



Audit Bureau
of Circulations

Cincinnati Magazine

For the six months ended December 31, 2010

Field Served: City/Regional Magazine.

Published by Emmis Publishing, LP

Frequency: 12 times/year

ABC Member # 04-0196-6

PAID & VERIFIED MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

Cincinnati Magazine

Paid & Verified Magazine
Publisher's Statement

1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Paid & Verified Circulation: (See Par. 6)					
Subscriptions:					
Paid					
Print	27,506	73.5			
Digital (Replica)	3,594	9.6			
Total Paid Subscriptions	31,100	83.1			
Verified					
Print	3,713	9.9			
Total Verified Subscriptions	3,713	9.9			
Total Paid & Verified Subscriptions	34,813	93.0			
Single Copy Sales					
Print	2,613	7.0			
Total Single Copy Sales	2,613	7.0			
Total Paid & Verified Circulation	37,426	100.0	None Claimed		

2. PRICES

	Suggested	Average Price (2)	
	Retail Prices (1)	Net	Gross (Optional)
Average Single Copy	\$4.95		
Subscription	\$15.00		
Average Subscription Price Annualized (12 issue frequency)		\$12.34	
Average Subscription Price per Copy		\$1.03	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended June 30, 2010.

For six months ended December 31, 2010

3. PAID & VERIFIED CIRCULATION BY ISSUE OF PRINT AND DIGITAL REPLICA

Issue	Paid Subscriptions			Verified Subscriptions			Single Copy Sales		Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital (Replica)	Total Paid & Verified Circulation
	Print	Digital (Replica)	Total Paid Subscriptions	Print	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Total Single Copy Sales			
July	26,475	4,511	30,986	3,430	3,430	34,416	3,834	3,834	33,739	4,511	38,250
Aug.	26,748	3,360	30,108	3,423	3,423	33,531	1,740	1,740	31,911	3,360	35,271
Sept.	26,901	2,025	28,926	3,787	3,787	32,713	1,955	1,955	32,643	2,025	34,668
Oct.	26,748	2,037	28,785	3,881	3,881	32,666	1,501	1,501	32,130	2,037	34,167
Nov.	28,652	4,816	33,468	3,878	3,878	37,346	2,848	2,848	35,378	4,816	40,194
Dec.	29,512	4,816	34,328	3,876	3,876	38,204	3,800	3,800	37,188	4,816	42,004

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2006	%	2007	%	2008	%	2009	%	2010	%
Subscriptions:										
Paid	31,500	84.2	35,016	85.5	34,003	79.2	30,953	78.8	31,397	81.8
Verified	1,687	4.5	1,863	4.5	5,111	11.9	5,234	13.3	4,104	10.7
Total Paid & Verified Subscriptions	33,187	88.7	36,879	90.0	39,114	91.1	36,187	92.1	35,501	92.5
Single Copy Sales	4,231	11.3	4,100	10.0	3,836	8.9	3,103	7.9	2,890	7.5
Total Paid & Verified Circulation	37,418	100.0	40,979	100.0	42,950	100.0	39,290	100.0	38,391	100.0
Year Over Year Percent of Change		11.7		9.5		4.8		-8.5		-2.3
Avg. Annualized Subscription Price	\$12.22		\$11.25		\$11.01		\$12.81		\$12.34	

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.

	Print Average for Period	Digital (Replica) Average for Period	Total	% of Circulation
PAID SUBSCRIPTIONS				
Individual Subscriptions*	27,008	39	27,047	72.3
Sponsored Sales	498	3,555	4,053	10.8
TOTAL PAID SUBSCRIPTIONS	27,506	3,594	31,100	83.1
VERIFIED SUBSCRIPTIONS				
Public Place (See Par. 6A)	3,713		3,713	9.9
TOTAL VERIFIED SUBSCRIPTIONS	3,713		3,713	9.9
TOTAL PAID & VERIFIED SUBSCRIPTIONS	31,219	3,594	34,813	93.0
SINGLE COPY SALES				
Single Issue Sales	2,613		2,613	7.0
TOTAL SINGLE COPY SALES	2,613		2,613	7.0
TOTAL PAID & VERIFIED CIRCULATION	33,832	3,594	37,426	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:

Verified Subscription:	Hotels/Lodges	Doctor/Health Care			Other	Total Public Place Copies
		Providers	Personal Care	Salons		
Public Place	3,441	165	93	14	3,713	

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 July 2010 issue

Total paid & verified circulation of this issue was 2.2% greater than the total average paid & verified circulation.

State	PAID SUBSCRIPTIONS			VERIFIED SUBSCRIPTIONS			SINGLE COPY SALES			Total Paid & Verified Circulation (Replica)	Total Paid & Verified Circulation
	Print	Digital (Replica)	Total Paid Subscriptions	Print	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Total Single Copy Sales	Total Paid & Verified Circulation		
Alabama	17	32	49			49			17	32	49
Arizona	40	39	79			79			40	39	79
Arkansas	9	12	21			21			9	12	21
California	139	255	394			394			139	255	394
Colorado	44	20	64			64			44	20	64
Connecticut	19	20	39			39			19	20	39
Delaware	4	4	8			8			4	4	8
District of Columbia	13	10	23			23	1	1	14	10	24
Florida	273	149	422			422			273	149	422
Georgia	64	82	146			146			64	82	146
Idaho	4	6	10			10			4	6	10
Illinois	106	99	205			205			106	99	205
Indiana	440	86	526	3	3	529	36	36	479	86	565
Iowa	12	10	22			22			12	10	22
Kansas	19	21	40			40			19	21	40
Kentucky	3,217	116	3,333	39	39	3,372	445	445	3,701	116	3,817
Louisiana	10	14	24			24			10	14	24
Maine	5	6	11			11			5	6	11
Maryland	38	37	75			75	3	3	41	37	78
Massachusetts	28	45	73			73			28	45	73
Michigan	52	80	132			132	8	8	60	80	140
Minnesota	20	29	49			49			20	29	49
Mississippi	9	12	21			21			9	12	21
Missouri	19	36	55			55			19	36	55
Montana	7	2	2			2			7	2	2
Nebraska	7	10	17			17			7	10	17
Nevada	24	19	43			43			24	19	43
New Hampshire	3	5	8			8			3	5	8
New Jersey	31	82	113			113			31	82	113
New Mexico	13	8	21			21			13	8	21
New York	86	163	249			249			86	163	249
North Carolina	68	53	121			121			68	53	121
North Dakota		4	4			4				4	4
Ohio	21,198	2,342	23,540	3,387	3,387	26,927	3,341	3,341	27,926	2,342	30,268
Oklahoma	7	25	32			32			7	25	32
Oregon	10	19	29			29			10	19	29
Pennsylvania	33	89	122			122			33	89	122
Rhode Island	7	11	18			18			7	11	18
South Carolina	50	28	78			78			50	28	78
South Dakota		3	3			3				3	3
Tennessee	63	54	117	1	1	118			64	54	118
Texas	91	168	259			259			91	168	259
Utah	9	9	18			18			9	9	18
Vermont	8	3	11			11			8	3	11
Virginia	67	40	107			107			67	40	107
Washington	18	39	57			57			18	39	57
West Virginia	25	19	44			44			25	19	44
Wisconsin	35	37	72			72			35	37	72
Wyoming	3	3	6			6			3	3	6
TOTAL 48 CONTERMINOUS STATES	26,457	4,455	30,912	3,430	3,430	34,342	3,834	3,834	33,721	4,455	38,176
Alaska		10	10			10				10	10
Hawaii	8	6	14			14			8	6	14
TOTAL ALASKA & HAWAII	8	16	24			24			8	16	24
U.S. Unclassified		21	21			21				21	21
TOTAL UNITED STATES	26,465	4,492	30,957	3,430	3,430	34,387	3,834	3,834	33,729	4,492	38,221
Poss. & Other Areas	1		1			1			1		1
U.S. & POSS., etc.	26,466	4,492	30,958	3,430	3,430	34,388	3,834	3,834	33,730	4,492	38,222
Canada	2		2			2			2		2
International	1	19	20			20			1	19	20
Other Unclassified											
Military or Civilian Personnel Overseas	6		6			6			6		6
GRAND TOTAL	26,475	4,511	30,986	3,430	3,430	34,416	3,834	3,834	33,739	4,511	38,250

ANALYSIS BY ABCD COUNTY SIZE for the July 2010 issue

Magazines of less than 500,000 total average paid and verified 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, 2010

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 6 issues).....	30	0.2	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	15,018	95.1
(b) Seven to eleven months (7 to 11 issues).....	29	0.2	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	22	0.1
(c) Twelve months (12 issues).....	11,393	72.1	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	756	4.8
(d) Thirteen to twenty-four months.....	3,699	23.4	(d) Subscriptions as part of membership in an organization.....	None	
(e) Twenty-five months and more.....	645	4.1	Total Subscriptions Sold in Period.....	15,796	100.0
Total Subscriptions Sold in Period.....	15,796	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium.....	15,796	100.0			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums.....	None				
Total Subscriptions Sold in Period.....	15,796	100.0			

9. EXPLANATORY

(a) Suggested Retail Prices: Subscriptions: U.S., 2 yrs. \$30.00; 3 yrs. \$42.00. Canada, 1 yr. \$23.00. International, 1 yr. \$26.00.

(b) Average non-analyzed non-paid circulation for the 6 month period: 1,112 copies per issue.

(c) Post expiration copies: None.

(d) DESCRIPTION OF DIGITAL (Replica) - The Digital Edition is an exact replica of the print product in format and advertising content. The Digital Edition is available at www.cincinnati magazine.com.

(e) Sponsored Subscription Sales: The average of 4,053 copies per issue (498 Print copies; 3,555 Digital (Replica) copies), shown in Par. 6 and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more.

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2009; 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)
12-31-09	None Claimed	39,015	39,291	-216	-0.5
12-31-08	None Claimed	42,950	42,950		
12-31-07	None Claimed	41,012	40,979	33	0.0
12-31-06	None Claimed	37,520	37,418	102	0.3
12-31-05	None Claimed	34,688	33,490	1,198	3.6

[^]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: Emmis Publishing, LP

CINCINNATI MAGAZINE, published by Emmis Publishing, LP • 705 Central Ave., Suite 175 • Cincinnati, OH 45202

MARK HARRIS

JOHN LUNN

Date Signed: January 31, 2011

Vice President, Audience Development

Publisher

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Established: 1967 ABC Member since: 2005

04-0196-6	Analyzed Issue Date	07/01/10
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.95
	Association Subscription Price	
	U.S. Subscription Price	15.00
	Canadian Subscription Price	23.00
	International Subscription Price	26.00