

MAGAZINE SNAPSHOT

Preliminary Figures as Filed with Alliance for Audited Media Subject To Audit

PUBLICATION NAME	Country	Averages for 6 Months ended 12/31/14											Averages for 6 Months ended 12/31/13											% of Increase or Decrease										
		Single Copy Cover Price	Issues In Period	Subscriptions			Single Copy Sales	Total Paid & Verified	Total Analyzed Nonpaid	Total Paid, Verified & Analyzed Nonpaid	Total Paid, Verified & Analyzed Nonpaid	Total Print	Total Digital Issue	Issues In Period	Paid	Subscriptions			Single Copy Sales	Total Paid & Verified	Total Analyzed Nonpaid	Total Paid, Verified & Analyzed Nonpaid	Paid	Verified	Total									
				Paid	Verified	Total										Paid	Verified	Total																
Any Health Magazine (None Claimed - Paid and Verified)	US		6	932,076	932,076	932,076	932,076	932,076	932,076	932,076		6	1,066,261	1,066,261	1,066,261	1,066,261													(12.6)	(12.6)	(12.6)	(12.6)		
Boats Today (750,000 - Paid and Verified)	US		6	777,775	777,775	777,775	777,775	777,775	775,000	2,775		2	787,796	854	788,650	788,650													(1.3)	(1.4)	(1.4)	(1.4)		
Go Chicago (None Claimed - Paid and Verified)	US	\$2.50	6	2,303,613	2,303,613	2,303,613	2,303,613	2,301,000	2,613			6	2,306,231	2,306,231	2,306,231	2,306,231													(0.1)	(0.1)	(0.1)	(0.1)		
Proto Magazine (150,000 - Paid and Verified)	US	\$4.99	3	144,994	144,994	8,073	153,067	153,067	153,067			3	141,641	141,641	11,979	153,620	153,620												2.4	2.4	(32.6)	(0.4)	(0.4)	
Proto Magazine (None Claimed - Paid and Verified) (None Claimed - Analyzed Nonpaid) (None Claimed - Combined Total)	US	\$4.75	6	5,804	15,451	21,255	21,255	28,541	49,796	48,005	1,791	6	6,379	16,767	23,146	23,146	27,265	50,411											(9.0)	(7.8)	(8.2)	(8.2)	4.7	(1.2)
Proto Magazine (None Claimed - Paid and Verified)	US		6	1,697,350	1,697,350	1,697,350	1,697,350	1,540,250	157,100			6	1,846,472	1,846,472	1,846,472	1,846,472													(8.1)	(8.1)	(8.1)	(8.1)		
Proto Magazine (None Claimed - Paid and Verified)	US	\$5.00	6	345,680	345,680	345,680	345,680	325,001	20,679			6	353,112	353,112	353,112	353,112													(2.1)	(2.1)	(2.1)	(2.1)		
Proto Magazine (225,000 - Paid and Verified)	US	\$4.99	3	208,150	10,000	218,150	14,883	233,033	233,033	223,033	10,000	3	206,465	10,000	216,465	19,876	236,341	236,341											0.8	0.8	(25.1)	(1.4)	(1.4)	
Proto Magazine (800,000 - Paid and Verified)	US	\$5.99	6	699,592	47,888	747,480	74,458	821,938	821,938	821,938		6	708,193	47,350	755,543	62,885	818,428	818,428											(1.2)	1.1	(1.1)	18.4	0.4	0.4
Proto Magazine (None Claimed - Paid and Verified)	US		6	372,563	372,563	372,563	372,563	298,111	74,452			6	369,207	369,207	369,207	369,207													0.9	0.9	0.9	0.9		
Proto Magazine (None Claimed - Paid and Verified)	US	\$3.25	26	59,344	13,023	72,367	29,687	102,054	102,054	100,101	1,953	26	60,082	12,726	72,808	28,328	101,136	101,136											(1.2)	2.3	(0.6)	4.8	0.9	0.9
Proto Magazine (None Claimed - Paid and Verified)	US	\$3.25	26	142,644	47,239	189,883	55,842	245,725	245,725	245,725		26	145,481	45,941	191,422	53,883	245,305	245,305											(2.0)	2.8	(0.8)	3.6	0.2	0.2
Proto Magazine (None Claimed - Paid and Verified)	Canada	\$5.95	26	59,344	13,023	72,367	29,687	102,054	102,054	101,002	1,052	26	60,082	12,726	72,808	28,328	101,136	101,136											(1.2)	2.3	(0.6)	4.8	0.9	0.9
Proto Magazine (None Claimed - Paid and Verified)	Canada	\$6.00	26	32,046	12,798	44,844	10,123	54,967	54,967	54,967		26	33,463	12,428	45,891	9,911	55,802	55,802											(4.2)	3.0	(2.3)	2.1	(1.5)	(1.5)

- (a) - Period Prior to Membership
- (b) - Change in Membership Division
- (d) - Change in Report Format/Publishing Plan
- (e) - Initial/Reinstatement Audit

- (#) - See Individual Statements
- * - Denotes Group Membership