



Audit Bureau  
of Circulations



**WoodenBoat**

For the six months ended June 30, 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 June 30, 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	47,993	60.7			
Verified					
<b>Total Paid &amp; Verified Subscriptions</b>	<b>47,993</b>	<b>60.7</b>			
Single Copy Sales	31,024	39.3			
<b>Total Paid &amp; Verified Circulation</b>	<b>79,017</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		\$27.48	\$4.58

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2006.

**3. PAID & VERIFIED CIRCULATION BY ISSUE**

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan./Feb.	49,074		49,074	28,517	77,591
Mar./Apr.	47,871		47,871	34,448	82,319
May/June	47,034		47,034	30,107	77,141

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

None

## 5. TREND ANALYSIS

	2002	%	2003	%	2004	%	2005	%	2006	%
Subscriptions:										
Paid	53,660	55.8	51,743	57.3	49,927	57.9	48,804	57.5	49,749	57.9
Verified	N/A		N/A		N/A		N/A		N/A	
<b>Total Paid &amp; Verified Subscriptions</b>	<b>53,660</b>	<b>55.8</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>
Single Copy Sales	42,442	44.2	38,495	42.7	36,377	42.1	36,105	42.5	36,212	42.1
<b>Total Paid &amp; Verified Circulation</b>	<b>96,102</b>	<b>100.0</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>
Year Over Year Percent of Change		-5.0		-6.1		-4.4		-1.6		1.2
Paid & Verified Rate Base	N/A		N/A		N/A		N/A		N/A	
Avg. Annualized Subscription Price	\$27.84		\$28.44		\$28.38		\$27.72		\$27.54	

## 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*	47,946	60.7
Subscriptions for Military Personnel*	47	0.0
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>47,993</b>	<b>60.7</b>
<b>VERIFIED SUBSCRIPTIONS</b>		
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>		
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>47,993</b>	<b>60.7</b>
<b>SINGLE COPY SALES</b>		
Single Issue Sales	31,024	39.3
<b>TOTAL SINGLE COPY SALES</b>	<b>31,024</b>	<b>39.3</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>79,017</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 May/June, 2007 issue

Total paid & verified circulation of this issue was 2.4% 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	366	366	366	198	564
Arizona	296	296	296	150	446
Arkansas	140	140	140	70	210
California	3,473	3,473	3,473	2,108	5,581
Colorado	501	501	501	258	759
Connecticut	1,618	1,618	1,618	594	2,212
Delaware	159	159	159	79	238
District of Columbia	85	85	85	61	146
Florida	2,497	2,497	2,497	1,460	3,957
Georgia	674	674	674	762	1,436
Idaho	258	258	258	66	324
Illinois	903	903	903	411	1,314
Indiana	429	429	429	302	731
Iowa	222	222	222	92	314
Kansas	163	163	163	66	229
Kentucky	175	175	175	90	265
Louisiana	314	314	314	133	447
Maine	1,760	1,760	1,760	838	2,598
Maryland	1,294	1,294	1,294	554	1,848
Massachusetts	3,209	3,209	3,209	1,629	4,838
Michigan	1,697	1,697	1,697	757	2,454
Minnesota	832	832	832	308	1,140
Mississippi	193	193	193	75	268
Missouri	356	356	356	155	511
Montana	189	189	189	104	293
Nebraska	81	81	81	27	108
Nevada	120	120	120	98	218
New Hampshire	740	740	740	408	1,148
New Jersey	1,352	1,352	1,352	391	1,743
New Mexico	123	123	123	78	201
New York	3,122	3,122	3,122	1,152	4,274
North Carolina	1,120	1,120	1,120	451	1,571
North Dakota	39	39	39	30	69

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Ohio	1,051	1,051	1,051	605	1,656
Oklahoma	166	166	166	84	250
Oregon	1,065	1,065	1,065	438	1,503
Pennsylvania	1,249	1,249	1,249	959	2,208
Rhode Island	599	599	599	209	808
South Carolina	549	549	549	253	802
South Dakota	39	39	39	27	66
Tennessee	345	345	345	1,100	1,445
Texas	1,172	1,172	1,172	657	1,829
Utah	134	134	134	127	261
Vermont	500	500	500	171	671
Virginia	1,518	1,518	1,518	543	2,061
Washington	2,684	2,684	2,684	1,223	3,907
West Virginia	82	82	82	46	128
Wisconsin	905	905	905	287	1,192
Wyoming	61	61	61	25	86
<b>TOTAL 48 CONTER-MINOUIS STATES</b>	<b>40,619</b>	<b>40,619</b>	<b>40,619</b>	<b>20,709</b>	<b>61,328</b>
Alaska	417	417	417	400	817
Hawaii	143	143	143	47	190
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>560</b>	<b>560</b>	<b>560</b>	<b>447</b>	<b>1,007</b>
U.S. Unclassified					
<b>TOTAL UNITED STATES</b>	<b>41,179</b>	<b>41,179</b>	<b>41,179</b>	<b>21,156</b>	<b>62,335</b>
Poss. & Other Areas	61	61	61	88	149
<b>U.S. &amp; POSS., etc.</b>	<b>41,240</b>	<b>41,240</b>	<b>41,240</b>	<b>21,244</b>	<b>62,484</b>
Canada	2,909	2,909	2,909	4,813	7,722
International	2,839	2,839	2,839	4,050	6,889
Other Unclassified					
Military or Civilian					
Personnel Overseas	46	46	46		46
<b>GRAND TOTAL</b>	<b>47,034</b>	<b>47,034</b>	<b>47,034</b>	<b>30,107</b>	<b>77,141</b>

## ANALYSIS BY ABCD COUNTY SIZE for the May/June, 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 June 30, 2007

A. DURATION		%
(a) One to six months (1 to 3 issues)	7	0.0
(b) Seven to eleven months (4 to 5 issues)	1,134	5.8
(c) Twelve months (6 issues)	9,892	50.7
(d) Thirteen to twenty-four months	8,132	41.7
(e) Twenty-five months and more	341	1.8
Total Subscriptions Sold in Period	19,506	100.0

  

B. USE OF PREMIUMS		%
(a) Ordered without premium	19,493	99.9
(b) Ordered with material reprinted from this publication	None	
(c) Ordered with other premiums, See Par. 9	13	0.1
Total Subscriptions Sold in Period	19,506	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	19,450	99.7
(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	56	0.3
(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	19,506	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: 2,569 copies per issue.
- (c) Post expiration copies: None.
- (d) Subscriptions for Military Personnel: An average of 47 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 calendar entitled "World of Boating," with a value of \$15.95, was offered with subscriptions sold at 7 issues \$29.95.  
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, 2005; 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)
12-31-05	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
12-31-01	None Claimed	100,055	101,127	-1,072	-1.1

<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: July 25, 2007

Circulation Director

Publisher

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Established: 1974

ABC Member since: 1983

04-1368-0	Analyzed Issue Date	05-06/01/07
	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