



Audit Bureau  
of Circulations



WoodenBoat

For the six months ended December 31, 2007

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, 2007

**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	46,394	57.6			
Verified					
<b>Total Paid &amp; Verified Subscriptions</b>	<b>46,394</b>	<b>57.6</b>			
Single Copy Sales	34,218	42.4			
<b>Total Paid &amp; Verified Circulation</b>	<b>80,612</b>	<b>100.0</b>	<b>None Claimed</b>		

**2. PRICES**

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy Subscription	\$5.99		
Average Subscription Price Annualized (6 issue frequency)	\$29.95		
Average Subscription Price per Copy		\$27.78	\$4.63

(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/Aug.	47,000		47,000	35,723	82,723
Sept./Oct.	46,820		46,820	31,918	78,738
Nov./Dec.	45,362		45,362	35,012	80,374

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

None

## 5. TREND ANALYSIS

	2003	%	2004	%	2005	%	2006	%	2007	%
Subscriptions:										
Paid	51,743	57.3	49,927	57.9	48,804	57.5	49,749	57.9	47,194	59.1
Verified	N/A		N/A		N/A		N/A		N/A	
<b>Total Paid &amp; Verified Subscriptions</b>	<b>51,743</b>	<b>57.3</b>	<b>49,927</b>	<b>57.9</b>	<b>48,804</b>	<b>57.5</b>	<b>49,749</b>	<b>57.9</b>	<b>47,194</b>	<b>59.1</b>
Single Copy Sales	38,495	42.7	36,377	42.1	36,105	42.5	36,212	42.1	32,621	40.9
<b>Total Paid &amp; Verified Circulation</b>	<b>90,238</b>	<b>100.0</b>	<b>86,304</b>	<b>100.0</b>	<b>84,909</b>	<b>100.0</b>	<b>85,961</b>	<b>100.0</b>	<b>79,815</b>	<b>100.0</b>
Year Over Year Percent of Change		-6.1		-4.4		-1.6		1.2		-7.1
Avg. Annualized Subscription Price	\$28.44		\$28.38		\$27.72		\$27.54		\$27.78	

## 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*	46,359	57.5
Subscriptions for Military Personnel*	35	0.1
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>46,394</b>	<b>57.6</b>
<b>VERIFIED SUBSCRIPTIONS</b>		
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>		
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>46,394</b>	<b>57.6</b>
<b>SINGLE COPY SALES</b>		
Single Issue Sales	34,218	42.4
<b>TOTAL SINGLE COPY SALES</b>	<b>34,218</b>	<b>42.4</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>80,612</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:

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, 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	340		340	256	596
Arizona	272		272	194	466
Arkansas	135		135	85	220
California	3,301		3,301	2,399	5,700
Colorado	474		474	338	812
Connecticut	1,586		1,586	718	2,304
Delaware	158		158	90	248
District of Columbia	83		83	117	200
Florida	2,324		2,324	1,777	4,101
Georgia	648		648	534	1,182
Idaho	248		248	87	335
Illinois	860		860	495	1,355
Indiana	399		399	371	770
Iowa	211		211	130	341
Kansas	157		157	75	232
Kentucky	174		174	112	286
Louisiana	316		316	175	491
Maine	1,740		1,740	952	2,692
Maryland	1,232		1,232	670	1,902
Massachusetts	3,123		3,123	1,979	5,102
Michigan	1,642		1,642	880	2,522
Minnesota	782		782	408	1,190
Mississippi	182		182	100	282
Missouri	336		336	217	553
Montana	179		179	136	315
Nebraska	74		74	42	116
Nevada	114		114	313	427
New Hampshire	755		755	483	1,238
New Jersey	1,296		1,296	491	1,787
New Mexico	123		123	90	213
New York	3,021		3,021	1,357	4,378
North Carolina	1,089		1,089	481	1,570
North Dakota	38		38	33	71

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Ohio	1,007		1,007	654	1,661
Oklahoma	150		150	115	265
Oregon	1,023		1,023	518	1,541
Pennsylvania	1,206		1,206	1,207	2,413
Rhode Island	568		568	244	812
South Carolina	513		513	306	819
South Dakota	37		37	44	81
Tennessee	330		330	267	597
Texas	1,104		1,104	1,032	2,136
Utah	132		132	149	281
Vermont	488		488	186	674
Virginia	1,470		1,470	698	2,168
Washington	2,575		2,575	1,415	3,990
West Virginia	84		84	62	146
Wisconsin	861		861	361	1,222
Wyoming	61		61	31	92
<b>TOTAL 48 CONTER-MINOUIS STATES</b>	<b>39,021</b>		<b>39,021</b>	<b>23,874</b>	<b>62,895</b>
Alaska	397		397	452	849
Hawaii	134		134	16	150
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>531</b>		<b>531</b>	<b>468</b>	<b>999</b>
U.S. Unclassified					
<b>TOTAL UNITED STATES</b>	<b>39,552</b>		<b>39,552</b>	<b>24,342</b>	<b>63,894</b>
Poss. & Other Areas	59		59	98	157
<b>U.S. &amp; POSS., etc.</b>	<b>39,611</b>		<b>39,611</b>	<b>24,440</b>	<b>64,051</b>
Canada	2,859		2,859	5,800	8,659
International	2,857		2,857	4,772	7,629
Other Unclassified					
Military or Civilian					
Personnel Overseas	35		35		35
<b>GRAND TOTAL</b>	<b>45,362</b>		<b>45,362</b>	<b>35,012</b>	<b>80,374</b>

## ANALYSIS BY ABCD COUNTY SIZE for the November/December, 2007 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, 2007

A. DURATION		%
(a) One to six months (1 to 3 issues) .....	6	0.0
(b) Seven to eleven months (4 to 5 issues) .....	125	0.6
(c) Twelve months (6 issues) .....	15,213	76.1
(d) Thirteen to twenty-four months .....	4,245	21.2
(e) Twenty-five months and more .....	406	2.1
Total Subscriptions Sold in Period .....	19,995	100.0
<b>B. USE OF PREMIUMS</b>		
(a) Ordered without premium .....	19,984	99.9
(b) Ordered with material reprinted from this publication .....	None	
(c) Ordered with other premiums, See Par. 9 .....	11	0.1
Total Subscriptions Sold in Period .....	19,995	100.0

C. CHANNELS		%
(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers .....	19,968	99.9
(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling .....	27	0.1
(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations .....	None	
(d) Subscriptions as part of membership in an organization .....	None	
Total Subscriptions Sold in Period .....	19,995	100.0

## 9. EXPLANATORY

- (a) Suggested Retail Prices: Average Single Copy: Canada, \$7.99. Subscriptions: U.S., 2 yrs. \$56.00; 3 yrs. \$81.00. Canada, 1 yr. \$35.00; 2 yrs. \$66.00; 3 yrs. \$96.00. International, 1 yr. \$43.00; 2 yrs. \$82.00; 3 yrs. \$120.00.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 1,582 copies per issue.
- (c) Post expiration copies: None.
- (d) Subscriptions for Military Personnel: An average of 35 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased by individuals and various business concerns for deployed Military Personnel.
- (e) Use of Premiums: A special issue entitled "Small Boats," with a value of \$5.99, was offered with subscriptions sold at 6 issues for \$24.95.

## 10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 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)
12-31-06	None Claimed	85,703	85,961	-258	-0.3
12-31-05	None Claimed	84,430	84,909	-479	-0.6
12-31-04	None Claimed	86,480	86,304	176	0.2
12-31-03	None Claimed	89,139	90,238	-1,099	-1.2
12-31-02	None Claimed	95,690	96,102	-412	-0.4

<sup>^</sup>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. • P.O. Box 78, Naskeag Pt. Road • Brooklin, ME 04616

RICHARD WASOWICZ

CARL CRAMER

Date Signed: January 29, 2008

Circulation Director

Publisher

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Established: 1974

ABC Member since: 1983

04-1368-0	Analyzed Issue Date	11-12/01/07
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	5.99
	Association Subscription Price	
	U.S. Subscription Price	29.95
	Canadian Subscription Price	35.00
	International Subscription Price	43.00