

## Publisher's Statement

6 months ended June 30, 2016, Subject to Audit

### EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation
15,805	2,640	18,445

### TOTAL CIRCULATION BY ISSUE

Issue	Print				
	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Spring	14,599	41	14,640	2,754	17,394
Summer	16,928	41	16,969	2,525	19,494
Average	15,764	41	15,805	2,640	18,445

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	% of Circulation
<b>Paid Subscriptions</b>		
Individual Subscriptions	10,194	55.3
Sponsored Subscriptions	5,570	30.2
<b>Total Paid Subscriptions</b>	<b>15,764</b>	<b>85.5</b>
<b>Verified Subscriptions</b>		
Individual Use	41	0.2
<b>Total Verified Subscriptions</b>	<b>41</b>	<b>0.2</b>
<b>Total Paid &amp; Verified Subscriptions</b>	<b>15,805</b>	<b>85.7</b>
<b>Single Copy Sales</b>		
Single Issue	2,640	14.3
<b>Total Single Copy Sales</b>	<b>2,640</b>	<b>14.3</b>
<b>Total Paid &amp; Verified Circulation</b>	<b>18,445</b>	<b>100.0</b>

### VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2014	19,751	19,751		
12/31/2013	24,558	24,558		
12/31/2012	23,462	23,835	-373	-1.6

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### PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy	\$6.99		
Subscription	\$19.96		
Average Subscription Price Annualized (3)		\$14.20	
Average Subscription Price per Copy		\$3.55	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2015

(3) Based on the following issue per year frequency: 4

### ADDITIONAL DATA IN [WWW.AUDITEDMEDIA.COM](http://WWW.AUDITEDMEDIA.COM) MEDIA INTELLIGENCE CENTER

Circulation by Regional, Metro & Demographic Editions  
Geographic Data  
Analysis of New & Renewal Paid Individual Subscriptions  
Trend Analysis

### ADDITIONAL ANALYSIS OF VERIFIED

	Print
<b>Individual Use</b>	
Individually Requested	41
<b>Total Individual Use</b>	<b>41</b>

## NOTES

**Rounding %:** Due to rounding, percentages may not always add up to 100%.

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

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 50

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 Alliance for Audited Media's bylaws and rules.

Parent Company: Inspiring Media Inc.

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