



Audit Bureau
of Circulations

Men's Journal

For the six months ended June 30, 2009

Field Served: A general interest magazine for active men with an interest in participatory sports, travel, fitness and adventure.

Published by Wenner Media LLC

Frequency: 12 times/year

ABC Member # 04-0649-8

PAID & VERIFIED MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

Men's Journal

Paid & Verified Magazine
Publisher's Statement

For six months ended June 30, 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	586,126	82.5			
Verified	59,334	8.4			
Total Paid & Verified Subscriptions	645,460	90.9			
Single Copy Sales	64,964	9.1			
Total Paid & Verified Circulation	710,424	100.0	700,000	10,424	1.5

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$4.95		
Subscription	\$19.94		
Average Subscription Price Annualized (12 issue frequency)		\$15.96	
Average Subscription Price per Copy		\$1.33	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2008.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan.	577,327	66,714	644,041	63,992	708,033
Feb.	583,865	58,576	642,441	60,493	702,934
Mar.	597,606	55,225	652,831	50,049	702,880
Apr.	590,374	55,201	645,575	78,242	723,817
May	588,179	60,154	648,333	70,833	719,166
June	579,405	60,132	639,537	66,172	705,709

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2004	%	2005	%	2006	%	2007	%	2008	%
Subscriptions:										
Paid	586,036	87.8	569,855	83.9	562,845	79.7	560,267	78.5	566,064	79.6
Verified	N/A		N/A		65,926	9.3	71,551	10.0	71,263	10.0
Total Paid & Verified Subscriptions	586,036	87.8	569,855	83.9	628,771	89.0	631,818	88.5	637,327	89.6
Single Copy Sales	81,675	12.2	109,122	16.1	77,992	11.0	81,900	11.5	74,347	10.4
Total Paid & Verified Circulation	667,711	100.0	678,977	100.0	706,763	100.0	713,718	100.0	711,674	100.0
Year Over Year Percent of Change		1.6		1.7		4.1		1.0		-0.3
Avg. Annualized Subscription Price	\$15.37		\$15.99		\$15.46		\$16.16		\$16.81	

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*	502,747	70.8
Partnership:		
Deductible*	83,379	11.7
TOTAL PAID SUBSCRIPTIONS	586,126	82.5
VERIFIED SUBSCRIPTIONS		
Public Place (See Par. 6A)	31,667	4.5
Individual Use (See Par. 6B)	27,667	3.9
TOTAL VERIFIED SUBSCRIPTIONS	59,334	8.4
TOTAL PAID & VERIFIED SUBSCRIPTIONS	645,460	90.9
SINGLE COPY SALES		
Single Issue Sales	64,964	9.1
TOTAL SINGLE COPY SALES	64,964	9.1
TOTAL PAID & VERIFIED CIRCULATION	710,424	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:

Verified Subscription:	Personal Care	Doctor/Health Care	Fitness/Recreational Facilities	Automotive Outlets	Education/Learning Facilities	Other	Total Public Place Copies
Public Place	12,653	11,662	4,674	1,687	980	11	31,667

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:

Verified Subscription:	Publication Subscribers	Partnership Programs	Other	Total Individual Use Copies
Individual Use	27,262	405		27,667

7. GEOGRAPHIC DATA for the April, 2009 issue

Total paid & verified circulation of this issue was 1.9% greater than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	9,614	650	10,264	671	10,935
Arizona	11,492	607	12,099	901	13,000
Arkansas	5,229	21	5,250	359	5,609
California	66,170	7,051	73,221	9,370	82,591
Colorado	12,888	598	13,486	1,803	15,289
Connecticut	7,564	1,216	8,780	739	9,519
Delaware	1,689	268	1,957	149	2,106
District of Columbia	1,882	242	2,124	327	2,451
Florida	32,325	4,316	36,641	5,188	41,829
Georgia	18,003	2,118	20,121	2,448	22,569
Idaho	2,463	20	2,483	267	2,750
Illinois	27,459	2,972	30,431	5,062	35,493
Indiana	11,548	992	12,540	1,025	13,565
Iowa	9,609	65	9,674	468	10,142
Kansas	5,374	76	5,450	521	5,971
Kentucky	7,706	622	8,328	279	8,607
Louisiana	8,284	74	8,358	748	9,106
Maine	2,580	247	2,827	193	3,020
Maryland	11,442	1,282	12,724	1,167	13,891
Massachusetts	12,018	2,565	14,583	1,717	16,300
Michigan	20,248	1,036	21,284	3,621	24,905
Minnesota	10,180	788	10,968	1,628	12,596
Mississippi	5,976	316	6,292	200	6,492
Missouri	11,584	116	11,700	860	12,560
Montana	2,225	11	2,236	255	2,491
Nebraska	3,511	44	3,555	525	4,080
Nevada	4,824	37	4,861	1,236	6,097
New Hampshire	2,620	488	3,108	259	3,367
New Jersey	17,573	4,958	22,531	2,538	25,069
New Mexico	3,925	33	3,958	251	4,209
New York	37,626	7,130	44,756	5,047	49,803
North Carolina	17,291	1,348	18,639	2,239	20,878
North Dakota	1,265	14	1,279	65	1,344
Ohio	20,579	2,606	23,185	1,791	24,976
Oklahoma	6,531	30	6,561	530	7,091
Oregon	5,246	93	5,339	810	6,149
Pennsylvania	22,538	3,147	25,685	2,322	28,007
Rhode Island	2,163	163	2,326	227	2,553
South Carolina	9,433	610	10,043	585	10,628
South Dakota	1,705	8	1,713	169	1,882
Tennessee	12,402	1,135	13,537	1,118	14,655
Texas	46,469	1,906	48,375	5,744	54,119

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Utah	4,832	46	4,878	795	5,673
Vermont	1,259	127	1,386	136	1,522
Virginia	16,748	1,683	18,431	1,962	20,393
Washington	12,605	818	13,423	1,726	15,149
West Virginia	3,208	228	3,436	100	3,536
Wisconsin	8,356	147	8,503	785	9,288
Wyoming	1,510	99	1,609	132	1,741
TOTAL 48 CONTERMINOUS STATES	579,771	55,167	634,938	71,058	705,996
Alaska	1,915	5	1,920	148	2,068
Hawaii	2,716	23	2,739	103	2,842
TOTAL ALASKA & HAWAII	4,631	28	4,659	251	4,910
U.S. Unclassified					
TOTAL UNITED STATES	584,402	55,195	639,597	71,309	710,906
Poss. & Other Areas	1,437	1	1,438	9	1,447
U.S. & POSS., etc.	585,839	55,196	641,035	71,318	712,353
CANADA					
Alberta	666		666	1,347	2,013
British Columbia	422		422	1,054	1,476
Manitoba	134		134	138	272
New Brunswick	76		76	77	153
Newfoundland/Labrador	7		7	58	65
Northwest Territories	2		2	17	19
Nova Scotia	54		54	118	172
Nunavut				1	1
Ontario	1,535		1,535	2,047	3,582
Prince Edward Island	22		22	7	29
Quebec	206		206	444	650
Saskatchewan	189		189	144	333
Yukon Territory	4		4	9	13
Canadian Unclassified					
TOTAL CANADA	3,317		3,317	5,461	8,778
International	304		304	1,463	1,767
Other Unclassified					
Military or Civilian Personnel Overseas	914	5	919		919
GRAND TOTAL	590,374	55,201	645,575	78,242	723,817

ANALYSIS BY ABCD COUNTY SIZE for the April, 2009 issue

County Size	% of Households	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	325,599	46.1	115
B	30	205,945	29.2	97
C	15	92,487	13.1	87
D	15	81,965	11.6	77

County Size Group Definitions by the A.C. Nielsen Company- Data for the conterminous 48 states.

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, 2009

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 6 issues).....	6,102	2.8	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	152,949	68.5
(b) Seven to eleven months (7 to 11 issues).....	987	0.4	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	65,560	29.4
(c) Twelve months (12 issues).....	164,766	73.9	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	4,579	2.1
(d) Thirteen to twenty-four months.....	18,396	8.2	(d) Subscriptions as part of membership in an organization.....	21	0.0
(e) Twenty-five months and more.....	32,858	14.7			
Total Subscriptions Sold in Period.....	223,109	100.0	Total Subscriptions Sold in Period.....	223,109	100.0
B. USE OF PREMIUMS					
(a) Ordered without premium.....	222,915	99.9			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums, See Par. 9.....	194	0.1			
Total Subscriptions Sold in Period.....	223,109	100.0			

9. EXPLANATORY

- (a) Suggested Retail Prices: Average Single Copy: Canada, \$5.95. Subscriptions: Canada and International, 1 yr. \$23.97.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 26,316 copies per issue.
- (c) Post expiration copies: None.
- (d) Partnership Subscription Sales (Deductible): The average of 83,379 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served in a partnership relationship wherein this publication was bundled with the purchase of a product or service. Purchasers were advised that between \$6.00 and \$20.00 of the sales price was allocated to this publication for a 11-12 month subscription. The purchaser was able to deduct the amount of the magazine subscription. The deduction was processed as a rebate. An average of 62,849 subscriptions are in a program that was formerly classified as Club Membership (Deductible) and will be classified as Partnership (Deductible) starting with this Publisher's Statement.
- (e) Use of Premiums: A cash back discount, with a value of \$4.95 to \$5.00, was offered with some paid subscriptions.

10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 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)	Rate Base (Analyzed Non-Paid)	Audit Report (Analyzed Non-Paid)	Publisher's Statements (Analyzed Non-Paid)	Difference (Analyzed Non-Paid)	Percentage of Difference (Analyzed Non-Paid)
06-30-08	700,000	731,419	714,941	16,478	2.3					
06-30-07	700,000	724,080	709,144	14,936	2.1					
06-30-06	(a)	679,660	692,774	-13,114	-1.9	None Claimed	25,022	25,022		
06-30-05	650,000	658,837	669,905	-11,068	-1.7					
06-30-04	650,000	641,537	665,870	-24,333	-3.7					

Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)
06-30-06	(a)	704,682	692,774	11,908	1.7

[^]Effective with the June 2006 Publisher's Statements, publications were given the option of reporting verified circulation.

(a) Effective 01/01/06 changed from 650,000 to 700,000

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: Wenner Media LLC

MEN'S JOURNAL published by Wenner Media LLC. • 1290 Avenue of the Americas • New York, NY 10104

MICHAEL SHEEHY

MATT MASTRANGELO

Date Signed: July 27, 2009

Circulation Director

Publisher

P: 212.484.1616 • F: 212.484.4247 • URL: www.mensjournal.com

Established: 1992

ABC Member since: 1993

04-0649-8	Analyzed Issue Date	04/01/09
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.95
	Association Subscription Price	
	U.S. Subscription Price	19.94
	Canadian Subscription Price	23.97
	International Subscription Price	23.97