



Audit Bureau  
of Circulations

# AFAR

For the six months ended June 30, 2011

**Field Served:** AFAR serves an audience of affluent, forward thinking, early adopters and influencers who are experiential travelers - those who travel to connect with the authentic essence of a place and its people, deepening their understanding of the world, its cultures and themselves.

Published by AFAR Media

Frequency: 6 times/year

ABC Member # 04-0006-5

## PAID & VERIFIED MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

AfFar

### 1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base (See Below)	Above (Below)	% Above (Below)
<b>Paid &amp; Verified Circulation:</b> (See Par. 6)					
<b>Subscriptions:</b>					
Paid					
Print	87,642	79.0			
Digital (Replica)	247	0.2			
<b>Total Paid Subscriptions</b>	<b>87,889</b>	<b>79.2</b>			
Verified					
Print	4,665	4.2			
<b>Total Verified Subscriptions</b>	<b>4,665</b>	<b>4.2</b>			
<b>Total Paid &amp; Verified Subscriptions</b>	<b>92,554</b>	<b>83.4</b>			
Single Copy Sales					
Print	18,265	16.5			
Digital (Replica)	147	0.1			
<b>Total Single Copy Sales</b>	<b>18,412</b>	<b>16.6</b>			
<b>Total Paid &amp; Verified Circulation</b>	<b>110,966</b>	<b>100.0</b>	<b>91,667</b>	<b>19,299</b>	<b>21.1</b>
Rate Base:					
Paid & Verified	to 03/01/11		75,000		
	since 03/01/11		100,000		

Paid & Verified Magazine  
Publisher's Statement

### 2. PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy	\$4.99		
Subscription	\$25.00		
Average Subscription Price Annualized			
Average Subscription Price per Copy			

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

For six months ended June 30, 2011

### 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	Digital (Replica)	Total Verified Subscriptions	Print	Digital (Replica)	Total Single Copy Sales				
Jan./Feb.	80,834		80,834	3,750		3,750	84,584	21,757	27	21,784	106,341	27	106,368
Mar./Apr.	87,066	190	87,256	5,022		5,022	92,278	16,796	153	16,949	108,884	343	109,227
May/June	95,026	550	95,576	5,222		5,222	100,798	16,242	260	16,502	116,490	810	117,300

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

None

### 5. TREND ANALYSIS

	2006	%	2007	%	2008	%	2009	%	2010	%
Subscriptions:										
Paid	N/A		N/A		N/A		N/A		N/A	
Verified	N/A		N/A		N/A		N/A		N/A	
<b>Total Paid &amp; Verified Subscriptions</b>	<b>N/A</b>		<b>N/A</b>		<b>N/A</b>		<b>N/A</b>		<b>N/A</b>	
Single Copy Sales	N/A		N/A		N/A		N/A		N/A	
<b>Total Paid &amp; Verified Circulation</b>	<b>N/A</b>		<b>N/A</b>		<b>N/A</b>		<b>N/A</b>		<b>N/A</b>	
Year Over Year Percent of Change										
Avg. Annualized Subscription Price	N/A		N/A		N/A		N/A		N/A	

## 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
<b>PAID SUBSCRIPTIONS</b>				
Individual Subscriptions*	30,568	247	30,815	27.8
Award Point*	31,720		31,720	28.5
Partnership:				
Deductible*	16,835		16,835	15.2
Sponsored Sales	8,519		8,519	7.7
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>87,642</b>	<b>247</b>	<b>87,889</b>	<b>79.2</b>
<b>VERIFIED SUBSCRIPTIONS</b>				
Public Place (See Par. 6A)	4,665		4,665	4.2
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>	<b>4,665</b>		<b>4,665</b>	<b>4.2</b>
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>92,307</b>	<b>247</b>	<b>92,554</b>	<b>83.4</b>
<b>SINGLE COPY SALES</b>				
Single Issue Sales	18,265	147	18,412	16.6
<b>TOTAL SINGLE COPY SALES</b>	<b>18,265</b>	<b>147</b>	<b>18,412</b>	<b>16.6</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>110,572</b>	<b>394</b>	<b>110,966</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:	Transportation			Other	Total Public Place Copies
	Outlets	Hotels/Lodges			
Public Place	3,750	915			4,665

## 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 May/June 2011 issue

Total paid & verified circulation of this issue was 5.7% greater than the total average paid & verified circulation.

State	PAID SUBSCRIPTIONS			VERIFIED SUBSCRIPTIONS			SINGLE COPY SALES					
	Print	Digital (Replica)	Total Paid Subscriptions	Print	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Digital (Replica)	Total Single Copy Sales	Total Paid & Verified Circulation	Total Paid & Verified Circulation Digital (Replica)	Total Paid & Verified Circulation
Alabama	731	4	735			735	83		83	814	4	818
Arizona	2,291	6	2,297	20	20	2,317	634	1	635	2,945	7	2,952
Arkansas	454	1	455			455	30		30	484	1	485
California	14,492	95	14,587	650	650	15,237	2,444	27	2,471	17,586	122	17,708
Colorado	2,619	9	2,628	40	40	2,668	484	5	489	3,143	14	3,157
Connecticut	1,338	7	1,345	10	10	1,355	114	1	115	1,462	8	1,470
Delaware	307		307			307	31		31	338		338
District of Columbia	556	5	561	230	230	791	145	4	149	931	9	940
Florida	6,319	31	6,350	140	140	6,490	847	14	861	7,306	45	7,351
Georgia	2,426	11	2,437	990	990	3,427	406	3	409	3,822	14	3,836
Idaho	448	1	449			449	56		56	504	1	505
Illinois	3,885	15	3,900	402	402	4,302	566	7	573	4,853	22	4,875
Indiana	1,367	2	1,369	10	10	1,379	79		79	1,456	2	1,458
Iowa	599		599			599	43		43	642		642
Kansas	668	1	669	10	10	679	37	2	39	715	3	718
Kentucky	759	4	763	20	20	783	91	1	92	870	5	875
Louisiana	755	2	757			757	52	1	53	807	3	810
Maine	485	1	486			486	26		26	511	1	512
Maryland	1,895	9	1,904	30	30	1,934	357	6	363	2,282	15	2,297
Massachusetts	2,998	9	3,007	130	130	3,137	299	6	305	3,427	15	3,442
Michigan	2,322	6	2,328			2,328	273	1	274	2,595	7	2,602
Minnesota	1,767	3	1,770	110	110	1,880	341	8	349	2,218	11	2,229
Mississippi	312		312			312	42	1	43	354	1	355
Missouri	1,422	5	1,427	20	20	1,447	184	2	186	1,626	7	1,633
Montana	271	1	272			272	34		34	305	1	306
Nebraska	427		427			427	58		58	485		485
Nevada	758	3	761	10	10	771	353	1	354	1,121	4	1,125
New Hampshire	499		499			499	64	1	65	563	1	564
New Jersey	2,864	12	2,876	340	340	3,216	656	4	660	3,860	16	3,876
New Mexico	626	3	629	20	20	649	236		236	882	3	885
New York	7,436	36	7,472	760	760	8,232	1,338	23	1,361	9,534	59	9,593
North Carolina	2,641	8	2,649			2,649	321	6	327	2,962	14	2,976
North Dakota	129		129			129	8		8	137		137
Ohio	2,649	6	2,655	40	40	2,695	287	2	289	2,976	8	2,984
Oklahoma	674	2	676			676	32		32	706	2	708
Oregon	1,710	10	1,720			1,720	306	3	309	2,016	13	2,029
Pennsylvania	3,783	8	3,791	330	330	4,121	462	3	465	4,575	11	4,586
Rhode Island	348	1	349	10	10	359	13		13	371	1	372
South Carolina	1,067	1	1,068	10	10	1,078	99	2	101	1,176	3	1,179
South Dakota	151	1	152			152	16		16	167	1	168
Tennessee	1,378	4	1,382			1,382	151	3	154	1,529	7	1,536
Texas	5,834	34	5,868	600	600	6,468	877	9	886	7,311	43	7,354
Utah	693	3	696			696	245	1	246	938	4	942
Vermont	327	2	329			329	26		26	353	2	355
Virginia	2,863	20	2,883	250	250	3,133	367	6	373	3,480	26	3,506
Washington	3,231	12	3,243	30	30	3,273	765	4	769	4,026	16	4,042
West Virginia	283	1	284			284	11	1	12	294	2	296
Wisconsin	1,559	8	1,567	10	10	1,577	148		148	1,717	8	1,725
Wyoming	135		135			135	16		16	151		151
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>93,551</b>	<b>403</b>	<b>93,954</b>	<b>5,222</b>	<b>5,222</b>	<b>99,176</b>	<b>14,553</b>	<b>159</b>	<b>14,712</b>	<b>113,326</b>	<b>562</b>	<b>113,888</b>
Alaska	227	1	228			228	57		57	284	1	285
Hawaii	716	6	722			722	135	3	138	851	9	860
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>943</b>	<b>7</b>	<b>950</b>			<b>950</b>	<b>192</b>	<b>3</b>	<b>195</b>	<b>1,135</b>	<b>10</b>	<b>1,145</b>
U.S. Unclassified												
<b>TOTAL UNITED STATES</b>	<b>94,494</b>	<b>410</b>	<b>94,904</b>	<b>5,222</b>	<b>5,222</b>	<b>100,126</b>	<b>14,745</b>	<b>162</b>	<b>14,907</b>	<b>114,461</b>	<b>572</b>	<b>115,033</b>
Poss. & Other Areas	149		149			149	19		19	168		168
<b>U.S. &amp; POSS., etc.</b>	<b>94,643</b>	<b>410</b>	<b>95,053</b>	<b>5,222</b>	<b>5,222</b>	<b>100,275</b>	<b>14,764</b>	<b>162</b>	<b>14,926</b>	<b>114,629</b>	<b>572</b>	<b>115,201</b>
Canada	178	14	192			192	755	10	765	933	24	957
International	112	122	234			234	723	75	798	835	197	1,032
Other Unclassified		4	4			4		13	13		17	17
Military or Civilian Personnel Overseas	93		93			93				93		93
<b>GRAND TOTAL</b>	<b>95,026</b>	<b>550</b>	<b>95,576</b>	<b>5,222</b>	<b>5,222</b>	<b>100,798</b>	<b>16,242</b>	<b>260</b>	<b>16,502</b>	<b>116,490</b>	<b>810</b>	<b>117,300</b>

## ANALYSIS BY ABCD COUNTY SIZE for the May/June 2011 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 June 30, 2011

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 3 issues) .....	23	0.0	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	104,018	99.8
(b) Seven to eleven months (4 to 5 issues) .....	21	0.0	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	65	0.1
(c) Twelve months (6 issues) .....	101,181	97.2	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	60	0.1
(d) Thirteen to twenty-four months.....	2,910	2.8	(d) Subscriptions as part of membership in an organization .....	None	
(e) Twenty-five months and more .....	8	0.0	Total Subscriptions Sold in Period .....	104,143	100.0
Total Subscriptions Sold in Period .....	104,143	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium .....	104,143	100.0			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums .....	None				
Total Subscriptions Sold in Period .....	104,143	100.0			

## 9. EXPLANATORY

(a) Suggested Retail Prices: Subscriptions: Canada, 1 yr. \$29.95. International, 1 yr. \$39.95.

(b) Average non-analyzed non-paid circulation for the 6 month period: 20,787 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.zinio.com.

(e) Owing to the fact that a sufficient period of time has not elapsed since becoming a member of the bureau to maintain records required for calculating an average subscription price, the requirement to report an average subscription price has been temporarily waived.

Prices utilized during the statement period are 1 yr. \$10.00, \$12.00, \$12.50, \$14.00, \$15.95, \$16.00, \$18.00, \$19.95, \$20.00, \$24.00; 2 yrs. \$25.00, \$30.00, \$32.00.

(f) Award Point Subscription Sales: The average of 31,720 copies per issue, shown in Par. 6 and included in Par. 1, includes the following:

An average of 21,237 copies per issue represents copies served to subscribers in exchange for the redemption of Airline Frequent Flyer Miles. These subscriptions were sold at 6 issues for \$18.00, in exchange for the redemption of 600 points at the rate of 6¢ per mile.

An average of 10,483 copies per issue represents copies purchased through the redemption of award points valued at \$1.00 per point.

(g) Partnership Subscription Sales (Deductible): The average of 16,835 copies per issue, shown in Par. 6 and included in Par. 1, represents copies sold in a partnership relationship wherein this publication was bundled with the purchase of a product or service. Purchasers were advised that \$10.00 of the sales price was allocated for a 1 year subscription to this publication.

(h) Sponsored Subscription Sales: The average of 8,519 copies per issue, 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 4 months ended June 30, 2010; 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)
06-30-10	75,000	76,711	*		

\*Initial Audit for 4 months ending June 30, 2010- Publisher's Statement not required for this period.

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: AFAR Media

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ELLEN ASMODOE-GIGLIO

Publisher

Date Signed: August 1, 2011

Established: 2009

ABC Member since: 2011

04-0006-5	Analyzed Issue Date	05-06/01/11
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.99
	Association Subscription Price	
	U.S. Subscription Price	25.00
	Canadian Subscription Price	29.95
	International Subscription Price	39.95