



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

Subject to Audit

# gardening

HOW-TO

For the six months ended December 31, 2009

**Field Served:** Official publication of the National Home Gardening Club, whose members are active gardeners with an interest in improving their gardening skills.

**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 # 04-0359-2

Gardening How-To

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	511,657	87.2			
Verified					
<b>Total Paid &amp; Verified Subscriptions</b>	<b>511,657</b>	<b>87.2</b>			
Single Copy Sales	142	0.0			
<b>Total Paid &amp; Verified Circulation</b>	<b>511,799</b>	<b>87.2</b>	<u>None Claimed</u>		
<b>Total Analyzed Non-Paid Circulation</b>	<b>74,737</b>	<b>12.8</b>	<u>None Claimed</u>		
<b>Total Paid, Verified &amp; Analyzed Non-Paid Circulation</b>	<b>586,536</b>	<b>100.0</b>	<b>600,000</b>	<b>-13,464</b>	<b>-2.2</b>

## 2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy Subscription	\$3.95		
Average Subscription Price Annualized	\$15.00		
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
July/Aug.	510,252		510,252	149	510,401	100,627	611,028
Sept./Oct.	513,063		513,063	135	513,198	48,847	562,045

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

None

## 5. TREND ANALYSIS

	2005	%	2006	%	2007	%	2008	%	2009	%
Subscriptions:										
Paid	557,780	87.1	581,862	90.1	583,122	87.0	585,573	88.2	527,753	88.5
Verified	N/A		N/A		N/A		N/A		N/A	
<b>Total Paid &amp; Verified Subscriptions</b>	<b>557,780</b>	<b>87.1</b>	<b>581,862</b>	<b>90.1</b>	<b>583,122</b>	<b>87.0</b>	<b>585,573</b>	<b>88.2</b>	<b>527,753</b>	<b>88.5</b>
Single Copy Sales	782	0.1	1,289	0.2	264	0.1	121	0.0	57	0.0
<b>Total Paid &amp; Verified Circulation</b>	<b>558,562</b>	<b>87.2</b>	<b>583,151</b>	<b>90.3</b>	<b>583,386</b>	<b>87.1</b>	<b>585,694</b>	<b>88.2</b>	<b>527,810</b>	<b>88.5</b>
Year Over Year Percent of Change		5.6		4.4				0.4		-9.9
<b>Total Analyzed Non-Paid Circ.</b>	<b>82,130</b>	<b>12.8</b>	<b>62,970</b>	<b>9.7</b>	<b>86,614</b>	<b>12.9</b>	<b>78,307</b>	<b>11.8</b>	<b>68,706</b>	<b>11.5</b>
Year Over Year Percent of Change		-18.3		-23.3		37.5		-9.6		-12.3
<b>Total Paid, Verified &amp; Analyzed Non-Paid Circ.</b>	<b>640,692</b>	<b>100.0</b>	<b>646,121</b>	<b>100.0</b>	<b>670,000</b>	<b>100.0</b>	<b>664,001</b>	<b>100.0</b>	<b>596,516</b>	<b>100.0</b>
Year Over Year Percent of Change		1.8		0.8		3.7		-0.9		-10.2
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	511,657	87.2
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>511,657</b>	<b>87.2</b>
<b>VERIFIED SUBSCRIPTIONS</b>		
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>		
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>511,657</b>	<b>87.2</b>
<b>SINGLE COPY SALES</b>		
Partnership:		
Deductible	142	0.0
<b>TOTAL SINGLE COPY SALES</b>	<b>142</b>	<b>0.0</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>511,799</b>	<b>87.2</b>
<b>ANALYZED NON-PAID</b>		
Market Coverage	74,737	12.8
<b>TOTAL ANALYZED NON-PAID</b>	<b>74,737</b>	<b>12.8</b>
<b>TOTAL PAID, VERIFIED &amp; ANALYZED NON-PAID</b>	<b>586,536</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:

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 September/October 2009 issue

Total paid & verified circulation of this issue was 0.3% greater than the total average paid & verified circulation.

Total analyzed non-paid circulation of this issue was 34.6% 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	9,536		9,536	2	9,538	908	10,446	Ohio	23,861		23,861	13	23,874	2,272	26,146
Arizona	6,357		6,357		6,357	605	6,962	Oklahoma	8,664		8,664		8,664	825	9,489
Arkansas	7,039		7,039	2	7,041	670	7,711	Oregon	10,710		10,710		10,710	1,020	11,730
California	34,529		34,529	3	34,532	3,287	37,819	Pennsylvania	24,929		24,929	5	24,934	2,373	27,307
Colorado	8,313		8,313		8,313	792	9,105	Rhode Island	1,416		1,416		1,416	135	1,551
Connecticut	5,093		5,093	2	5,095	485	5,580	South Carolina	8,701		8,701	3	8,704	828	9,532
Delaware	346		346		346	379		South Dakota	2,390		2,390		2,390	228	2,618
District of Columbia	1,526		1,526		1,526	145	1,671	Tennessee	12,557		12,557	6	12,563	1,195	13,758
Florida	23,115		23,115	3	23,118	2,201	25,319	Texas	29,134		29,134	17	29,151	2,773	31,924
Georgia	14,284		14,284	8	14,292	1,360	15,652	Utah	4,182		4,182		4,182	398	4,580
Idaho	4,657		4,657		4,657	443	5,100	Vermont	2,132		2,132	5	2,137	203	2,340
Illinois	19,729		19,729	1	19,730	1,878	21,608	Virginia	13,124		13,124	8	13,132	1,250	14,382
Indiana	14,574		14,574	4	14,578	1,388	15,966	Washington	15,327		15,327		15,327	1,459	16,786
Iowa	8,251		8,251		8,251	786	9,037	West Virginia	4,809		4,809	3	4,812	458	5,270
Kansas	6,845		6,845		6,845	652	7,497	Wisconsin	16,507		16,507	1	16,508	1,572	18,080
Kentucky	8,583		8,583	2	8,585	817	9,402	Wyoming	1,822		1,822		1,822	173	1,995
Louisiana	7,644		7,644	3	7,647	728	8,375	<b>TOTAL 48 CONTERMI- NOUS STATES</b>	<b>505,937</b>		<b>505,937</b>	<b>135</b>	<b>506,072</b>	<b>48,168</b>	<b>554,240</b>
Maine	4,074		4,074		4,074	388	4,462	Alaska	1,274		1,274		1,274	121	1,395
Maryland	7,587		7,587	3	7,590	722	8,312	Hawaii	1,255		1,255		1,255	120	1,375
Massachusetts	7,735		7,735	3	7,738	736	8,474	<b>TOTAL ALASKA &amp; HAWAII</b>	<b>2,529</b>		<b>2,529</b>		<b>2,529</b>	<b>241</b>	<b>2,770</b>
Michigan	22,708		22,708	13	22,721	2,162	24,883	U.S. Unclassified							
Minnesota	13,774		13,774		13,774	1,311	15,085	<b>TOTAL UNITED STATES</b>	<b>508,466</b>		<b>508,466</b>	<b>135</b>	<b>508,601</b>	<b>48,409</b>	<b>557,010</b>
Mississippi	5,772		5,772		5,772	549	6,321	Poss. & Other Areas	96		96		96	9	105
Missouri	14,216		14,216	3	14,219	1,353	15,572	<b>U.S. &amp; POSS., etc.</b>	<b>508,562</b>		<b>508,562</b>	<b>135</b>	<b>508,697</b>	<b>48,418</b>	<b>557,115</b>
Montana	3,340		3,340		3,340	318	3,658	Canada	4,408		4,408		4,408	420	4,828
Nebraska	4,386		4,386		4,386	418	4,804	International	19		19		19	2	21
Nevada	3,089		3,089		3,089	294	3,383	Other Unclassified Military or Civilian	1		1		1		1
New Hampshire	3,133		3,133		3,133	298	3,431	Personnel Overseas	73		73		73	7	80
New Jersey	8,995		8,995	9	9,004	856	9,860	<b>GRAND TOTAL</b>	<b>513,063</b>		<b>513,063</b>	<b>135</b>	<b>513,198</b>	<b>48,847</b>	<b>562,045</b>
New Mexico	3,425		3,425		3,425	326	3,751								
New York	23,793		23,793	6	23,799	2,266	26,065								
North Carolina	17,307		17,307	4	17,311	1,648	18,959								
North Dakota	1,917		1,917	3	1,920	183	2,103								

## ANALYSIS BY ABCD COUNTY SIZE for the September/October 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	127,003	12,088	139,091	25.1	63
B	30	149,699	14,248	163,947	29.6	99
C	15	99,425	9,464	108,889	19.6	131
D	15	129,945	12,368	142,313	25.7	171

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)	7,923 9.2	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	None
(d) Thirteen to twenty-four months	44,963 52.1	(d) Subscriptions as part of membership in an organization, See Par. 9	86,219 100.0
(e) Twenty-five months and more	33,333 38.7		
Total Subscriptions Sold in Period	86,219 100.0	Total Subscriptions Sold in Period	86,219 100.0
<b>B. USE OF PREMIUMS</b>			
(a) Ordered without premium	86,219 100.0		
(b) Ordered with material reprinted from this publication	None		
(c) Ordered with other premiums	None		
Total Subscriptions Sold in Period	86,219 100.0		

## 9. EXPLANATORY

- (a) Suggested Retail Prices: Subscriptions: U.S., 1 yr. \$18.00; 2 yrs. \$34.00; 3 yrs. \$48.00. Canada, 1 yr. \$18.00 (U.S. funds). \$15.00 of each year's payment is allocated for a 1 yr. subscription to this publication.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 5,545 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 511,657 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to members of the National Home Gardening Club. \$15.00 of the club/membership fee is allocated for a 1 yr. subscription to this publication and is non-deductible from the club/membership fee. Renewing members pay \$18.00 for 1 year; \$34.00 for 2 years; \$48.00 for 3 years or \$250.00 for a Lifetime membership, and in Canada, \$24.00 for 1 year. New members join the National Home Gardening Club and pay \$12.00 for 1 year; \$24.00 for 2 years; \$31.00 for 3 years, of which \$10.00 of each year's dues are non-deductible for a one year subscription to GARDENING HOW-TO. Members have access to free product testing privileges, Directory of Public Gardens, product giveaways and member-to-member forums. GARDENING HOW-TO is the official publication of the National Home Gardening Club.
- (f) Market Coverage Copies, averaging 74,737 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 gardeners 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	589,297	585,693	3,604	0.6	None Claimed	74,703	78,307	-3,604	-4.6
12-31-07	None Claimed	592,371	583,385	8,986	1.5	None Claimed	77,628	86,614	-8,986	-10.4
12-31-06	None Claimed	579,539	583,151	-3,612	-0.6	None Claimed	66,582	62,970	3,612	5.7
12-31-05	None Claimed	558,316	558,562	-246	-0.0	None Claimed	82,130	82,130		
12-31-04	None Claimed	525,105	528,869	-3,764	-0.7	None Claimed	104,321	100,557	3,764	3.7

  

Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)
12-31-08	675,000	664,000	664,000		
12-31-07	675,000	669,999	669,999		
12-31-06	675,000	646,121	646,121		
12-31-05	650,000	640,446	640,692	-246	-0.0
12-31-04	575,000	629,426	629,426		

<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.

GARDENING HOW-TO, published by North American Media Group, Inc. • 12301 Whitewater Drive., Ste. 260 • Minnetonka, MN 55343

LAURA BURKHOLDER

NANCI DAVIDSON

Date Signed: January 29, 2010

V.P., Member Development

Group Publisher

P: 952.988.7270 • F: 952.988.0974 • www.gardeningclub.com

Established: 1996

ABC Member since: 1997