



Audit Bureau
of Circulations



WoodenBoat

For the six months ended December 31, 2010

Field Served: Wooden boat owners, builders and designers.

Published by WoodenBoat Publications, Inc.

Frequency: 6 times/year

ABC Member # 04-1368-0

**PAID & VERIFIED
MAGAZINE
PUBLISHER'S STATEMENT**

Subject to Audit

WoodenBoat

Paid & Verified Magazine
Publisher's Statement

For six months ended December 31, 2010

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	41,982	58.7			
Verified					
Total Paid & Verified Subscriptions	41,982	58.7			
Single Copy Sales	29,489	41.3			
Total Paid & Verified Circulation	71,471	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy Subscription	\$6.25		
Average Subscription Price Annualized (6 issue frequency)	\$32.00		
Average Subscription Price per Copy		\$28.02	\$4.67

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended June 30, 2010.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
July/Aug.	42,254		42,254	31,777	74,031
Sept./Oct.	42,022		42,022	26,388	68,410
Nov./Dec.	41,669		41,669	30,302	71,971

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2006	%	2007	%	2008	%	2009	%	2010	%
Subscriptions:										
Paid	49,749	57.9	47,194	59.1	45,172	56.8	43,287	57.3	42,448	59.6
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	49,749	57.9	47,194	59.1	45,172	56.8	43,287	57.3	42,448	59.6
Single Copy Sales	36,212	42.1	32,621	40.9	34,425	43.2	32,222	42.7	28,734	40.4
Total Paid & Verified Circulation	85,961	100.0	79,815	100.0	79,597	100.0	75,509	100.0	71,182	100.0
Year Over Year Percent of Change		1.2		-7.1		-0.3		-5.1		-5.7
Avg. Annualized Subscription Price	\$27.54		\$27.78		\$27.90		\$28.02		\$28.02	

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
PAID SUBSCRIPTIONS		
Individual Subscriptions*	41,694	58.3
Sponsored Sales	288	0.4
TOTAL PAID SUBSCRIPTIONS	41,982	58.7
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	41,982	58.7
SINGLE COPY SALES		
Single Issue Sales	29,489	41.3
TOTAL SINGLE COPY SALES	29,489	41.3
TOTAL PAID & VERIFIED CIRCULATION	71,471	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 November/December 2010 issue

Total paid & verified circulation of this issue was 0.7% 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	264	264	264	210	474
Arizona	254	254	254	247	501
Arkansas	115	115	115	90	205
California	2,842	2,842	2,842	1,581	4,423
Colorado	459	459	459	231	690
Connecticut	1,486	1,486	1,486	485	1,971
Delaware	143	143	143	67	210
District of Columbia	81	81	81	42	123
Florida	2,101	2,101	2,101	1,150	3,251
Georgia	549	549	549	421	970
Idaho	219	219	219	114	333
Illinois	744	744	744	1,309	2,053
Indiana	359	359	359	228	587
Iowa	180	180	180	111	291
Kansas	125	125	125	84	209
Kentucky	158	158	158	104	262
Louisiana	280	280	280	144	424
Maine	1,536	1,536	1,536	857	2,393
Maryland	1,133	1,133	1,133	365	1,498
Massachusetts	2,829	2,829	2,829	1,330	4,159
Michigan	1,545	1,545	1,545	827	2,372
Minnesota	696	696	696	330	1,026
Mississippi	169	169	169	76	245
Missouri	307	307	307	206	513
Montana	199	199	199	139	338
Nebraska	66	66	66	70	136
Nevada	109	109	109	82	191
New Hampshire	663	663	663	382	1,045
New Jersey	1,126	1,126	1,126	380	1,506
New Mexico	112	112	112	72	184
New York	2,698	2,698	2,698	1,184	3,882
North Carolina	984	984	984	394	1,378
North Dakota	33	33	33	34	67
Ohio	868	868	868	513	1,381
Oklahoma	144	144	144	78	222
Oregon	901	901	901	464	1,365
Pennsylvania	1,120	1,120	1,120	726	1,846
Rhode Island	531	531	531	168	699
South Carolina	459	459	459	256	715
South Dakota	38	38	38	27	65
Tennessee	318	318	318	234	552
Texas	1,059	1,059	1,059	699	1,758
Utah	108	108	108	127	235
Vermont	459	459	459	135	594
Virginia	1,303	1,303	1,303	448	1,751
Washington	2,452	2,452	2,452	1,742	4,194
West Virginia	84	84	84	48	132
Wisconsin	790	790	790	317	1,107
Wyoming	57	57	57	39	96
TOTAL 48 CONTER-MINOUIS STATES	35,255	35,255	35,255	19,367	54,622
Alaska	367	367	367	442	809
Hawaii	105	105	105	100	205
TOTAL ALASKA & HAWAII	472	472	472	542	1,014
U.S. Unclassified					
TOTAL UNITED STATES	35,727	35,727	35,727	19,909	55,636
Poss. & Other Areas	43	43	43	147	190
U.S. & POSS., etc.	35,770	35,770	35,770	20,056	55,826
Canada	2,937	2,937	2,937	5,241	8,178
International	2,928	2,928	2,928	5,005	7,933
Other Unclassified					
Military or Civilian					
Personnel Overseas	34	34	34		34
GRAND TOTAL	41,669	41,669	41,669	30,302	71,971

ANALYSIS BY ABCD COUNTY SIZE for the November/December 2010 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 December 31, 2010

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 3 issues)	34	0.3	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	18,928	99.9
(b) Seven to eleven months (4 to 5 issues)	249	1.3	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	16	0.1
(c) Twelve months (6 issues)	13,911	73.4	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	None	
(d) Thirteen to twenty-four months	4,249	22.4	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	501	2.6	Total Subscriptions Sold in Period	18,944	100.0
Total Subscriptions Sold in Period	18,944	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	18,944	100.0			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums	None				
Total Subscriptions Sold in Period	18,944	100.0			

9. EXPLANATORY

- (a) Suggested Retail Prices: Average Single Copy: Canada, \$7.99. Subscriptions: U.S., 2 yrs. \$59.00; 3 yrs. \$85.00. Canada, 1 yr. \$37.00; 2 yrs. \$69.00; 3 yrs. \$99.00. International, 1 yr. \$45.00; 2 yrs. \$85.00; 3 yrs. \$124.00.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 1,582 copies per issue.
- (c) Post expiration copies: None.
- (d) Sponsored Subscription Sales: The average of 288 copies per issue, shown in Par. 6 and included in Par. 1, represents individually addressed copies purchased for the business interests of the purchaser, and are delivered to private residences or business offices and intended for the personal consumption of the addressee.

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2009; 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)
12-31-09	None Claimed	75,509	75,509		
12-31-08	None Claimed	78,019	79,597	-1,578	-2.0
12-31-07	None Claimed	81,061	79,815	1,246	1.6
12-31-06	None Claimed	85,703	85,961	-258	-0.3
12-31-05	None Claimed	84,430	84,909	-479	-0.6

[^]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: WoodenBoat Publications, Inc.

WOODENBOAT, published by WoodenBoat Publications, Inc. • 86 Great Cove Drive, P.O. Box 78 • Brooklin, ME 04616-0078

RICHARD WASOWICZ

CARL CRAMER

Date Signed: January 27, 2011

Circulation Director

Publisher

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ABC Member since: 1983

04-1368-0	Analyzed Issue Date	11-12/01/10
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	6.25
	Association Subscription Price	
	U.S. Subscription Price	32.00
	Canadian Subscription Price	37.00
	International Subscription Price	45.00