



**PAID, VERIFIED & ANALYZED
NON-PAID MAGAZINE
PUBLISHER'S STATEMENT**

Subject to Audit



For the six months ended December 31, 2009

Field Served: Official publication of the Cooking Club of America. Members are home cooks who are passionate about food and cooking.

Definition of List Source Recipients:

Method of Circulation for Analyzed Non-Paid Circulation: Distribution by 2nd class mail to individual recipients.

Published by North American Media Group, Inc.

Frequency: 6 times/year

ABC Member # 04-0220-5

Cooking Club

1. TOTAL AVERAGE PAID, VERIFIED & ANALYZED NON-PAID CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Paid, Verified & Analyzed Non-Paid Circulation: (See Par. 6)					
Subscriptions:					
Paid	448,260	87.7			
Verified					
Total Paid & Verified Subscriptions	448,260	87.7			
Single Copy Sales					
Total Paid & Verified Circulation	448,260	87.7	None Claimed		
Total Analyzed Non-Paid Circulation	63,020	12.3	None Claimed		
Total Paid, Verified & Analyzed Non-Paid Circulation	511,280	100.0	475,000	36,280	7.6

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy Subscription	N/A		
Average Subscription Price Annualized	\$20.00		
Average Subscription Price per Copy			

(1) For the Statement period
(2) See Par. 9.

3. PAID, VERIFIED & ANALYZED NON-PAID CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Analyzed Non-Paid	Total Paid, Verified, & Analyzed Non-Paid
Aug./Sept.	433,150		433,150		433,150	78,717	511,867
Oct./Nov.	461,430		461,430		461,430	83,554	544,984
Dec./Jan.	450,199		450,199		450,199	26,790	476,989

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

Paid, Verified & Analyzed Non-Paid Magazine Publisher's Statement

For six months ended December 31, 2009

5. TREND ANALYSIS

	2005	%	2006	%	2007	%	2008	%	2009	%
Subscriptions:										
Paid	392,873	79.0	398,616	86.6	405,217	83.0	428,523	84.0	445,986	86.6
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	392,873	79.0	398,616	86.6	405,217	83.0	428,523	84.0	445,986	86.6
Single Copy Sales	1,003	0.2	676	0.1	N/A		N/A		N/A	
Total Paid & Verified Circulation	393,876	79.2	399,292	86.7	405,217	83.0	428,523	84.0	445,986	86.6
Year Over Year Percent of Change				1.4		1.5		5.8		4.1
Total Analyzed Non-Paid Circ.	103,749	20.8	61,207	13.3	83,163	17.0	81,760	16.0	69,121	13.4
Year Over Year Percent of Change		-25.4		-41.0		35.9		-1.7		-15.5
Total Paid, Verified & Analyzed Non-Paid Circ.	497,625	100.0	460,499	100.0	488,380	100.0	510,283	100.0	515,107	100.0
Year Over Year Percent of Change		-6.6		-7.5		6.1		4.5		0.9
Avg. Annualized Subscription Price	N/A		N/A		N/A		N/A		N/A	

6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID, VERIFIED & ANALYZED NON-PAID 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		
Club/Membership:		
Non-Deductible	448,260	87.7
TOTAL PAID SUBSCRIPTIONS	448,260	87.7
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	448,260	87.7
SINGLE COPY SALES		
TOTAL SINGLE COPY SALES		
TOTAL PAID & VERIFIED CIRCULATION	448,260	87.7
ANALYZED NON-PAID		
Market Coverage	63,020	12.3
TOTAL ANALYZED NON-PAID	63,020	12.3
TOTAL PAID, VERIFIED & ANALYZED NON-PAID	511,280	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 December 2009/January 2010 issue

Total paid & verified circulation of this issue was 0.4% greater than the total average paid & verified circulation.

Total analyzed non-paid circulation of this issue was 57.5% less than the total average analyzed non-paid circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION	ANALYZED NON-PAID	TOTAL CIRCULATION	STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION	ANALYZED NON-PAID	TOTAL CIRCULATION
Alabama	7,474		7,474		7,474	445	7,919	Ohio	20,835		20,835		20,835	1,241	22,076
Arizona	8,686		8,686		8,686	517	9,203	Oklahoma	7,034		7,034		7,034	419	7,453
Arkansas	5,801		5,801		5,801	345	6,146	Oregon	7,666		7,666		7,666	456	8,122
California	33,534		33,534		33,534	1,995	35,529	Pennsylvania	21,609		21,609		21,609	1,285	22,894
Colorado	8,063		8,063		8,063	480	8,543	Rhode Island	1,374		1,374		1,374	82	1,456
Connecticut	4,411		4,411		4,411	262	4,673	South Carolina	6,854		6,854		6,854	408	7,262
Delaware	467		467		467	28	495	South Dakota	1,915		1,915		1,915	114	2,029
District of Columbia	1,320		1,320		1,320	79	1,399	Tennessee	10,060		10,060		10,060	599	10,659
Florida	24,779		24,779		24,779	1,474	26,253	Texas	29,274		29,274		29,274	1,742	31,016
Georgia	12,072		12,072		12,072	718	12,790	Utah	3,546		3,546		3,546	211	3,757
Idaho	3,521		3,521		3,521	209	3,730	Vermont	1,530		1,530		1,530	91	1,621
Illinois	18,054		18,054		18,054	1,074	19,128	Virginia	10,808		10,808		10,808	643	11,451
Indiana	11,794		11,794		11,794	702	12,496	Washington	11,499		11,499		11,499	684	12,183
Iowa	6,641		6,641		6,641	395	7,036	West Virginia	3,846		3,846		3,846	229	4,075
Kansas	5,641		5,641		5,641	336	5,977	Wisconsin	12,621		12,621		12,621	751	13,372
Kentucky	7,434		7,434		7,434	442	7,876	Wyoming	1,589		1,589		1,589	95	1,684
Louisiana	6,345		6,345		6,345	378	6,723	TOTAL 48 CONTERMINOUS STATES	444,546		444,546		444,546	26,453	470,999
Maine	3,152		3,152		3,152	188	3,340	Alaska	1,547		1,547		1,547	92	1,639
Maryland	6,974		6,974		6,974	415	7,389	Hawaii	1,405		1,405		1,405	84	1,489
Massachusetts	7,273		7,273		7,273	433	7,706	TOTAL ALASKA & HAWAII	2,952		2,952		2,952	176	3,128
Michigan	17,688		17,688		17,688	1,052	18,740	U.S. Unclassified							
Minnesota	10,869		10,869		10,869	647	11,516	TOTAL UNITED STATES	447,498		447,498		447,498	26,629	474,127
Mississippi	4,418		4,418		4,418	263	4,681	Poss. & Other Areas	144		144		144	9	153
Missouri	11,713		11,713		11,713	697	12,410	U.S. & POSS., etc.	447,642		447,642		447,642	26,638	474,280
Montana	2,792		2,792		2,792	166	2,958	Canada	2,361		2,361		2,361	140	2,501
Nebraska	3,654		3,654		3,654	217	3,871	International	29		29		29	2	31
Nevada	3,967		3,967		3,967	236	4,203	Other Unclassified Military or Civilian							
New Hampshire	2,387		2,387		2,387	142	2,529	Personnel Overseas	167		167		167	10	177
New Jersey	9,265		9,265		9,265	551	9,816	GRAND TOTAL	450,199		450,199		450,199	26,790	476,989
New Mexico	3,199		3,199		3,199	190	3,389								
New York	23,170		23,170		23,170	1,379	24,549								
North Carolina	14,172		14,172		14,172	843	15,015								
North Dakota	1,756		1,756		1,756	105	1,861								

ANALYSIS BY ABCD COUNTY SIZE for the December 2009/January 2010 issue

County Size	% of Households	Total Paid & Verified Circulation	Analyzed Non-Paid	Total Paid, Verified & Analyzed Non-Paid	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	129,815	7,725	137,540	29.2	73
B	30	135,635	8,071	143,706	30.5	102
C	15	82,463	4,907	87,370	18.6	124
D	15	96,633	5,750	102,383	21.7	145

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 December 31, 2009

A. DURATION	%	C. CHANNELS	%
(a) One to six months (1 to 3 issues)	None	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	None
(b) Seven to eleven months (4 to 5 issues)	None	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	None
(c) Twelve months (6 issues)	9,300 7.6	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	None
(d) Thirteen to twenty-four months	68,941 56.1	(d) Subscriptions as part of membership in an organization, See Par. 9	122,755 100.0
(e) Twenty-five months and more	44,514 36.3		
Total Subscriptions Sold in Period	122,755 100.0	Total Subscriptions Sold in Period	122,755 100.0
B. USE OF PREMIUMS			
(a) Ordered without premium	122,755 100.0		
(b) Ordered with material reprinted from this publication	None		
(c) Ordered with other premiums	None		
Total Subscriptions Sold in Period	122,755 100.0		

9. EXPLANATORY

- (a) Suggested Retail Prices: Subscriptions: U.S., 1 yr. \$24.00; 2 yrs. \$44.00; 3 yrs. \$59.00. \$20.00 of each year's payment is allocated to a 1 year subscription to this publication.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 4,885 copies per issue.
- (c) Post expiration copies: None.
- (d) Publications reporting only Club/Membership - Non-Deductible Subscription Sales are not required to report an average subscription price.
- (e) Club/Membership Subscription Sales (Non-Deductible): The average of 448,260 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to members of the Cooking Club of America. \$20.00 of the club/membership fee is allocated for a 1 year subscription to this publication and is non-deductible from the club/membership fee. Renewing members in the U.S. pay \$24.00 for 1 year; \$44.00 for 2 years; \$59.00 for 3 years and \$349.00 for a Lifetime membership, and in Canada, \$36.00 for 1 year. Members have access to cooking school discounts, product testing privileges, free "Culinary Resources Dictionary," free product giveaways, recipe reprints and members-only product offers. Members join the Cooking Club of America in the U.S. and pay \$12.00 for 1 year; \$24.00 for 2 years; \$31.00 for 3 years, and in Canada, \$36.00 for 1 year, of which \$10.00 of each year's dues are non-deductible for a one year subscription to COOKING CLUB. COOKING CLUB is the official publication of the Cooking Club of America.
- (f) Market Coverage Copies, averaging 63,020 copies per issue, shown in Par. 6 and included in Par. 1, represent copies served to new unpaid members who decide not to continue their membership and copies mailed to cooking enthusiasts who have responded to a free trial offer. Consecutive issuance is not measured.

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)	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)
12-31-08	None Claimed	422,715	428,523	-5,808	-1.4	None Claimed	87,568	81,760	5,808	7.1
12-31-07	None Claimed	400,571	405,217	-4,646	-1.1	None Claimed	87,809	83,163	4,646	5.6
12-31-06	None Claimed	399,950	399,292	658	0.2	None Claimed	60,549	61,207	-658	-1.1
12-31-05	None Claimed	394,287	393,877	410	0.1	None Claimed	103,749	103,749		
12-31-04	None Claimed	393,384	393,847	-463	-0.1	None Claimed	139,574	139,125	449	0.3

Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)
12-31-08	450,000	510,283	510,283		
12-31-07	450,000	488,380	488,380		
12-31-06	500,000	460,499	460,499		
12-31-05	500,000	498,036	497,626	410	0.1
12-31-04	550,000	532,958	532,972	-14	-0.0

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

(a) Effective 06/01/02 changed from 415,000 to 600,000

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: North American Media Group, Inc.

COOKING CLUB, published by North American Media Group, Inc. • 12301 Whitewater Drive • Minnetonka, MN 55343

LAURA BURKHOLDER

NANCI DAVIDSON

Date Signed: January 29, 2010

V.P. - Membership Development

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Established: 1998

ABC Member since: 2000