



**PAID & VERIFIED
MAGAZINE
PUBLISHER'S STATEMENT**

Subject to Audit

For the six months ended December 31, 2010

Field Served: Sailors and sailboat owners of all types including cruising sailors, racing sailors, and day sailors at all skill levels from novices to intermediates to experts. Also served are the sailing industry trade including sailboat and sailing equipment manufacturers, brokers, dealers and sailboat chartering companies.

Published by Source Interlink Media

Frequency: 12 times/year

ABC Member # 04-1013-0

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					
Print	97,411	92.5			
Digital (Replica)	1,625	1.6			
Total Paid Subscriptions	99,036	94.1			
Verified					
Total Paid & Verified Subscriptions	99,036	94.1			
Single Copy Sales					
Print	6,255	5.9			
Digital (Replica)	14	0.0			
Total Single Copy Sales	6,269	5.9			
Total Paid & Verified Circulation	105,305	100.0	100,000	5,305	5.3

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$5.99		
Subscription	\$29.95		
Average Subscription Price Annualized (12 issue frequency)		\$12.19	
Average Subscription Price per Copy		\$1.02	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended June 30, 2010

3. PAID & VERIFIED CIRCULATION BY ISSUE OF PRINT AND DIGITAL REPLICA

Issue	Paid Subscriptions			Verified Subscriptions		Single Copy Sales			Total Paid & Verified Circulation	Total Paid & Verified Circulation	
	Print	Digital (Replica)	Total Paid Subscriptions	Print	Total Paid & Verified Subscriptions	Print	Digital (Replica)	Total Single Copy Sales			
July	97,043	1,287	98,330	98,330	98,330	7,400	15	7,415	104,443	1,302	105,745
Aug.	98,454	1,413	99,867	99,867	99,867	6,798	14	6,812	105,252	1,427	106,679
Sept.	97,038	1,623	98,661	98,661	98,661	6,897	19	6,916	103,935	1,642	105,577
Oct.	97,631	1,718	99,349	99,349	99,349	5,856	18	5,874	103,487	1,736	105,223
Nov.	97,951	1,832	99,783	99,783	99,783	4,413	7	4,420	102,364	1,839	104,203
Dec.	96,351	1,875	98,226	98,226	98,226	6,163	8	6,171	102,514	1,883	104,397

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2006	%	2007	%	2008	%	2009	%	2010	%
Subscriptions:										
Paid	155,283	90.5	154,084	91.6	144,876	89.4	105,797	91.8	98,080	94.1
Verified	3,508	2.1	1,995	1.2	7,687	4.7	2,334	2.0	N/A	
Total Paid & Verified Subscriptions	158,791	92.6	156,079	92.8	152,563	94.1	108,131	93.8	98,080	94.1
Single Copy Sales	12,743	7.4	12,069	7.2	9,511	5.9	7,088	6.2	6,139	5.9
Total Paid & Verified Circulation	171,534	100.0	168,148	100.0	162,074	100.0	115,219	100.0	104,219	100.0
Year Over Year Percent of Change		0.6		-2.0		-3.6		-28.9		-9.5
Avg. Annualized Subscription Price	\$14.48		\$13.15		\$12.45		\$12.42		\$12.19	

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
PAID SUBSCRIPTIONS				
Individual Subscriptions*	97,239	1,625	98,864	93.9
Sponsored Sales	172		172	0.2
TOTAL PAID SUBSCRIPTIONS	97,411	1,625	99,036	94.1
VERIFIED SUBSCRIPTIONS				
TOTAL VERIFIED SUBSCRIPTIONS				
TOTAL PAID & VERIFIED SUBSCRIPTIONS	97,411	1,625	99,036	94.1
SINGLE COPY SALES				
Single Issue Sales	6,255	14	6,269	5.9
TOTAL SINGLE COPY SALES	6,255	14	6,269	5.9
TOTAL PAID & VERIFIED CIRCULATION	103,666	1,639	105,305	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 September 2010 issue

Total paid & verified circulation of this issue was 0.3% greater than the total average paid & verified circulation.

Single copy sales (Print) figures are based on the percentage for each State/Province determined by analysis of the January 2010 issue and these percentages are projected against the total for the September 2010 issue.

State	PAID SUBSCRIPTIONS			VERIFIED SUB- SCRIPTIONS	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	Print	Digital (Replica)	Total Single Copy Sales			
Alabama	986	11	997	997	38		38	1,024	11	1,035
Arizona	1,241	19	1,260	1,260	174		174	1,415	19	1,434
Arkansas	400	2	402	402	18		18	418	2	420
California	10,749	151	10,900	10,900	698		698	11,447	151	11,598
Colorado	1,869	24	1,893	1,893	142	2	144	2,011	26	2,037
Connecticut	2,622	23	2,645	2,645	85		85	2,707	23	2,730
Delaware	348	2	350	350	12		12	360	2	362
District of Columbia	254	5	259	259	28	1	29	282	6	288
Florida	8,152	94	8,246	8,246	671	1	672	8,823	95	8,918
Georgia	1,976	15	1,991	1,991	243		243	2,219	15	2,234
Idaho	397	5	402	402	10		10	407	5	412
Illinois	3,026	32	3,058	3,058	313		313	3,339	32	3,371
Indiana	1,189	11	1,200	1,200	26		26	1,215	11	1,226
Iowa	532	6	538	538	23		23	555	6	561
Kansas	579	5	584	584	7		7	586	5	591
Kentucky	532	2	534	534	18		18	550	2	552
Louisiana	780	9	789	789	58		58	838	9	847
Maine	1,200	4	1,204	1,204	54		54	1,254	4	1,258
Maryland	3,184	18	3,202	3,202	86		86	3,270	18	3,288
Massachusetts	4,650	29	4,679	4,679	146		146	4,796	29	4,825
Michigan	3,945	26	3,971	3,971	117		117	4,062	26	4,088
Minnesota	1,742	12	1,754	1,754	166		166	1,908	12	1,920
Mississippi	414	5	419	419	41		41	455	5	460
Missouri	1,072	4	1,076	1,076	37		37	1,109	4	1,113
Montana	293	4	297	297	12		12	305	4	309
Nebraska	236	4	240	240	17		17	253	4	257
Nevada	528	6	534	534	71		71	599	6	605
New Hampshire	939	7	946	946	26		26	965	7	972
New Jersey	3,256	30	3,286	3,286	122		122	3,378	30	3,408
New Mexico	353	5	358	358	22		22	375	5	380
New York	6,156	72	6,228	6,228	359	1	360	6,515	73	6,588
North Carolina	2,696	21	2,717	2,717	124	1	125	2,820	22	2,842
North Dakota	104		104	104	2		2	106		106
Ohio	2,916	16	2,932	2,932	84		84	3,000	16	3,016
Oklahoma	559	10	569	569	50		50	609	10	619
Oregon	1,511	12	1,523	1,523	45		45	1,566	12	1,578
Pennsylvania	3,233	28	3,261	3,261	92		92	3,325	28	3,353
Rhode Island	929	4	933	933	28		28	957	4	961
South Carolina	1,242	10	1,252	1,252	44		44	1,286	10	1,296
South Dakota	128	1	129	129	29		29	157	1	158
Tennessee	947	11	958	958	79		79	1,026	11	1,037
Texas	4,750	65	4,815	4,815	520		520	5,270	65	5,335
Utah	490	6	496	496	22		22	512	6	518
Vermont	530		530	530	12		12	542		542
Virginia	3,792	25	3,817	3,817	140	1	141	3,932	26	3,958
Washington	3,565	38	3,603	3,603	261	2	263	3,826	40	3,866
West Virginia	141	1	142	142	5		5	146	1	147
Wisconsin	1,859	10	1,869	1,869	54		54	1,913	10	1,923
Wyoming	107		107	107	6		6	113		113
TOTAL 48 CONTERMINOUS STATES	93,099	900	93,999	93,999	5,437	9	5,446	98,536	909	99,445
Alaska	349	4	353	353	45		45	394	4	398
Hawaii	437	6	443	443	179		179	616	6	622
TOTAL ALASKA & HAWAII	786	10	796	796	224		224	1,010	10	1,020
U.S. Unclassified										
TOTAL UNITED STATES	93,885	910	94,795	94,795	5,661	9	5,670	99,546	919	100,465
Poss. & Other Areas	252	518	770	770	11		11	263	518	781
U.S. & POSS., etc.	94,137	1,428	95,565	95,565	5,672	9	5,681	99,809	1,437	101,246
Canada	2,415	195	2,610	2,610	885	2	887	3,300	197	3,497
International	382		382	382	340	8	348	722	8	730
Other Unclassified										
Military or Civilian Personnel Overseas	104		104	104				104		104
GRAND TOTAL	97,038	1,623	98,661	98,661	6,897	19	6,916	103,935	1,642	105,577

ANALYSIS BY ABCD COUNTY SIZE for the September 2010 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, 2010

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 6 issues).....	70	0.2	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	31,303	98.0
(b) Seven to eleven months (7 to 11 issues).....	1,210	3.8	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	95	0.3
(c) Twelve months (12 issues).....	14,793	46.3	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	556	1.7
(d) Thirteen to twenty-four months.....	9,518	29.8	(d) Subscriptions as part of membership in an organization.....	None	
(e) Twenty-five months and more.....	6,363	19.9	Total Subscriptions Sold in Period.....	31,954	100.0
Total Subscriptions Sold in Period.....	31,954	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium.....	25,505	79.8			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums, See Par. 9.....	6,449	20.2			
Total Subscriptions Sold in Period.....	31,954	100.0			

9. EXPLANATORY

(a) Suggested Retail Prices: Subscriptions: U.S., 2 yrs. \$59.90. Canada, 1 yr. \$41.95. International, 1 yr. \$53.95.

(b) Average non-analyzed non-paid circulation for the 6 month period: 2,467 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) Sponsored Subscription Sales: The average of 172 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 for delivery to private residences.

(f) Use of Premiums: A baseball cap, with no advertised or stated values, was offered with paid subscriptions.

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2009; 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)
12-31-09	(a)	115,271	115,218	53	0.0					
12-31-08	160,000	161,678	162,074	-396	-0.2					
12-31-07	170,000	168,148	168,148							
12-31-06	170,000	171,534	171,534							
12-31-05	170,000	170,827	170,463	364	0.2	None Claimed	444		444	
Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)					
12-31-05	None Claimed	171,271	170,463	808	0.5					

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

(a) Effective 05/01/09 changed from 160,000 to 100,000

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: Source Interlink Companies

SAIL, published by Source Interlink Media • 98 N. Washington St. • Boston, MA 02114

THOMAS SLATER
VP, Consumer Marketing

JOSH ADAMS
Publisher

Date Signed: January 24, 2011

P: 617.720.8600 • F: 617.723.0911 • URL: www.sailmagazine.com

Established: 1970

ABC Member since: 1971

04-1013-0	Analyzed Issue Date	09/01/10
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	5.99
	Association Subscription Price	
	U.S. Subscription Price	29.95
	Canadian Subscription Price	41.95
	International Subscription Price	53.95