 6A)	8,000		8,000	131,400	131,400	139,400	6.4				
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>	<b>8,000</b>		<b>8,000</b>	<b>131,400</b>	<b>131,400</b>	<b>139,400</b>	<b>6.4</b>				
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>1,647,922</b>	<b>5,039</b>	<b>1,652,961</b>	<b>505,665</b>	<b>12,829</b>	<b>2,171,455</b>	<b>99.4</b>				
<b>SINGLE COPY SALES</b>											
Single Issue Sales	13,764		13,764	18	18	13,782	0.6				
<b>TOTAL SINGLE COPY SALES</b>	<b>13,764</b>		<b>13,764</b>	<b>18</b>	<b>18</b>	<b>13,782</b>	<b>0.6</b>				
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>1,661,686</b>	<b>5,039</b>	<b>1,666,725</b>	<b>505,683</b>	<b>12,829</b>	<b>2,185,237</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:

Public Place	Total Public Place Copies					
	Doctor/Health Care Providers	Education/Learning Facilities	Other	Parenting Early Years	Parenting School Years	Parenting School Years
Public Place	8,000	125,400	6,000	8,000	131,400	131,400

## 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



## ANALYSIS BY ABCD COUNTY SIZE for the May, 2009 issue

County Size	% of Households	Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital (Replica)	Total	Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital (Replica)	Total	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
		Parenting Early Years	Parenting School Years		Parenting Early Years	Parenting School Years				
A	40	697,670	2,239	699,909	212,645	7,002	219,647	919,556	42.9	107
B	30	503,099	1,614	504,713	159,451	5,465	164,916	669,629	31.2	104
C	15	227,248	729	227,977	69,149	2,391	71,540	299,517	14.0	93
D	15	194,244	625	194,869	59,083	2,220	61,303	256,172	11.9	80

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 June 30, 2009

	Parenting Early Years	Parenting School Years	Total	%
<b>A. DURATION</b>				
(a) One to six months (1 to 5 issues)	234	17	251	0.0
(b) Seven to eleven months (6 to 10 issues)	1,283	129	1,412	0.2
(c) Twelve months (11 issues)	62,836	83,318	146,154	17.9
(d) Thirteen to twenty-four months	516,339	66,506	582,845	71.2
(e) Twenty-five months and more	54,006	33,851	87,857	10.7
Total Subscriptions Sold in Period	634,698	183,821	818,519	100.0
<b>B. USE OF PREMIUMS</b>				
(a) Ordered without premium	565,975	146,339	712,314	87.0
(b) Ordered with material reprinted from this publication	None	None	None	
(c) Ordered with other premiums, See Par. 9	68,723	37,482	106,205	13.0
Total Subscriptions Sold in Period	634,698	183,821	818,519	100.0
<b>C. CHANNELS</b>				
(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	565,582	127,991	693,573	84.7
(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	57,567	51,065	108,632	13.3
(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	11,549	4,765	16,314	2.0
(d) Subscriptions as part of membership in an organization	None	None	None	
Total Subscriptions Sold in Period	634,698	183,821	818,519	100.0

## 9. EXPLANATORY

(a) Suggested Retail Prices: Average Single Copy: Canada, \$4.99.

(b) Average non-analyzed non-paid circulation for the 6 month period: 226,496 copies per issue for Parenting Early Years.

Average non-analyzed non-paid circulation for the 6 month period: 18,221 copies per issue for Parenting School Years.

(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.zinio.com](http://www.zinio.com).

(e) PARENTING is published in two editions: Parenting Early Years, distributing 1,666,725 copies per issue; Parenting School Years, distributing 518,512 copies per issue.

(f) Award Point Subscription Sales: The average of 7,192 copies per issue of Parenting Early Years and 3,757 copies per issue of Parenting School Years, shown in Par. 6 and included in Par. 1, represents copies served to subscribers in exchange for the redemption of Airline Frequent Flyer Miles. These subscriptions were sold at 11 to 22 issues for \$10.55 to \$18.00, in exchange for the redemption of 350 to 900 points at the rate of 2¢ to 3¢ per mile.

(g) Partnership Subscription Sales (Deductible): The average of 510,717 copies per issue of Parenting Early Years and 153,770 copies per issue of Parenting School Years, 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 other products or services. Purchasers were advised that \$9.00 to \$24.97 of the sales price was allocated for an 11 to 24 issue subscription to this publication.

(h) Sponsored Subscription Sales: The average of 21,230 copies per issue (16,435 Print copies; 4,795 Digital (Replica) copies) of Parenting Early Years and 12,954 copies per issue (125 Print copies; 12,829 Digital (Replica) copies) of Parenting School Years, shown in Par. 6 and included in Par. 1, represents copies purchased by business concerns in quantities of 11 or more.

(i) Use of Premiums: A keepsake box, a dish set, a fork/spoon set, or a diaper bag, with no advertised or stated value, was offered with some subscriptions.

Several test offers were made, none of which produced more than one half of one percent of Total Subscriptions Sold in Period. All of these offers taken together produced 0.1% of Total Subscriptions Sold in Period.

## 10. VARIANCE

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

Audit Period Ended^	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)	Rate Base (Analyzed Non-Paid)	Audit Report (Analyzed Non-Paid)	Publisher's Statements (Analyzed Non-Paid)	Difference (Analyzed Non-Paid)	Percentage of Difference (Analyzed Non-Paid)
12-31-07	None Claimed	1,902,307	1,901,790	517	0.0	None Claimed	263,343	263,343		
12-31-06	None Claimed	1,895,803	1,895,227	576	0.0	None Claimed	280,274	280,274		
12-31-05	2,000,000	1,938,621	1,972,595	-33,974	-1.7	150,000	225,646	192,196	33,450	17.4
12-31-04	2,000,000	1,946,631	2,027,818	-81,187	-4.0	150,000	234,629	153,435	81,194	52.9
12-31-03	2,000,000	2,054,283	2,048,370	5,913	0.3	150,000	149,008	151,212	-2,204	-1.5

Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)
12-31-07	2,150,000	2,165,650	2,165,133	517	0.0
12-31-06	2,150,000	2,176,077	2,175,501	576	0.0
12-31-05	2,150,000	2,164,267	2,164,791	-524	-0.0
12-31-04	2,150,000	2,181,260	2,181,253	7	0.0
12-31-03	2,150,000	2,203,291	2,199,582	3,709	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

PARENTING, published by The Parenting Group/Bonnier Corporation • Two Park Avenue, 10th Floor • New York, NY 10016

WALTER ROSENTHAL  
Consumer Marketing Director

GREG SCHUMANN  
VP, Group Publisher

Date Signed: August 24, 2009

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	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	3.99
	Association Subscription Price	
	U.S. Subscription Price	14.97
	Canadian Subscription Price	
	International Subscription Price	