

AUDIT REPORT Magazine

PROTOTYPE CHEF

Anytown, Illinois 60000

Field Served: Cooking Enthusiasts.

AVERAGE CIRCULATION FOR 12 MONTHS ENDED DECEMBER 31, 2015:

TOTAL AVERAGE CIRCULATION

	Audited Circulation	Publisher's Statement Claim	Difference	% of Difference
Paid & Verified Circulation:				
Subscriptions:				
Paid	413,911	413,926	-15	-0.0
Verified	30,684	30,434	250	0.8
Total Paid & Verified Subscriptions	444,595	444,360	235	0.1
Single Copy Sales	22,604	21,807	797	3.7
Total Paid & Verified Circulation	467,199	466,167	1,032	0.2
Rate Base	450,000			
Variance to Rate Base	17,199			

PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy	\$5.00		
Subscription	\$30.00		
Average Subscription Price Annualized (12 issue frequency)		\$23.51	
Average Subscription Price per Copy		\$1.96	

(1) For the Report period

(2) Represents subscriptions for the 12 months ended June 30, 2015.

TOTAL CIRCULATION BY ISSUE

2015 Issue	Total Paid and Verified Circulation			
	Audited Circulation	Publisher's Statement Claim	Difference	%
Jan.	465,596	464,820	776	0.2
Feb.	465,260	465,017	243	0.1
Mar.	472,534	471,404	1,130	0.2
Apr.	474,271	473,837	434	0.1
May	461,389	460,864	525	0.1
June	459,971	459,575	396	0.1
July	463,493	463,418	75	0.0
Aug.	459,509	459,315	194	0.0
Sept.	463,889	462,304	1,585	0.3
Oct.	472,410	470,337	2,073	0.4
Nov.	481,190	475,492	5,698	1.2
Dec.	466,871	467,616	-745	-0.2
Average	467,199	466,167	1,032	0.2

2015 Issue	Total Paid and Verified Subscriptions				Paid Subscriptions				Verified Subscriptions				Single Copy Sales			
	Audited Circulation	Publisher's Statement Claim	Difference	%	Audited Circulation	Publisher's Statement Claim	Difference	%	Audited Circulation	Publisher's Statement Claim	Difference	%	Audited Circulation	Publisher's Statement Claim	Difference	%
Jan.	441,952	441,420	532	0.1	410,943	410,941	2	0.0	31,009	30,479	530	1.7	23,644	23,400	244	1.0
Feb.	446,648	446,117	531	0.1	415,638	415,637	1	0.0	31,010	30,480	530	1.7	18,612	18,900	-288	-1.5
Mar.	445,935	445,404	531	0.1	414,926	414,925	1	0.0	31,009	30,479	530	1.7	26,599	26,000	599	2.3
Apr.	445,368	444,837	531	0.1	414,358	414,357	1	0.0	31,010	30,480	530	1.7	28,903	29,000	-97	-0.3
May	445,389	444,858	531	0.1	414,379	414,378	1	0.0	31,010	30,480	530	1.7	16,000	16,006	-6	-0.0
June	443,892	443,546	346	0.1	413,219	413,225	-6	-0.0	30,673	30,321	352	1.2	16,079	16,029	50	0.3
July	447,004	447,063	-59	-0.0	416,333	416,392	-59	-0.0	30,671	30,671			16,489	16,355	134	0.8
Aug.	439,596	439,653	-57	-0.0	408,925	408,982	-57	-0.0	30,671	30,671			19,913	19,662	251	1.3
Sept.	433,183	433,246	-63	-0.0	402,912	402,975	-63	-0.0	30,271	30,271			30,706	29,058	1,648	5.7
Oct.	449,269	449,270	-1	-0.0	418,897	418,898	-1	-0.0	30,372	30,372			23,141	21,067	2,074	9.8
Nov.	448,398	448,399	-1	-0.0	418,025	418,026	-1	-0.0	30,373	30,373			32,792	27,093	5,699	21.0
Dec.	448,504	448,508	-4	-0.0	418,371	418,375	-4	-0.0	30,133	30,133			18,367	19,108	-741	-3.9
Average	444,595	444,360	235	0.1	413,911	413,926	-15	-0.0	30,684	30,434	250	0.8	22,604	21,807	797	3.7

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

The following averages, as reported below, are included in Total Average Circulation and annotated here per applicable rules. See Notes.

	Audited Circulation	Publisher's Statement Claim	Difference	% of Difference
PAID SUBSCRIPTIONS				
Individual Subscriptions*	349,007	349,056	-49	0.2
Partnership: Deductible*	64,473	64,439	34	0.1
Sponsored Sales	431	431		
TOTAL PAID SUBSCRIPTIONS	413,911	413,926	-15	-0.0
VERIFIED SUBSCRIPTIONS				
Public Place	30,680	30,430	250	0.8
Individual Use	4	4		
TOTAL VERIFIED SUBSCRIPTIONS	30,684	30,434	250	0.8
TOTAL PAID & VERIFIED SUBSCRIPTIONS	444,595	444,360	235	0.1
SINGLE COPY SALES				
Single Issue Sales	22,604	21,807	797	3.7
TOTAL SINGLE COPY SALES	22,604	21,807	797	3.7
TOTAL PAID & VERIFIED CIRCULATION	467,199	466,167	1,032	0.2

*Included in Average Price calculation

ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the report period to the following public areas:

Verified Subscription: Public Place	Restaurants	Doctor/ Health Care Providers	Hotels/Lodges	Public Place Other	Total Public Place Copies
	28,691	1,308	681		30,680

ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the report period to the following individuals:

Verified Subscription: Individual Use	Event Participants	Individual Use Other	Total Individual Use Copies
	4		4

AUDIT STATEMENT

The difference shown in average paid and verified circulation in comparing this report with the Publisher's Statements for the period audited is 1,032 copies per issue addition.

RATE BASE

Note for all prototypes - The rate base section will only appear in audit if data is present and was included in the Publisher's Statement.

Rate base shown in Total Average Circulation

Rate Base Change(s):

400,000 through October 2015

450,000 starting November/December 2015.

**Note for all prototypes: The rate base section will only appear in audit if data is present and was included in the Publisher's Statement.

NOTES (Additional disclosures as required will also appear.)

Average nonanalyzed nonpaid circulation for the period: 14,000

Combination Subscriptions: Included in Paid Subscriptions Individual, are copies served to subscribers who purchased this publication in combination with one or more different publications.

Award Point Programs: Included in Paid Subscriptions Individual is the following average number of copies purchased through the redemption of award points/miles: 78,893

ADDITIONAL DATA IN WWW.AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Circulation by Regional, Metro & Demographic Editions

Trend Analysis

To Members of the Alliance for Audited Media:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examination was made in accordance with AAM's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average paid and verified circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average paid and verified circulation.

Alliance for Audited Media