

GARDEN MAKING

Niagara on the Lake, Ontario L0S 1J0

Annual Frequency: 4 times/year
Published by Inspiring Media Inc.

AUDIT REPORT Magazine

Field Served: Canadian gardeners.

Definition of List Source Recipients:

Method of Circulation for Analyzed Nonpaid Circulation: Market Coverage copies are delivered to homes and businesses via mail.

AVERAGE CIRCULATION FOR 12 MONTHS ENDED DECEMBER 31, 2015:

TOTAL AVERAGE CIRCULATION

	Audited Circulation	Publisher's Statement Claim	Difference	% of Difference
Paid, Verified & Analyzed Nonpaid Circulation:				
Subscriptions:				
Paid	11,756	14,772	-3,016	-20.4
Verified				
Total Paid & Verified Subscriptions	11,756	14,772	-3,016	-20.4
Single Copy Sales	5,102	2,418	2,684	111.0
Total Paid & Verified Circulation	16,858	17,190	-332	-1.9
Total Analyzed Nonpaid Circulation	91	91		
Total Paid, Verified & Analyzed Nonpaid Circulation	16,949	17,281	-332	-1.9
Rate Base:	None Claimed			
Variance to Rate Base				

PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy	\$6.99		
Subscription	\$19.96		
Average Subscription Price Annualized		\$12.49	
Average Subscription Price per Copy		\$3.12	

(1) For the Report period

(2) Represents subscriptions for the 12 months ended June 30, 2015.

TOTAL CIRCULATION BY ISSUE

	Total Paid, Verified and Analyzed Nonpaid			
	Audited Circulation	Publisher's Statement Claim	Difference	%
2015 Issue				
Spring	18,272	18,218	54	0.3
Summer	15,572	17,297	-1,725	-10.0
Fall	16,961	16,998	-37	-0.2
Winter	16,987	16,606	381	2.3
Average	16,949	17,281	-332	-1.9

	Total Paid and Verified Circulation			
	Audited Circulation	Publisher's Statement Claim	Difference	%
2015 Issue				
Spring	18,147	18,093	54	0.3
Summer	15,451	17,176	-1,725	-10.0
Fall	16,894	16,931	-37	-0.2
Winter	16,937	16,556	381	2.3
Average	16,858	17,190	-332	-1.9

	Total Paid and Verified Subscriptions				Paid Subscriptions				Verified Subscriptions			
	Audited Circulation	Publisher's Statement Claim	Difference	%	Audited Circulation	Publisher's Statement Claim	Difference	%	Audited Circulation	Publisher's Statement Claim	Difference	%
2015 Issue												
Spring	12,895	15,889	-2,994	-18.8	12,895	15,889	-2,994	-18.8				
Summer	12,113	14,171	-2,058	-14.5	12,113	14,171	-2,058	-14.5				
Fall	11,273	14,889	-3,616	-24.3	11,273	14,889	-3,616	-24.3				
Winter	10,741	14,136	-3,395	-24.0	10,741	14,136	-3,395	-24.0				
Average	11,756	14,772	-3,016	-20.4	11,756	14,772	-3,016	-20.4				

	Single Copy Sales				Analyzed Nonpaid			
	Audited Circulation	Publisher's Statement Claim	Difference	%	Audited Circulation	Publisher's Statement Claim	Difference	%
2015 Issue								
Spring	5,252	2,204	3,048	138.3	125	125		
Summer	3,338	3,005	333	11.1	121	121		
Fall	5,621	2,042	3,579	175.3	67	67		
Winter	6,196	2,420	3,776	156.0	50	50		
Average	5,102	2,418	2,684	111.0	91	91		

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

The following averages, as reported below, are included in Total Average Circulation and annotated here per applicable rules. See Notes.

	Audited Circulation	Publisher's Statement Claim	Difference	% of Difference
PAID SUBSCRIPTIONS				
Individual Subscriptions*	11,756	11,759	-3	0.0
Sponsored Sales		3,013	-3,013	-100.0
TOTAL PAID SUBSCRIPTIONS	11,756	14,772	-3,016	-20.4
VERIFIED SUBSCRIPTIONS				
TOTAL VERIFIED SUBSCRIPTIONS				
TOTAL PAID & VERIFIED SUBSCRIPTIONS	11,756	14,772	-3,016	-20.4
SINGLE COPY SALES				
Single Issue Sales	2,038	2,418	-380	-15.7
Sponsored Sales	3,064		3,064	
TOTAL SINGLE COPY SALES	5,102	2,418	2,684	111.0
TOTAL PAID & VERIFIED CIRCULATION	16,858	17,190	-332	-1.9
ANALYZED NONPAID				
Market Coverage	91	91		
TOTAL ANALYZED NONPAID	91	91		
TOTAL PAID, VERIFIED & ANALYZED NONPAID	16,949	17,281	-332	-1.9

*Included in Average Price calculation

AUDIT STATEMENT

The difference shown in average paid and verified circulation in comparing this report with the Publisher's Statements for the period audited is 332 copies per issue deduction.

There was no adjustment made in the average analyzed nonpaid circulation as shown in the Publisher's Statements for the period audited.

NOTES

Sponsored Subscriptions: Copies purchased by a third party in quantities of 11 or more for distribution to consumers.

Market Coverage: Copies served to homes or businesses on an issue-by-issue basis. Consecutive issuance is not measured.

Post-Expire Copies: The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 1,060

Average nonanalyzed nonpaid circulation for the period: 32

NOTES (Continued)

As a result of AAM's finding during this audit period, the following information has been added to the standard Audit Report format:

PROVINCE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION	ANALYZED NON-PAID	TOTAL CIRCULATION
Alberta	616		616	537	1,153	1	1,154
British Columbia	1,687		1,687	1,844	3,531	5	3,536
Manitoba	288		288	127	415	1	416
New Brunswick	175		175	105	280		280
Newfoundland/Labrador	67		67	63	130	1	131
Northwest Territories	8		8		8		8
Nova Scotia	301		301	204	505	2	507
Nunavut	2		2		2		2
Ontario	7,307		7,307	2,538	9,845	48	9,893
Prince Edward Island	61		61	19	80		80
Quebec	406		406	74	480	1	481
Saskatchewan	313		313	110	423		423
Yukon Territory	8		8		8		8
Canadian Unclassified							
TOTAL CANADA	11,239		11,239	5,621	16,860	59	16,919
United States	34		34		34	8	42
International							
Other Unclassified							
Military or Civilian Personnel Overseas							
GRAND TOTAL	11,273		11,273	5,621	16,894	67	16,961

DURATION SOLD:

		%
(a) One to six months (1 to 2 issues)	5	0.1
(b) Seven to eleven months (3 Issues).....	4	0.1
(c) Twelve months (4 issues)	2,371	54.2
(d) Thirteen to twenty-four months	1,834	41.9
(e) Twenty-five months and more	161	3.7
Total Subscriptions Sold in Period	4,375	100.0

USE OF PREMIUMS:

(a) Ordered without premium	2,814	64.3
(b) Ordered with material reprinted from branded editorial material.....	None of record	
(c) Ordered with other premiums	1,561	35.7
Total Subscriptions Sold in Period	4,375	100.0

CHANNELS:

(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	3,908	89.3
(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	None of record	
(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	None of record	
(d) Subscriptions as part of membership in an organization	467	10.7
Total Subscriptions Sold in Period	4,375	100.0

FOR ADDITIONAL DATA PLEASE REFER TO WWW.AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

To Members of the Alliance for Audited Media:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examination was made in accordance with AAM's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average paid and verified circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average paid and verified circulation.

Alliance for Audited Media