



Audit Bureau
of Circulations

Minnesota Monthly

For the six months ended December 31, 2006

Field Served: A city-regional magazine for the upscale lifestyle.

Published by Greenspring Media Group

Frequency: 12 times/year

ABC Member # 04-0659-3

PAID & VERIFIED MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

Minnesota Monthly

Paid & Verified Magazine
Publisher's Statement

For six months ended December 31, 2006

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	64,445	92.7			
Verified					
Total Paid & Verified Subscriptions	64,445	92.7			
Single Copy Sales	5,098	7.3			
Total Paid & Verified Circulation	69,543	100.0	65,000	4,543	7.0

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$4.50		
Subscription	\$19.95		
Average Subscription Price Annualized (12 issue frequency)		\$14.28	
Average Subscription Price per Copy		\$1.19	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended June 30, 2006.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
July	63,184		63,184	5,687	68,871
Aug.	64,552		64,552	4,484	69,036
Sept.	65,952		65,952	5,054	71,006
Oct.	64,650		64,650	3,780	68,430
Nov.	64,550		64,550	6,850	71,400
Dec.	63,779		63,779	4,735	68,514

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2002	%	2003	%	2004	%	2005	%	2006	%
Subscriptions:										
Paid	58,440	92.7	58,709	92.6	59,785	91.6	58,047	91.7	64,136	91.9
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	58,440	92.7	58,709	92.6	59,785	91.6	58,047	91.7	64,136	91.9
Single Copy Sales	4,635	7.3	4,688	7.4	5,513	8.4	5,252	8.3	5,638	8.1
Total Paid & Verified Circulation	63,075	100.0	63,397	100.0	65,298	100.0	63,299	100.0	69,774	100.0
Year Over Year Percent of Change		-9.7		0.5		3.0		-3.1		10.2
Paid & Verified Rate Base	60,000		60,000		60,000		60,000		65,000	
Avg. Annualized Subscription Price	\$14.63		\$14.61		\$14.16		\$14.88		\$14.28	

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*	19,920	28.7
Association:		
Non-Deductible*	43,400	62.4
Sponsored Sales	1,125	1.6
TOTAL PAID SUBSCRIPTIONS	64,445	92.7
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	64,445	92.7
SINGLE COPY SALES		
Single Issue Sales	5,098	7.3
TOTAL SINGLE COPY SALES	5,098	7.3
TOTAL PAID & VERIFIED CIRCULATION	69,543	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:

None

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 December, 2006 issue

Total paid & verified circulation of this issue was 1.5% less than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	7		7		7
Arizona	127		127		127
Arkansas	12		12		12
California	302		302		302
Colorado	75		75		75
Connecticut	31		31		31
Delaware	4		4		4
District of Columbia	22		22		22
Florida	184		184		184
Georgia	44		44		44
Idaho	33		33		33
Illinois	157		157		157
Indiana	39		39		39
Iowa	351		351	2	353
Kansas	26		26		26
Kentucky	14		14		14
Louisiana	10		10		10
Maine	4		4		4
Maryland	45		45		45
Massachusetts	40		40		40
Michigan	151		151	1	152
Minnesota	58,281		58,281	4,637	62,918
Mississippi	5		5		5
Missouri	48		48		48
Montana	24		24		24
Nebraska	41		41		41
Nevada	17		17		17
New Hampshire	9		9		9
New Jersey	29		29		29
New Mexico	36		36		36
New York	89		89		89
North Carolina	31		31		31
North Dakota	881		881	47	928
Ohio	60		60	1	61
Oklahoma	10		10		10
Oregon	38		38		38
Pennsylvania	43		43		43
Rhode Island	4		4		4
South Carolina	7		7		7
South Dakota	459		459	13	472
Tennessee	18		18	5	23
Texas	102		102		102
Utah	16		16		16
Vermont	9		9		9
Virginia	57		57		57
Washington	57		57		57
West Virginia	2		2		2
Wisconsin	1,651		1,651	29	1,680
Wyoming	10		10		10
TOTAL 48 CONTER-MINOUS STATES	63,712		63,712	4,735	68,447
Alaska	19		19		19
Hawaii	11		11		11
TOTAL ALASKA & HAWAII	30		30		30
U.S. Unclassified					
TOTAL UNITED STATES	63,742		63,742	4,735	68,477
Poss. & Other Areas					
U.S. & POSS., etc.	63,742		63,742	4,735	68,477
Canada	20		20		20
International	11		11		11
Other Unclassified					
Military or Civilian Personnel Overseas	6		6		6
GRAND TOTAL	63,779		63,779	4,735	68,514

ANALYSIS BY ABCD COUNTY SIZE for the December, 2006 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, 2006

A. DURATION		%	C. CHANNELS		%
(a) One to six months (1 to 6 issues)	5	0.0	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	5,571	20.2
(b) Seven to eleven months (7 to 11 issues)	3	0.0	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	170	0.6
(c) Twelve months (12 issues)	26,145	94.6	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	1,671	6.0
(d) Thirteen to twenty-four months	1,340	4.8	(d) Subscriptions as part of membership in an organization	20,239	73.2
(e) Twenty-five months and more	158	0.6	Total Subscriptions Sold in Period	27,651	100.0
Total Subscriptions Sold in Period	27,651	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	27,651	100.0			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums	None				
Total Subscriptions Sold in Period	27,651	100.0			

9. EXPLANATORY

- (a) Suggested Retail Prices: Subscriptions: U.S., 2 yrs. \$31.95; 3 yrs. \$40.95. Canada and International, 1 yr. \$36.00.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 3,108 copies per issue.
- (c) Post expiration copies: None.
- (d) Association (Non-Deductible): The average of 43,400 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to members of Minnesota Public Radio. Members receive MINNESOTA MONTHLY if they contribute \$84.00 or more, of which \$14.28 per year is allocated to MINNESOTA MONTHLY and is non-deductible. Members are given the option of choosing not to receive MINNESOTA MONTHLY even if they contribute \$84.00 or more. Members who donate any amount may be entitled to receive up to 20 gifts ranging in value from \$1.00 to \$200.00, depending on the donation amount.
- (e) Sponsored Subscription Sales: The average of 1,125 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 12 months ended June 30, 2005; 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)
06-30-05	60,000	62,866	63,564	-698	-1.1
06-30-04	60,000	62,713	65,265	-2,552	-3.9
06-30-03	60,000	62,356	61,949	407	0.7
06-30-02	60,000	66,431	66,047	384	0.6
06-30-01	60,000	70,509	70,813	-304	-0.4

[^]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: Greenspring Media Group

MINNESOTA MONTHLY, published by Greenspring Media Group • 600 U.S. Trust Building, 730 2nd Avenue S. • Minneapolis, MN 55402

ERIC PODEWELL

NANCY BENEDICT

Date Signed: January 19, 2007

Circulation Manager

Publisher

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Established: 1976

ABC Member since: 1987

04-0659-3	Analyzed Issue Date	12/01/06
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.50
	Association Subscription Price	14.28
	U.S. Subscription Price	19.95
	Canadian Subscription Price	36.00
	International Subscription Price	36.00