



**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 Handyman Club of America, whose members are active do-it-yourselfers with the know-how and interest in the improvement, maintenance and repair of their homes and yards.

**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 # 04-0032-5

Handy, Handyman Club of America Magazine

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

For six months ended December 31, 2009

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

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
<b>Paid, Verified &amp; Analyzed Non-Paid Circulation: (See Par. 6)</b>					
<b>Subscriptions:</b>					
Paid	621,728	76.7			
Verified	130,000	16.0			
<b>Total Paid &amp; Verified Subscriptions</b>	<b>751,728</b>	<b>92.7</b>			
Single Copy Sales	136	0.0			
<b>Total Paid &amp; Verified Circulation</b>	<b>751,864</b>	<b>92.7</b>	<b>None Claimed</b>		
<b>Total Analyzed Non-Paid Circulation</b>	<b>59,301</b>	<b>7.3</b>	<b>None Claimed</b>		
<b>Total Paid, Verified &amp; Analyzed Non-Paid Circulation</b>	<b>811,165</b>	<b>100.0</b>	<b>900,000</b>	<b>-88,835</b>	<b>-9.9</b>

**2. PRICES**

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy Subscription	\$3.95		
Average Subscription Price Annualized	\$15.12		
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.	634,830	130,000	764,830	144	764,974	97,399	862,373
Oct./Nov.	621,708	130,000	751,708	131	751,839	68,800	820,639
Dec./Jan.	608,646	130,000	738,646	134	738,780	11,703	750,483

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

None

## 5. TREND ANALYSIS

	2005	%	2006	%	2007	%	2008	%	2009	%
Subscriptions:										
Paid	802,811	87.5	822,709	86.1	875,460	87.5	779,465	78.1	643,574	76.3
Verified	N/A		N/A		13,167	1.3	113,334	11.4	130,000	15.4
<b>Total Paid &amp; Verified Subscriptions</b>	<b>802,811</b>	<b>87.5</b>	<b>822,709</b>	<b>86.1</b>	<b>888,627</b>	<b>88.8</b>	<b>892,799</b>	<b>89.5</b>	<b>773,574</b>	<b>91.7</b>
Single Copy Sales	2,481	0.3	3,142	0.3	2,962	0.3	1,073	0.1	151	0.0
<b>Total Paid &amp; Verified Circulation</b>	<b>805,292</b>	<b>87.8</b>	<b>825,851</b>	<b>86.4</b>	<b>891,589</b>	<b>89.1</b>	<b>893,872</b>	<b>89.6</b>	<b>773,725</b>	<b>91.7</b>
Year Over Year Percent of Change		1.9		2.6		8.0		0.3		-13.4
<b>Total Analyzed Non-Paid Circ.</b>	<b>112,139</b>	<b>12.2</b>	<b>129,461</b>	<b>13.6</b>	<b>109,431</b>	<b>10.9</b>	<b>103,819</b>	<b>10.4</b>	<b>70,054</b>	<b>8.3</b>
Year Over Year Percent of Change		-1.0		15.4		-15.5		-5.1		-32.5
<b>Total Paid, Verified &amp; Analyzed Non-Paid Circ.</b>	<b>917,431</b>	<b>100.0</b>	<b>955,312</b>	<b>100.0</b>	<b>1,001,020</b>	<b>100.0</b>	<b>997,691</b>	<b>100.0</b>	<b>843,779</b>	<b>100.0</b>
Year Over Year Percent of Change		1.6		4.1		4.8		-0.3		-15.4
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
<b>PAID SUBSCRIPTIONS</b>		
Club/Membership:		
Non-Deductible	621,728	76.7
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>621,728</b>	<b>76.7</b>
<b>VERIFIED SUBSCRIPTIONS</b>		
Public Place (See Par. 6A)	130,000	16.0
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>	<b>130,000</b>	<b>16.0</b>
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>751,728</b>	<b>92.7</b>
<b>SINGLE COPY SALES</b>		
Partnership:		
Non-Deductible	136	0.0
<b>TOTAL SINGLE COPY SALES</b>	<b>136</b>	<b>0.0</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>751,864</b>	<b>92.7</b>
<b>ANALYZED NON-PAID</b>		
Market Coverage	59,301	7.3
<b>TOTAL ANALYZED NON-PAID</b>	<b>59,301</b>	<b>7.3</b>
<b>TOTAL PAID, VERIFIED &amp; ANALYZED NON-PAID</b>	<b>811,165</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:	Automotive Outlets	Personal Care Salons	Doctor/Health Care Providers	Other	Total Public Place Copies
Public Place	94,618	17,705	17,677		130,000

## 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 August/September 2009 issue

Total paid & verified circulation of this issue was 1.7% greater than the total average paid & verified circulation.

Total analyzed non-paid circulation of this issue was 64.2% greater 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	10,960	3,410	14,370		14,370	1,681	16,051	Ohio	31,308	5,311	36,619	9	36,628	4,802	41,430
Arizona	11,328	1,415	12,743		12,743	1,738	14,481	Oklahoma	10,324	2,837	13,161	6	13,167	1,584	14,751
Arkansas	8,122	2,495	10,617	1	10,618	1,246	11,864	Oregon	9,995	2,361	12,356	2	12,358	1,534	13,892
California	40,320	7,746	48,066	16	48,082	6,185	54,267	Pennsylvania	32,200	6,347	38,547	8	38,555	4,941	43,496
Colorado	10,309	2,814	13,123		13,123	1,582	14,705	Rhode Island	1,607	501	2,108	1	2,109	247	2,356
Connecticut	5,824	1,232	7,056		7,056	894	7,950	South Carolina	9,921	3,028	12,949	1	12,950	1,522	14,472
Delaware	375	11	386		386	57	443	South Dakota	3,108	722	3,830	3	3,833	477	4,310
District of Columbia	2,000	310	2,310		2,310	307	2,617	Tennessee	14,638	4,123	18,761	1	18,762	2,246	21,008
Florida	30,938	6,804	37,742	9	37,751	4,746	42,497	Texas	38,672	9,110	47,782	11	47,793	5,934	53,727
Georgia	16,141	3,492	19,633	6	19,639	2,476	22,115	Utah	4,923	1,412	6,335		6,335	755	7,090
Idaho	4,927	1,107	6,034	3	6,037	756	6,793	Vermont	2,122	577	2,699	1	2,700	326	3,026
Illinois	24,940	3,421	28,361	20	28,381	3,827	32,208	Virginia	15,532	3,698	19,230	2	19,232	2,383	21,615
Indiana	18,714	3,769	22,483	1	22,484	2,871	25,355	Washington	15,033	1,934	16,967	8	16,975	2,306	19,281
Iowa	10,745	2,852	13,597	2	13,599	1,649	15,248	West Virginia	6,614	1,343	7,957	2	7,959	1,015	8,974
Kansas	8,760	2,337	11,097	1	11,098	1,344	12,442	Wisconsin	19,675	4,039	23,714	5	23,719	3,019	26,738
Kentucky	11,791	2,898	14,689	1	14,690	1,809	16,499	Wyoming	2,513	606	3,119	4	3,123	386	3,509
Louisiana	8,959	3,033	11,992	2	11,994	1,375	13,369	<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>619,853</b>	<b>129,231</b>	<b>749,084</b>	<b>144</b>	<b>749,228</b>	<b>95,102</b>	<b>844,330</b>
Maine	4,944	1,213	6,157		6,157	758	6,915	Alaska	2,196	403	2,599		2,599	337	2,936
Maryland	9,282	649	9,931		9,931	1,424	11,355	Hawaii	2,368	366	2,734		2,734	363	3,097
Massachusetts	9,214	974	10,188		10,188	1,414	11,602	<b>TOTAL ALASKA &amp; HAWAII</b>	<b>4,564</b>	<b>769</b>	<b>5,333</b>		<b>5,333</b>	<b>700</b>	<b>6,033</b>
Michigan	26,922	3,334	30,256	2	30,258	4,131	34,389	U.S. Unclassified							
Minnesota	15,557	2,245	17,802		17,802	2,387	20,189	<b>TOTAL UNITED STATES</b>	<b>624,417</b>	<b>130,000</b>	<b>754,417</b>	<b>144</b>	<b>754,561</b>	<b>95,802</b>	<b>850,363</b>
Mississippi	6,423	2,120	8,543	2	8,545	985	9,530	Poss. & Other Areas	198	198	198		198	30	228
Missouri	17,125	3,419	20,544		20,544	2,627	23,171	<b>U.S. &amp; POSS., etc.</b>	<b>624,615</b>	<b>130,000</b>	<b>754,615</b>	<b>144</b>	<b>754,759</b>	<b>95,832</b>	<b>850,591</b>
Montana	4,227	1,092	5,319	4	5,323	649	5,972	Canada	9,994		9,994		9,994	1,533	11,527
Nebraska	5,351	1,553	6,904		6,904	821	7,725	International	29		29		29	4	33
Nevada	4,756	1,184	5,940	4	5,944	730	6,674	Other Unclassified Military or Civilian							
New Hampshire	3,658	526	4,184	1	4,185	561	4,746	Personnel Overseas	192		192		192	30	222
New Jersey	11,249	672	11,921	3	11,924	1,726	13,650	<b>GRAND TOTAL</b>	<b>634,830</b>	<b>130,000</b>	<b>764,830</b>	<b>144</b>	<b>764,974</b>	<b>97,399</b>	<b>862,373</b>
New Mexico	4,897	1,329	6,226		6,226	751	6,977								
New York	29,631	4,671	34,302	2	34,304	4,546	38,850								
North Carolina	20,496	6,466	26,962		26,962	3,145	30,107								
North Dakota	2,783	689	3,472		3,472	427	3,899								

## ANALYSIS BY ABCD COUNTY SIZE for the August/September 2009 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	167,827	21,303	189,130	22.4	56
B	30	227,016	28,816	255,832	30.3	101
C	15	159,586	20,257	179,842	21.3	142
D	15	194,799	24,727	219,526	26.0	173

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).....	8,272	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	None
(d) Thirteen to twenty-four months.....	51,723	(d) Subscriptions as part of membership in an organization, See Par. 9.....	90,270
(e) Twenty-five months and more.....	30,275		100.0
Total Subscriptions Sold in Period.....	90,270	Total Subscriptions Sold in Period.....	90,270
	100.0		100.0
<b>B. USE OF PREMIUMS</b>			
(a) Ordered without premium.....	90,270		100.0
(b) Ordered with material reprinted from this publication.....	None		
(c) Ordered with other premiums.....	None		
Total Subscriptions Sold in Period.....	90,270		100.0

## 9. EXPLANATORY

- (a) Suggested Retail Prices: Subscriptions: U.S. 1 yr. \$18.00; 2 yrs. \$34.00; 3 yrs. \$49.00. 84% of each years payment is allocated to a 1 yr. subscription to this publication.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 5,496 copies per issue.
- (c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 39,458 or 4.9% of average paid subscription circulation.
- (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 621,728 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to members of the Handyman Club of America. Members pay \$12.00 for 1 year; \$24.00 for 2 years; \$31.00 for 3 years, of which 84% of each year's dues are non-deductible for a 1 year subscription to HANDY, HANDYMAN CLUB OF AMERICA MAGAZINE. Renewing members pay \$18.00 for 1 year; \$34.00 for 2 years and \$48.00 for 3 years or \$359.00 for Lifetime membership, and in Canada, \$24.00 for 1 year. Members have access to free product testing privileges, members-only product offers, product giveaways and member-to-member forums. HANDY, HANDYMAN CLUB OF AMERICA MAGAZINE is the official publication of the Handyman Club of America.
- (f) Market Coverage Copies, averaging 59,301 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 individuals 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 <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)
12-31-08	None Claimed	904,288	893,872	10,416	1.2	None Claimed	93,402	103,818	-10,416	-10.0
12-31-07	None Claimed	870,047	891,589	-21,542	-2.4	None Claimed	130,973	109,431	21,542	19.7
12-31-06	None Claimed	817,837	825,850	-8,013	-1.0	None Claimed	137,474	129,461	8,013	6.2
12-31-05	None Claimed	805,186	805,292	-106	-0.0	None Claimed	112,138	112,138		
12-31-04	None Claimed	789,826	789,995	-169	-0.0	None Claimed	113,649	113,233	416	0.4

  

Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)
12-31-08	1,000,000	997,690	997,690		
12-31-07	1,000,000	1,001,020	1,001,020		
12-31-06	1,000,000	955,311	955,311		
12-31-05	925,000	917,324	917,430	-106	-0.0
12-31-04	900,000	903,475	903,228	247	0.0

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

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.  
 HANDY, HANDYMAN CLUB OF AMERICA MAGAZINE, published by North American Media Group, Inc. • 12301 Whitewater Drive, Ste. 260 • Minnetonka, MN 55343

LAURA BURKHOLDER  
 VP, Member Development

NEWELL THOMPSON  
 Publisher

Date Signed: January 28, 2010

P: 952.988.7270 • F: 952.988.0974

Established: 1993

ABC Member since: 1995