



Men's Fitness

For the six months ended June 30, 2009

Field Served: Active men, seeking information on Fitness and Health, as well as style, sports, money, entertainment, technology, sex and success.

Published by Weider Publications, LLC.

Frequency: 10 times/year

ABC Member # 04-0648-0

PAID & VERIFIED MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

Men's Fitness

Paid & Verified Magazine
Publisher's Statement

For six months ended June 30, 2009

1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base (See Below)	Above (Below)	% Above (Below)
Paid & Verified Circulation: (See Par. 6)					
Subscriptions:					
Paid	580,203	82.1			
Verified	24,680	3.5			
Total Paid & Verified Subscriptions	604,883	85.6			
Single Copy Sales	101,600	14.4			
Total Paid & Verified Circulation	706,483	100.0	705,000	1,483	0.2
Rate Base:					
Paid & Verified		to 06/01/09	700,000		
		since 06/01/09	725,000		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$4.50		
Subscription	\$21.97		
Average Subscription Price Annualized (10 issue frequency)		\$14.79	
Average Subscription Price per Copy		\$1.48	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2008.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Feb.	585,513	24,972	610,485	108,000	718,485
Mar.	584,917	24,906	609,823	82,000	691,823
Apr.	578,726	24,625	603,351	119,000	722,351
May	584,769	24,468	609,237	79,000	688,237
June/July	567,090	24,426	591,516	120,000	711,516

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2004	%	2005	%	2006	%	2007	%	2008	%
Subscriptions:										
Paid	518,575	81.6	532,510	81.0	548,167	79.1	605,751	80.4	575,940	81.0
Verified	N/A		N/A		31,021	4.5	17,188	2.3	25,995	3.7
Total Paid & Verified Subscriptions	518,575	81.6	532,510	81.0	579,188	83.6	622,939	82.7	601,935	84.7
Single Copy Sales	116,888	18.4	121,823	18.5	113,774	16.4	130,279	17.3	108,730	15.3
Total Paid & Verified Circulation	635,463	100.0	654,333	99.5	692,962	100.0	753,218	100.0	710,665	100.0
Year Over Year Percent of Change		2.7		3.0		5.9		8.7		-5.6
Total Analyzed Non-Paid Circ.	N/A		2,983	0.5	N/A		N/A		N/A	
Year Over Year Percent of Change										
Total Paid, Verified & Analyzed Non-Paid Circ.	635,463	100.0	657,316	100.0	692,962	100.0	753,218	100.0	710,665	100.0
Year Over Year Percent of Change		2.7		3.4		5.4		8.7		-5.6
Avg. Annualized Subscription Price	\$15.88		\$13.65		\$16.01		\$12.61		\$14.70	

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

	Average for Period	% of Circulation
PAID SUBSCRIPTIONS		
Individual Subscriptions*	579,576	82.0
Award Point*	22	0.0
Partnership:		
Deductible*	106	0.0
Sponsored Sales	499	0.1
TOTAL PAID SUBSCRIPTIONS	580,203	82.1
VERIFIED SUBSCRIPTIONS		
Public Place (See Par. 6A)	24,601	3.5
Individual Use (See Par. 6B)	79	0.0
TOTAL VERIFIED SUBSCRIPTIONS	24,680	3.5
TOTAL PAID & VERIFIED SUBSCRIPTIONS	604,883	85.6
SINGLE COPY SALES		
Single Issue Sales	101,600	14.4
TOTAL SINGLE COPY SALES	101,600	14.4
TOTAL PAID & VERIFIED CIRCULATION	706,483	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:	Doctor/Health Care Providers	Personal Care Salons	Fitness/Recreational Facilities	Hotels/Lodges	Other	Total Public Place Copies
Public Place	16,364	5,247	2,969	21		24,601

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, See Par. 9:

Verified Subscription:	Partnership Programs	Other	Total Individual Use Copies
Individual Use	79		79

7. GEOGRAPHIC DATA for the April, 2009 issue

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

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	9,451	4	9,455	607	10,062
Arizona	12,062	585	12,647	3,687	16,334
Arkansas	3,496	2	3,498	825	4,323
California	67,980	5,344	73,324	13,589	86,913
Colorado	10,901	878	11,779	522	12,301
Connecticut	7,456	377	7,833	815	8,648
Delaware	1,891	116	2,007	317	2,324
District of Columbia	1,647	46	1,693	422	2,115
Florida	27,874	929	28,803	4,722	33,525
Georgia	16,714	996	17,710	4,281	21,991
Idaho	1,704		1,704	289	1,993
Illinois	24,568	1,863	26,431	5,668	32,099
Indiana	11,835	56	11,891	1,764	13,655
Iowa	6,601	1	6,602	474	7,076
Kansas	6,493	2	6,495	91	6,586
Kentucky	7,188		7,188	553	7,741
Louisiana	9,175	1	9,176	1,343	10,519
Maine	2,263		2,263	253	2,516
Maryland	11,661	537	12,198	2,234	14,432
Massachusetts	12,270	1,231	13,501	2,076	15,577
Michigan	17,604	641	18,245	6,340	24,585
Minnesota	9,781	867	10,648	1,320	11,968
Mississippi	5,734	1	5,735	605	6,340
Missouri	12,002	3	12,005	789	12,794
Montana	2,179		2,179	222	2,401
Nebraska	3,881	1	3,882	300	4,182
Nevada	5,984		5,984	1,018	7,002
New Hampshire	2,556	218	2,774	331	3,105
New Jersey	16,721	3,054	19,775	2,972	22,747
New Mexico	4,049	1	4,050	385	4,435
New York	36,801	2,592	39,393	6,124	45,517
North Carolina	19,318	5	19,323	2,581	21,904
North Dakota	1,525	2	1,527	159	1,686

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Ohio	22,693	328	23,021	3,398	26,419
Oklahoma	7,174	2	7,176	1,703	8,879
Oregon	3,537		3,537	498	4,035
Pennsylvania	25,369	897	26,266	5,098	31,364
Rhode Island	2,105		2,105	287	2,392
South Carolina	8,611	2	8,613	1,262	9,875
South Dakota	1,768		1,768	116	1,884
Tennessee	11,682	3	11,685	1,298	12,983
Texas	42,412	1,576	43,988	12,167	56,155
Utah	4,807	5	4,812	702	5,514
Vermont	1,132	2	1,134	132	1,266
Virginia	16,500	620	17,120	3,577	20,697
Washington	11,631	785	12,416	2,073	14,489
West Virginia	2,356	7	2,363	405	2,768
Wisconsin	8,398	39	8,437	1,105	9,542
Wyoming	1,497	4	1,501	137	1,638
TOTAL 48 CONTERMINOUS STATES	563,037	24,623	587,660	101,636	689,296
Alaska	2,191	2	2,193	414	2,607
Hawaii	3,562		3,562	260	3,822
TOTAL ALASKA & HAWAII	5,753	2	5,755	674	6,429
U.S. Unclassified					
TOTAL UNITED STATES	568,790	24,625	593,415	102,310	695,725
Poss. & Other Areas	645		645		645
U.S. & POSS., etc.	569,435	24,625	594,060	102,310	696,370
Canada	7,424		7,424	8,449	15,873
International	553		553	8,121	8,674
Other Unclassified					
Military or Civilian					
Personnel Overseas	1,314		1,314	120	1,434
GRAND TOTAL	578,726	24,625	603,351	119,000	722,351

ANALYSIS BY ABCD COUNTY SIZE for the April, 2009 issue

U.S.

CANADA

Data for conterminous 48 states.

County Size	% of U.S. Households	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	286,161	41.5	104
B	30	214,845	31.2	104
C	15	102,616	14.9	99
D	15	85,674	12.4	83

County Size	% of Canadian Population	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Population)
A	48	7,782	49.0	102
B	28	4,580	28.9	103
C	14	2,397	15.1	108
D	10	1,114	7.0	70

County Size Group Definitions by the A.C. Nielsen Company

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, 2009

A. DURATION		%	C. CHANNELS		%
(a) One to six months (1 to 6 issues)	5,054	2.7	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	118,326	62.6
(b) Seven to eleven months (7 to 9 issues)	271	0.1	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	61,218	32.4
(c) Twelve months (10 issues)	106,917	56.6	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	9,364	5.0
(d) Thirteen to twenty-four months	55,930	29.6	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	20,736	11.0	Total Subscriptions Sold in Period	188,908	100.0
Total Subscriptions Sold in Period	188,908	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	188,422	99.7			
(b) Ordered with material reprinted from this publication, See Par. 9	477	0.3			
(c) Ordered with other premiums, See Par. 9	9	0.0			
Total Subscriptions Sold in Period	188,908	100.0			

9. EXPLANATORY

(a) Suggested Retail Prices: Average Single Copy: Canada, \$5.00. Subscriptions: Canada, 1 yr. \$36.97. International, 1 yr. \$37.97.

(b) Average non-analyzed non-paid circulation for the 6 month period: 1,722 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 6,000 or 1.0% of average paid subscription circulation.

(d) Award Point Subscription Sales: The average of 22 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to subscribers in exchange for the redemption of Airline Frequent Flyer Miles. These subscriptions were sold at 10 issues for \$20.00 in exchange for the redemption of 800 points at the rate of 2.5¢ per mile.

(e) Partnership Subscription Sales (Deductible): The average of 106 copies per issue, shown in Par. 6 and included in Par. 1, represents copies sold in a partnership with VI-TACOST 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 yr. subscription to this publication.

(f) Sponsored Subscription Sales: The average of 499 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.

(g) Verified Individual Use: The average of 79 copies per issue, shown in Par. 6B 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.

(h) Use of Premiums: A Supplement booklet "Ultimate Program" (editorial directly reprinted from MEN'S FITNESS magazine), with no advertised or stated value, was offered with 1 year subscriptions sold at \$21.97.

An Ultimate Ab Training card, with no advertised or stated value, was offered with some paid subscriptions at suggested retail price.

(i) RADAR magazine ceased publication with the October 2008 issue. Subscribers were offered a choice of alternate American Media, Inc. titles or a cash refund upon request. Effective with the March, 2009 issue, a total of 6,323 subscribers selected MEN'S FITNESS for the balance of their subscription term. Each subscriber received 1 issue of MEN'S FITNESS for every issue remaining of their RADAR magazine subscription. Included in Individual Subscriptions in Par. 6 is an average of 4,350 copies per issue served to former RADAR magazine subscribers.

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2007; 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)
12-31-07	700,000	756,216	753,219	2,997	0.4					
12-31-06	(a)	694,243	692,961	1,282	0.2					
12-31-05	None Claimed	633,982	654,333	-20,351	-3.1	None Claimed	19,458	2,983	16,475	552.3
12-31-04	600,000	630,692	635,464	-4,772	-0.8					
12-31-03	600,000	623,781	618,965	4,816	0.8					
Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)					
12-31-05	650,000	653,440	657,316	-3,876	-0.6					

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

(a) Effective 09/01/06 changed from 650,000 to 700,000

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: American Media, Inc.

MEN'S FITNESS, published by Weider Publications, LLC. • One Park Avenue, 3rd Floor • New York, NY 10016

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Date Signed: August 6, 2009

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	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.50
	Association Subscription Price	
	U.S. Subscription Price	21.97
	Canadian Subscription Price	36.97
	International Subscription Price	37.97