



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

Subject to Audit



OFFICIAL PUBLICATION OF THE CREATIVE HOME ARTS CLUB
For the six months ended December 31, 2009

Field Served: Official publication of the Creative Home Arts Club. Members have a passion for decorating, remodeling, gardening, cooking, entertaining, sewing, and all aspects of crafting, including scrapbooking, quilting, needlework, beadwork, and decorative painting.

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 # 04-1229-4

Today's Creative Home Arts

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)
Paid, Verified & Analyzed Non-Paid Circulation: (See Par. 6)					
Subscriptions:					
Paid	239,871	83.1			
Verified					
Total Paid & Verified Subscriptions	239,871	83.1			
Single Copy Sales					
Total Paid & Verified Circulation	239,871	83.1	None Claimed		
Total Analyzed Non-Paid Circulation	48,894	16.9	None Claimed		
Total Paid, Verified & Analyzed Non-Paid Circulation	288,765	100.0	300,000	-11,235	-3.7

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
July/Aug.	236,434		236,434		236,434	58,825	295,259
Sept./Oct.	231,534		231,534		231,534	53,924	285,458
Nov./Dec.	251,646		251,646		251,646	33,934	285,580

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2005	%	2006	%	2007	%	2008	%	2009	%
Subscriptions:										
Paid	204,162	73.7	228,286	82.6	246,010	82.6	248,499	80.9	247,317	84.1
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	204,162	73.7	228,286	82.6	246,010	82.6	248,499	80.9	247,317	84.1
Single Copy Sales	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Circulation	204,162	73.7	228,286	82.6	246,010	82.6	248,499	80.9	247,317	84.1
Year Over Year Percent of Change		8.0		11.8		7.8		1.0		-0.5
Total Analyzed Non-Paid Circ.	72,950	26.3	48,228	17.4	51,731	17.4	58,558	19.1	46,712	15.9
Year Over Year Percent of Change		-17.6		-33.9		7.3		13.2		-20.2
Total Paid, Verified & Analyzed Non-Paid Circ.	277,112	100.0	276,514	100.0	297,741	100.0	307,057	100.0	294,029	100.0
Year Over Year Percent of Change		-0.1		-0.2		7.7		3.1		-4.2
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
PAID SUBSCRIPTIONS		
Club/Membership:		
Non-Deductible	239,871	83.1
TOTAL PAID SUBSCRIPTIONS	239,871	83.1
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	239,871	83.1
SINGLE COPY SALES		
TOTAL SINGLE COPY SALES		
TOTAL PAID & VERIFIED CIRCULATION	239,871	83.1
ANALYZED NON-PAID		
Market Coverage	48,894	16.9
TOTAL ANALYZED NON-PAID	48,894	16.9
TOTAL PAID, VERIFIED & ANALYZED NON-PAID	288,765	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 September/October 2009 issue

Total paid & verified circulation of this issue was 3.5% less than the total average paid & verified circulation.

Total analyzed non-paid circulation of this issue was 10.3% greater than the total average analyzed non-paid circulation.

STATE	PAID SUBSCRIBITIONS	VERIFIED SUBSCRIBITIONS	TOTAL PAID & VERIFIED SUBSCRIBITIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION	ANALYZED NON-PAID	TOTAL CIRCULATION	STATE	PAID SUBSCRIBITIONS	VERIFIED SUBSCRIBITIONS	TOTAL PAID & VERIFIED SUBSCRIBITIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION	ANALYZED NON-PAID	TOTAL CIRCULATION
Alabama	4,240		4,240		4,240	987	5,227	Ohio	10,924		10,924		10,924	2,543	13,467
Arizona	4,770		4,770		4,770	1,111	5,881	Oklahoma	3,923		3,923		3,923	914	4,837
Arkansas	3,195		3,195		3,195	744	3,939	Oregon	4,478		4,478		4,478	1,043	5,521
California	15,945		15,945		15,945	3,713	19,658	Pennsylvania	10,849		10,849		10,849	2,527	13,376
Colorado	4,184		4,184		4,184	974	5,158	Rhode Island	578		578		578	135	713
Connecticut	1,821		1,821		1,821	424	2,245	South Carolina	3,410		3,410		3,410	794	4,204
Delaware	147		147		147	34	181	South Dakota	1,170		1,170		1,170	272	1,442
District of Columbia	626		626		626	146	772	Tennessee	5,691		5,691		5,691	1,326	7,017
Florida	11,343		11,343		11,343	2,641	13,984	Texas	14,930		14,930		14,930	3,477	18,407
Georgia	5,775		5,775		5,775	1,345	7,120	Utah	2,295		2,295		2,295	535	2,830
Idaho	2,349		2,349		2,349	547	2,896	Vermont	749		749		749	175	924
Illinois	8,053		8,053		8,053	1,876	9,929	Virginia	5,400		5,400		5,400	1,258	6,658
Indiana	6,675		6,675		6,675	1,555	8,230	Washington	6,449		6,449		6,449	1,502	7,951
Iowa	3,686		3,686		3,686	859	4,545	West Virginia	2,468		2,468		2,468	575	3,043
Kansas	3,084		3,084		3,084	718	3,802	Wisconsin	6,821		6,821		6,821	1,588	8,409
Kentucky	4,300		4,300		4,300	1,002	5,302	Wyoming	995		995		995	232	1,227
Louisiana	3,114		3,114		3,114	725	3,839	TOTAL 48 CONTERMI- NOUS STATES	228,943		228,943		228,943	53,320	282,263
Maine	1,961		1,961		1,961	457	2,418	Alaska	805		805		805	188	993
Maryland	3,150		3,150		3,150	734	3,884	Hawaii	717		717		717	167	884
Massachusetts	3,145		3,145		3,145	732	3,877	TOTAL ALASKA & HAWAII	1,522		1,522		1,522	355	1,877
Michigan	10,253		10,253		10,253	2,387	12,640	U.S. Unclassified							
Minnesota	6,012		6,012		6,012	1,400	7,412	TOTAL UNITED STATES	230,465		230,465		230,465	53,675	284,140
Mississippi	2,510		2,510		2,510	585	3,095	Poss. & Other Areas	59		59		59	14	73
Missouri	6,418		6,418		6,418	1,494	7,912	U.S. & POSS., etc.	230,524		230,524		230,524	53,689	284,213
Montana	1,661		1,661		1,661	387	2,048	Canada	968		968		968	225	1,193
Nebraska	1,990		1,990		1,990	464	2,454	International							
Nevada	2,071		2,071		2,071	482	2,553	Other Unclassified Military or Civilian	1		1		1		1
New Hampshire	1,316		1,316		1,316	306	1,622	Personnel Overseas	41		41		41	10	51
New Jersey	3,630		3,630		3,630	846	4,476	GRAND TOTAL	231,534		231,534		231,534	53,924	285,458
New Mexico	1,790		1,790		1,790	417	2,207								
New York	10,194		10,194		10,194	2,375	12,569								
North Carolina	7,374		7,374		7,374	1,717	9,091								
North Dakota	1,031		1,031		1,031	240	1,271								

ANALYSIS BY ABCD COUNTY SIZE for the September/October 2009 issue

Magazine of less than 500,000 total average paid, verified and/or analyzed non-paid circulation not required to answer this paragraph.

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)	4,788		7.4	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	None		
(d) Thirteen to twenty-four months.....	39,643		61.4	(d) Subscriptions as part of membership in an organization, See Par. 9.....	64,616		100.0
(e) Twenty-five months and more	20,185		31.2	Total Subscriptions Sold in Period	64,616		100.0
Total Subscriptions Sold in Period	64,616		100.0				
B. USE OF PREMIUMS							
(a) Ordered without premium	64,616		100.0				
(b) Ordered with material reprinted from this publication.....	None						
(c) Ordered with other premiums	None						
Total Subscriptions Sold in Period	64,616		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: 4,787 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 239,871 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to members of the Creative Home Arts Club. \$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 of which \$20.00 of each year's dues is for a 1 year subscription to TODAY'S CREATIVE HOME ARTS and \$365.00 for a Lifetime membership, and in Canada, \$36.00 for 1 year. New members join the Creative Home Arts Club 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 is non-deductible for a 1 year subscription to TODAY'S CREATIVE HOME ARTS. Members have access to project rebates, product testing privileges, free product giveaways, recipe and project reprints and members-only product offers. TODAY'S CREATIVE HOME ARTS is the official publication of the Creative Home Arts Club.
- (f) Market Coverage Copies, averaging 48,894 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 crafts and decorating 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	252,801	248,498	4,303	1.7	None Claimed	54,255	58,558	-4,303	-7.4
12-31-07	None Claimed	245,515	246,010	-495	-0.2	None Claimed	52,225	51,730	495	1.0
12-31-06	None Claimed	226,228	228,285	-2,057	-4.3	None Claimed	50,285	48,228	2,057	4.3
12-31-05	None Claimed	204,162	204,162			None Claimed	72,951	72,951		
12-31-04	None Claimed	188,881	188,962	-81	-0.0	None Claimed	88,638	88,552	86	0.1

Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)
12-31-08	(a)	307,056	307,056		
12-31-07	280,000	297,740	297,740		
12-31-06	280,000	276,513	276,513		
12-31-05	275,000	277,113	277,113		
12-31-04	180,000	277,519	277,514	5	0.0

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

(a) Effective 01/01/08 changed from 280,000 to 300,000

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.

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LAURA BURKHOLDER

NANCI DAVIDSON

Date Signed: January 29, 2010

VP, Member Development

Publisher

P: 952.988.7270 • F: 952.988.0974 • URL: www.creativehomeartsclub.com

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ABC Member since: 2004

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	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	
	Association Subscription Price	
	U.S. Subscription Price	20.00
	Canadian Subscription Price	
	International Subscription Price	