



Audit Bureau
of Circulations



WoodenBoat

For the six months ended December 31, 2009

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, 2009

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 | 42,602 | 54.5 | | | |
| Verified | | | | | |
| Total Paid & Verified Subscriptions | 42,602 | 54.5 | | | |
| Single Copy Sales | 35,522 | 45.5 | | | |
| Total Paid & Verified Circulation | 78,124 | 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, 2009.

3. PAID & VERIFIED CIRCULATION BY ISSUE

| Issue | Paid Subscriptions | Verified Subscriptions | Total Paid & Verified Subscriptions | Single Copy Sales | Total Paid & Verified Circulation |
|------------|-----------------------|---------------------------|---|----------------------|---|
| July/Aug. | 42,875 | | 42,875 | 38,086 | 80,961 |
| Sept./Oct. | 42,817 | | 42,817 | 33,975 | 76,792 |
| Nov./Dec. | 42,114 | | 42,114 | 34,504 | 76,618 |

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

| | 2005 | % | 2006 | % | 2007 | % | 2008 | % | 2009 | % |
|--|---------------|--------------|---------------|--------------|---------------|--------------|---------------|--------------|---------------|--------------|
| Subscriptions: | | | | | | | | | | |
| Paid | 48,804 | 57.5 | 49,749 | 57.9 | 47,194 | 59.1 | 45,172 | 56.8 | 43,287 | 57.3 |
| Verified | N/A | | N/A | | N/A | | N/A | | N/A | |
| Total Paid & Verified Subscriptions | 48,804 | 57.5 | 49,749 | 57.9 | 47,194 | 59.1 | 45,172 | 56.8 | 43,287 | 57.3 |
| Single Copy Sales | 36,105 | 42.5 | 36,212 | 42.1 | 32,621 | 40.9 | 34,425 | 43.2 | 32,222 | 42.7 |
| Total Paid & Verified Circulation | 84,909 | 100.0 | 85,961 | 100.0 | 79,815 | 100.0 | 79,597 | 100.0 | 75,509 | 100.0 |
| Year Over Year Percent of Change | | -1.6 | | 1.2 | | -7.1 | | -0.3 | | -5.1 |
| Avg. Annualized Subscription Price | \$27.72 | | \$27.54 | | \$27.78 | | \$27.90 | | \$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* | 42,565 | 54.5 |
| Subscriptions for Military Personnel* | 37 | 0.0 |
| TOTAL PAID SUBSCRIPTIONS | 42,602 | 54.5 |
| VERIFIED SUBSCRIPTIONS | | |
| TOTAL VERIFIED SUBSCRIPTIONS | | |
| TOTAL PAID & VERIFIED SUBSCRIPTIONS | 42,602 | 54.5 |
| SINGLE COPY SALES | | |
| Single Issue Sales | 35,522 | 45.5 |
| TOTAL SINGLE COPY SALES | 35,522 | 45.5 |
| TOTAL PAID & VERIFIED CIRCULATION | 78,124 | 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 2009 issue

Total paid & verified circulation of this issue was 1.9% 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 | 278 | | 278 | 284 | 562 |
| Arizona | 258 | | 258 | 370 | 628 |
| Arkansas | 129 | | 129 | 148 | 277 |
| California | 2,871 | | 2,871 | 1,762 | 4,633 |
| Colorado | 460 | | 460 | 350 | 810 |
| Connecticut | 1,525 | | 1,525 | 625 | 2,150 |
| Delaware | 137 | | 137 | 70 | 207 |
| District of Columbia | 135 | | 135 | 49 | 184 |
| Florida | 2,128 | | 2,128 | 1,763 | 3,891 |
| Georgia | 557 | | 557 | 543 | 1,100 |
| Idaho | 228 | | 228 | 116 | 344 |
| Illinois | 762 | | 762 | 310 | 1,072 |
| Indiana | 373 | | 373 | 380 | 753 |
| Iowa | 189 | | 189 | 163 | 352 |
| Kansas | 132 | | 132 | 120 | 252 |
| Kentucky | 162 | | 162 | 139 | 301 |
| Louisiana | 293 | | 293 | 224 | 517 |
| Maine | 1,550 | | 1,550 | 899 | 2,449 |
| Maryland | 1,087 | | 1,087 | 592 | 1,679 |
| Massachusetts | 2,897 | | 2,897 | 1,389 | 4,286 |
| Michigan | 1,532 | | 1,532 | 1,086 | 2,618 |
| Minnesota | 710 | | 710 | 431 | 1,141 |
| Mississippi | 173 | | 173 | 139 | 312 |
| Missouri | 312 | | 312 | 540 | 852 |
| Montana | 187 | | 187 | 128 | 315 |
| Nebraska | 70 | | 70 | 63 | 133 |
| Nevada | 117 | | 117 | 108 | 225 |
| New Hampshire | 664 | | 664 | 362 | 1,026 |
| New Jersey | 1,108 | | 1,108 | 446 | 1,554 |
| New Mexico | 117 | | 117 | 86 | 203 |
| New York | 2,791 | | 2,791 | 1,244 | 4,035 |
| North Carolina | 1,021 | | 1,021 | 604 | 1,625 |
| North Dakota | 25 | | 25 | 41 | 66 |
| Ohio | 907 | | 907 | 887 | 1,794 |
| Oklahoma | 137 | | 137 | 160 | 297 |
| Oregon | 915 | | 915 | 531 | 1,446 |
| Pennsylvania | 1,123 | | 1,123 | 632 | 1,755 |
| Rhode Island | 552 | | 552 | 235 | 787 |
| South Carolina | 482 | | 482 | 304 | 786 |
| South Dakota | 42 | | 42 | 38 | 80 |
| Tennessee | 307 | | 307 | 297 | 604 |
| Texas | 1,019 | | 1,019 | 1,106 | 2,125 |
| Utah | 104 | | 104 | 141 | 245 |
| Vermont | 470 | | 470 | 145 | 615 |
| Virginia | 1,282 | | 1,282 | 557 | 1,839 |
| Washington | 2,454 | | 2,454 | 1,514 | 3,968 |
| West Virginia | 72 | | 72 | 69 | 141 |
| Wisconsin | 836 | | 836 | 534 | 1,370 |
| Wyoming | 57 | | 57 | 47 | 104 |
| TOTAL 48 CONTER-MINOUIS STATES | 35,737 | | 35,737 | 22,771 | 58,508 |
| Alaska | 377 | | 377 | 459 | 836 |
| Hawaii | 110 | | 110 | 134 | 244 |
| TOTAL ALASKA & HAWAII | 487 | | 487 | 593 | 1,080 |
| U.S. Unclassified | | | | | |
| TOTAL UNITED STATES | 36,224 | | 36,224 | 23,364 | 59,588 |
| Poss. & Other Areas | 47 | | 47 | 107 | 154 |
| U.S. & POSS., etc. | 36,271 | | 36,271 | 23,471 | 59,742 |
| Canada | 2,807 | | 2,807 | 5,561 | 8,368 |
| International | 2,999 | | 2,999 | 5,472 | 8,471 |
| Other Unclassified | | | | | |
| Military or Civilian | | | | | |
| Personnel Overseas | 37 | | 37 | | 37 |
| GRAND TOTAL | 42,114 | | 42,114 | 34,504 | 76,618 |

ANALYSIS BY ABCD COUNTY SIZE for the November/December 2009 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, 2009

| A. DURATION | | % | C. CHANNELS | | % |
|---|--------|-------|--|--------|-------|
| (a) One to six months (1 to 3 issues) | 39 | 0.2 | (a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers | 17,826 | 99.9 |
| (b) Seven to eleven months (4 to 5 issues) | 51 | 0.3 | (b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling | 22 | 0.1 |
| (c) Twelve months (6 issues) | 13,407 | 75.1 | (c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations | None | |
| (d) Thirteen to twenty-four months | 3,910 | 21.9 | (d) Subscriptions as part of membership in an organization | None | |
| (e) Twenty-five months and more | 441 | 2.5 | Total Subscriptions Sold in Period | 17,848 | 100.0 |
| Total Subscriptions Sold in Period | 17,848 | 100.0 | | | |
| B. USE OF PREMIUMS | | | | | |
| (a) Ordered without premium | 17,848 | 100.0 | | | |
| (b) Ordered with material reprinted from this publication | None | | | | |
| (c) Ordered with other premiums | None | | | | |
| Total Subscriptions Sold in Period | 17,848 | 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: 2,371 copies per issue.
- (c) Post expiration copies: None.
- (d) Subscriptions for Military Personnel: An average of 37 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.

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2008; 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) |
|---------------------------------|-----------------------------|--------------------------------|--|------------------------------|--|
| 12-31-08 | 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 |
| 12-31-04 | None Claimed | 86,480 | 86,304 | 176 | 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: WoodenBoat Publications, Inc.

WOODENBOAT, published by WoodenBoat Publications, Inc. • P.O. Box 78, Naskeag Pt. Road • Brooklin, ME 04616

RICHARD WASOWICZ

CARL CRAMER

January 25, 2010

Circulation Director

Publisher

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Established: 1974

ABC Member since: 1983

| | | |
|-----------|---|-------------|
| 04-1368-0 | Analyzed Issue Date | 11-12/01/09 |
| | 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 |