



Audit Bureau  
of Circulations

# Coastal Living

For the six months ended June 30, 2007

**Field Served:** COASTAL LIVING is a lifestyle magazine for people who love the coast. Stories showcase home design and decorating, communities, travel and recreation, the environment, real estate, food and entertaining ideas, gardening and more. Our subject matter reflects not only a lifestyle but also a state of mind.

Published by Southern Accents, Inc.

Frequency: 10 times/year

ABC Member # 04-0203-5

Coastal Living

## PAID & VERIFIED MAGAZINE

### PUBLISHER'S STATEMENT

Subject to Audit

#### 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	545,165	85.4			
Verified	40,088	6.3			
<b>Total Paid &amp; Verified Subscriptions</b>	<b>585,253</b>	<b>91.7</b>			
Single Copy Sales	52,844	8.3			
<b>Total Paid &amp; Verified Circulation</b>	<b>638,097</b>	<b>100.0</b>	<b>625,000</b>	<b>13,097</b>	<b>2.1</b>

#### 2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy Subscription	\$3.99		
Average Subscription Price Annualized (10 issue frequency)	\$20.00		
Average Subscription Price per Copy		\$14.07	\$1.41

(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.	529,161	50,189	579,350	60,359	639,709
Mar.	526,733	63,708	590,441	47,970	638,411
Apr.	558,510	39,413	597,923	43,344	641,267
May	545,980	38,297	584,277	54,213	638,490
June	565,436	8,835	574,271	58,333	632,604

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

None

Paid & Verified Magazine  
Publisher's Statement

For six months ended June 30, 2007

## 5. TREND ANALYSIS

	2002	%	2003	%	2004	%	2005	%	2006	%
Subscriptions:										
Paid	418,003	81.1	487,421	85.9	619,886	88.2	568,537	88.9	525,579	82.4
Verified	N/A		N/A		N/A		N/A		54,460	8.5
<b>Total Paid &amp; Verified Subscriptions</b>	<b>418,003</b>	<b>81.1</b>	<b>487,421</b>	<b>85.9</b>	<b>619,886</b>	<b>88.2</b>	<b>568,537</b>	<b>88.9</b>	<b>580,039</b>	<b>90.9</b>
Single Copy Sales	97,728	18.9	80,099	14.1	82,886	11.8	71,086	11.1	58,218	9.1
<b>Total Paid &amp; Verified Circulation</b>	<b>515,731</b>	<b>100.0</b>	<b>567,520</b>	<b>100.0</b>	<b>702,772</b>	<b>100.0</b>	<b>639,623</b>	<b>100.0</b>	<b>638,257</b>	<b>100.0</b>
Year Over Year Percent of Change		7.6		10.0		23.8		-9.0		-0.2
Paid & Verified Rate Base	500,000		550,000		600,000		625,000		625,000	
Avg. Annualized Subscription Price	\$12.80		\$12.42		\$14.04		\$15.35		\$14.77	

## 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*	470,485	73.7
Combination Subscriptions*	43,686	6.8
Loyalty/Awards	7,590	1.2
Partnership:		
Deductible*	23,404	3.7
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>545,165</b>	<b>85.4</b>
<b>VERIFIED SUBSCRIPTIONS</b>		
Public Place (See Par. 6A)	15,353	2.4
Individual Use (See Par. 6B)	24,735	3.9
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>	<b>40,088</b>	<b>6.3</b>
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>585,253</b>	<b>91.7</b>
<b>SINGLE COPY SALES</b>		
Single Issue Sales	52,844	8.3
<b>TOTAL SINGLE COPY SALES</b>	<b>52,844</b>	<b>8.3</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>638,097</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:

Verified Subscription:	Doctor/ Health Care Providers	Personal Care Salons	Fitness/ Recreational Facilities	Other	Total Public Place Copies
Public Place	8,810	5,741	802		15,353

## 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:	Professionals	Individually Requested	Other	Total Individual Use Copies
Individual Use	15,686	9,049		24,735

## 7. GEOGRAPHIC DATA for the January/February, 2007 issue

Total paid & verified circulation of this issue was 0.3% 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	12,293	281	12,574	1,202	13,776
Arizona	4,377	675	5,052	355	5,407
Arkansas	3,076	165	3,241	199	3,440
California	56,524	14,251	70,775	6,502	77,277
Colorado	4,327	446	4,773	395	5,168
Connecticut	11,376	1,550	12,926	1,189	14,115
Delaware	3,884	335	4,219	235	4,454
District of Columbia	732	106	838	180	1,018
Florida	64,196	3,920	68,116	9,746	77,862
Georgia	25,065	903	25,968	3,694	29,662
Idaho	964	66	1,030	67	1,097
Illinois	11,343	737	12,080	1,327	13,407
Indiana	6,877	259	7,136	442	7,578
Iowa	1,974	84	2,058	107	2,165
Kansas	2,155	120	2,275	127	2,402
Kentucky	6,152	138	6,290	359	6,649
Louisiana	6,494	288	6,782	522	7,304
Maine	4,909	195	5,104	520	5,624
Maryland	16,110	1,288	17,398	1,173	18,571
Massachusetts	19,462	2,519	21,981	2,062	24,043
Michigan	10,262	478	10,740	896	11,636
Minnesota	4,440	388	4,828	601	5,429
Mississippi	5,418	168	5,586	309	5,895
Missouri	5,983	299	6,282	423	6,705
Montana	513	49	562	30	592
Nebraska	1,030	159	1,189	84	1,273
Nevada	1,974	153	2,127	361	2,488
New Hampshire	3,335	170	3,505	362	3,867
New Jersey	22,230	3,241	25,471	1,859	27,330
New Mexico	934	94	1,028	49	1,077
New York	20,608	8,519	29,127	2,750	31,877
North Carolina	30,883	838	31,721	3,585	35,306
North Dakota	318	21	339	10	349
Ohio	15,005	569	15,574	743	16,317
Oklahoma	3,334	161	3,495	143	3,638
Oregon	6,227	240	6,467	608	7,075
Pennsylvania	18,400	663	19,063	1,592	20,655
Rhode Island	3,923	291	4,214	422	4,636
South Carolina	18,506	444	18,950	1,998	20,948
South Dakota	355	12	367	11	378
Tennessee	10,668	457	11,125	1,134	12,259
Texas	25,731	2,023	27,754	2,750	30,504
Utah	969	49	1,018	191	1,209
Vermont	934	37	971	98	1,069
Virginia	27,432	1,132	28,564	2,451	31,015
Washington	14,685	534	15,219	1,716	16,935
West Virginia	1,798	54	1,852	129	1,981
Wisconsin	4,575	317	4,892	295	5,187
Wyoming	258	28	286	15	301
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>523,018</b>	<b>49,914</b>	<b>572,932</b>	<b>56,018</b>	<b>628,950</b>
Alaska	921	51	972	137	1,109
Hawaii	2,173	184	2,357	337	2,694
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>3,094</b>	<b>235</b>	<b>3,329</b>	<b>474</b>	<b>3,803</b>
U.S. Unclassified					
<b>TOTAL UNITED STATES</b>	<b>526,112</b>	<b>50,149</b>	<b>576,261</b>	<b>56,492</b>	<b>632,753</b>
Poss. & Other Areas	532	37	569	43	612
<b>U.S. &amp; POSS., etc.</b>	<b>526,644</b>	<b>50,186</b>	<b>576,830</b>	<b>56,535</b>	<b>633,365</b>
Canada	1,873		1,873	3,824	5,697
International	337		337		337
Other Unclassified					
Military or Civilian					
Personnel Overseas	307	3	310		310
<b>GRAND TOTAL</b>	<b>529,161</b>	<b>50,189</b>	<b>579,350</b>	<b>60,359</b>	<b>639,709</b>

## ANALYSIS BY ABCD COUNTY SIZE for the January/February, 2007 issue

County Size	% of Households	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	271,342	43.2	108
B	30	205,630	32.7	109
C	15	98,333	15.6	104
D	15	53,645	8.5	57

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, 2007

A. DURATION	%	C. CHANNELS	%
(a) One to six months (1 to 5 issues)	301 0.1	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	351,463 90.9
(b) Seven to eleven months (6 to 9 issues)	4,234 1.1	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	663 0.2
(c) Twelve months (10 issues)	268,934 69.6	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	34,343 8.9
(d) Thirteen to twenty-four months	111,935 29.0	(d) Subscriptions as part of membership in an organization	None
(e) Twenty-five months and more	1,065 0.2		
Total Subscriptions Sold in Period	386,469 100.0	Total Subscriptions Sold in Period	386,469 100.0
<b>B. USE OF PREMIUMS</b>			
(a) Ordered without premium	385,490 99.7		
(b) Ordered with material reprinted from this publication	None		
(c) Ordered with other premiums, See Par. 9	979 0.3		
Total Subscriptions Sold in Period	386,469 100.0		

## 9. EXPLANATORY

- (a) Suggested Retail Prices: Average Single Copy: Canada, \$5.50. Subscriptions: Canada and International, 1 yr. \$28.00.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 65,869 copies per issue.
- (c) Post expiration copies: None
- (d) 48,927 subscriptions were sold in combination during this statement period.
- | Combination Publication | Subscriptions Sold | Subscription Term | Price of Combination | Suggested Retail Price |
|-------------------------|--------------------|-------------------|----------------------|------------------------|
| Southern Living         | 37,362             | 6-12 issues       | \$16.00-\$39.95      | \$18.00-\$36.00        |
| Cottage Living          | 11,547             | 9 issues          | \$24.00              | \$24.00                |
| Various Newspapers      | 18                 | Various           | Various              | Various                |
- (e) Loyalty/Award Point Subscription Sales: The average of 7,590 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to subscribers in exchange for the redemption of Airline Frequent Flyer Miles. These subscriptions were sold at 10 issues for \$10.91, in exchange for the redemption of 400 points at the rate of 3¢ per mile.
- (f) Partnership Subscription Sales (Deductible): The average of 23,404 copies per issue, shown in Par. 6 and included in Par. 1, represents copies sold in a partnership relationship wherein this publication was bundled with a purchase from Frontgate. Purchasers were advised that \$2.00 of the sales price was allocated for a 10 issue subscription to this publication.
- (g) Use of Premiums: Several test offers were made, none of which produced more than one-half of one percent of Total Subscriptions Sold in Period. All of these offers taken together produced 0.3% of Total Subscriptions Sold in Period.

## 10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2006; 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)	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)
06-30-06	625,000	642,876	638,417	4,469	0.7					
06-30-05	(a)	653,159	651,736	1,423	0.2					
06-30-04	(b)	616,548	653,630	37,082	-5.7	None Claimed	41,590		41,590	
06-30-03	(c)	544,908	543,553	1,355	0.3					
06-30-02	(d)	506,067	501,132	4,935	1.0					

  

Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)
06-30-04	(b)	658,138	653,630	4,508	0.7

<sup>^</sup>Effective with the June, 2006 Publisher's Statements, publications were given the option of reporting verified circulation.

- (a) Effective 01/01/05 changed from 600,000 to 625,000  
 (b) Effective 01/01/04 Changed from 550,000 to 600,000  
 (c) Effective 01/01/03 changed from 500,000 to 550,000  
 (d) Effective 12/31/01 changed from 450,000 to 500,000

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: Southern Accents, Inc.

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STEPHEN BOHLINGER

Vice President, Publisher

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Established: 1997

ABC Member since: 2000

04-0203-5	Analyzed Issue Date	01-02/01/07
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	3.99
	Association Subscription Price	
	U.S. Subscription Price	20.00
	Canadian Subscription Price	28.00
	International Subscription Price	28.00