



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

Subject to Audit

For the six months ended June 30, 2009

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 (See Below)	Above (Below)	% Above (Below)
Paid & Verified Circulation: (See Par. 6)					
Subscriptions:					
Paid					
Print	113,674	90.4			
Digital (Replica)	739	0.6			
Total Paid Subscriptions	114,413	91.0			
Verified					
Print	4,668	3.7			
Total Verified Subscriptions	4,668	3.7			
Total Paid & Verified Subscriptions	119,081	94.7			
Single Copy Sales					
Print	6,621	5.3			
Digital (Replica)	12	0.0			
Total Single Copy Sales	6,633	5.3			
Total Paid & Verified Circulation	125,714	100.0	140,000	-14,286	-10.2

Rate Base:

Paid & Verified

to 05/01/09

160,000

since 05/01/09

100,000

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)		\$12.40	
Average Subscription Price per Copy		\$1.03	

(1) For the Statement period

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

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

Issue	Paid Subscriptions			Verified Subscriptions			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	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Digital (Replica)	Total Single Copy Sales			
Jan.+	132,438	577	133,015	5,636	5,636	138,651	5,708	26	5,734	143,782	603	144,385
Feb.+	127,714	642	128,356	5,631	5,631	133,987	6,486	13	6,499	139,831	655	140,486
Mar.+	124,692	705	125,397	5,598	5,598	130,995	7,094	17	7,111	137,384	722	138,106
Apr.	100,199	784	100,983	5,575	5,575	106,558	7,072	7	7,079	112,846	791	113,637
May	98,695	828	99,523	5,554	5,554	105,077	6,159	5	6,164	110,408	833	111,241
June	98,308	898	99,206	12	12	99,218	7,205	2	7,207	105,525	900	106,425

+See Par. 9

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2004	%	2005	%	2006	%	2007	%	2008	%
Subscriptions:										
Paid	155,280	90.5	155,423	91.2	155,283	90.5	154,084	91.6	144,876	89.4
Verified	N/A		N/A		3,508	2.1	1,995	1.2	7,687	4.7
Total Paid & Verified Subscriptions	155,280	90.5	155,423	91.2	158,791	92.6	156,079	92.8	152,563	94.1
Single Copy Sales	16,362	9.5	15,040	8.8	12,743	7.4	12,069	7.2	9,511	5.9
Total Paid & Verified Circulation	171,642	100.0	170,463	100.0	171,534	100.0	168,148	100.0	162,074	100.0
Year Over Year Percent of Change		-0.5		-0.7		0.6		-2.0		-3.6
Avg. Annualized Subscription Price	\$15.42		\$16.84		\$14.48		\$13.15		\$12.45	

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*	97,922	739	98,661	78.4
Partnership: Deductible*	5		5	0.0
Sponsored Sales	15,747		15,747	12.6
TOTAL PAID SUBSCRIPTIONS	113,674	739	114,413	91.0
VERIFIED SUBSCRIPTIONS				
Public Place (See Par. 6A)	4,668		4,668	3.7
TOTAL VERIFIED SUBSCRIPTIONS	4,668		4,668	3.7
TOTAL PAID & VERIFIED SUBSCRIPTIONS	118,342	739	119,081	94.7
SINGLE COPY SALES				
Single Issue Sales	6,621	12	6,633	5.3
TOTAL SINGLE COPY SALES	6,621	12	6,633	5.3
TOTAL PAID & VERIFIED CIRCULATION	124,963	751	125,714	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:	Fitness/ Recreational Facilities	Specialty Locations/ Retail	Personal Care Salons	Other	Total Public Place Copies Print
Public Place	4,664	2	1	1	4,668

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 January, 2009 issue

Total paid & verified circulation of this issue was 14.9% greater than the total average paid & verified circulation.

State	PAID SUBSCRIPTIONS		VERIFIED SUBSCRIPTIONS			SINGLE COPY SALES			Total Paid & Verified Circulation Print	Total Paid & Verified Circulation
	Print	Total Paid Subscriptions	Print	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Total Single Copy Sales			
Alabama	1,364	1,364	85	85	1,449	23	23	1,472	1,472	
Arizona	1,704	1,704	113	113	1,817	109	109	1,926	1,926	
Arkansas	550	550	102	102	652	18	18	670	670	
California	14,624	14,624	604	604	15,228	604	604	15,832	15,832	
Colorado	2,210	2,210	74	74	2,284	144	144	2,428	2,428	
Connecticut	3,426	3,426	74	74	3,500	69	69	3,569	3,569	
Delaware	541	541	10	10	551	3	3	554	554	
District of Columbia	584	584	4	4	588	30	30	618	618	
Florida	12,485	12,485	667	667	13,152	534	534	13,686	13,686	
Georgia	2,814	2,814	105	105	2,919	195	195	3,114	3,114	
Idaho	476	476	51	51	527	1	1	528	528	
Illinois	4,243	4,243	110	110	4,353	265	265	4,618	4,618	
Indiana	1,628	1,628	90	90	1,718	17	17	1,735	1,735	
Iowa	770	770	40	40	810	5	5	815	815	
Kansas	634	634	38	38	672	3	3	675	675	
Kentucky	1,116	1,116	85	85	1,201	7	7	1,208	1,208	
Louisiana	1,268	1,268	109	109	1,377	43	43	1,420	1,420	
Maine	1,495	1,495	58	58	1,553	54	54	1,607	1,607	
Maryland	5,661	5,661	137	137	5,798	50	50	5,848	5,848	
Massachusetts	5,634	5,634	126	126	5,760	118	118	5,878	5,878	
Michigan	4,968	4,968	303	303	5,271	76	76	5,347	5,347	
Minnesota	2,220	2,220	116	116	2,336	130	130	2,466	2,466	
Mississippi	671	671	33	33	704	17	17	721	721	
Missouri	1,648	1,648	128	128	1,776	52	52	1,828	1,828	
Montana	357	357	30	30	387	11	11	398	398	
Nebraska	286	286	24	24	310	27	27	337	337	
Nevada	764	764	48	48	812	80	80	892	892	
New Hampshire	1,086	1,086	22	22	1,108	29	29	1,137	1,137	
New Jersey	4,476	4,476	132	132	4,608	69	69	4,677	4,677	
New Mexico	435	435	22	22	457	1	1	458	458	
New York	8,130	8,130	236	236	8,366	327	327	8,693	8,693	
North Carolina	3,644	3,644	147	147	3,791	90	90	3,881	3,881	
North Dakota	130	130	5	5	135			135	135	
Ohio	3,938	3,938	222	222	4,160	35	35	4,195	4,195	
Oklahoma	717	717	107	107	824	19	19	843	843	
Oregon	1,980	1,980	87	87	2,067	36	36	2,103	2,103	
Pennsylvania	4,335	4,335	71	71	4,406	73	73	4,479	4,479	
Rhode Island	1,208	1,208	22	22	1,230	20	20	1,250	1,250	
South Carolina	1,663	1,663	104	104	1,767	25	25	1,792	1,792	
South Dakota	139	139	12	12	151			151	151	
Tennessee	1,470	1,470	80	80	1,550	79	79	1,629	1,629	
Texas	6,625	6,625	484	484	7,109	379	379	7,488	7,488	
Utah	553	553	40	40	593	12	12	605	605	
Vermont	586	586	3	3	589	13	13	602	602	
Virginia	4,669	4,669	97	97	4,766	113	113	4,879	4,879	
Washington	5,221	5,221	224	224	5,445	225	225	5,670	5,670	
West Virginia	197	197	6	6	203	5	5	208	208	
Wisconsin	2,268	2,268	140	140	2,408	68	68	2,476	2,476	
Wyoming	113	113	9	9	122	4	4	126	126	
TOTAL 48 CONTERMINOUS STATES	127,724	127,724	5,636	5,636	133,360	4,307	4,307	137,667	137,667	
Alaska	888	888			888	43	43	931	931	
Hawaii	583	583			583	45	45	628	628	
TOTAL ALASKA & HAWAII	1,471	1,471			1,471	88	88	1,559	1,559	
U.S. Unclassified										
TOTAL UNITED STATES	129,195	129,195	5,636	5,636	134,831	4,395	4,395	139,226	139,226	
Poss. & Other Areas	248	248			248			248	248	
U.S. & POSS., etc.	129,443	129,443	5,636	5,636	135,079	4,395	4,395	139,474	139,474	
Canada	2,832	2,832			2,832	944	944	3,776	3,776	
International	604	604			604	395	395	999	999	
Other Unclassified										
Military or Civilian Personnel Overseas	136	136			136			136	136	
GRAND TOTAL	133,015	133,015	5,636	5,636	138,651	5,734	5,734	144,385	144,385	

ANALYSIS BY ABCD COUNTY SIZE for the January, 2009 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 June 30, 2009

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 6 issues)	62	0.2	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	29,962	89.3
(b) Seven to eleven months (7 to 11 issues).....	348	1.0	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	2,807	8.4
(c) Twelve months (12 issues).....	18,972	56.6	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	766	2.3
(d) Thirteen to twenty-four months.....	10,666	31.8	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	3,487	10.4	Total Subscriptions Sold in Period	33,535	100.0
Total Subscriptions Sold in Period	33,535	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	24,933	74.3			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums, See Par. 9	8,602	25.7			
Total Subscriptions Sold in Period	33,535	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: 3,197 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) Single Copy Sales for issues denoted in Par. 3 of this statement were impacted by the Anderson News closure.

(f) Partnership Subscription Sales (Deductible): The average of 5 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served in a partnership relationship wherein this publication was bundled with a purchase of a good or service. Purchasers were advised that \$13.00 of the sales price was allocated for a 1 year subscription to this publication.

(g) Sponsored Subscription Sales: The average of 15,747 copies per issue, shown in Par. 6 and included in Par. 1, represents the following:

An average of 15,532 copies per issue represents copies purchased in quantities of 5,000 to 25,000. Individually addressed copies were mailed by publisher to 40-foot-plus sailboat owners.

An average of 215 copies per issue represents copies purchased by various business concerns in quantities of 11 or more for delivery to private residences.

(h) Verified Public Place: The average of 4,668 copies per issue, shown in Par. 6 and included in Par. 1, represents reception room subscriptions. 5,000 copies were mailed by publisher to names and addresses selected from Consumer Marketing Solutions database.

(i) Use of Premiums: A Charter Vacation Guide, and a baseball cap, with no advertised or stated values, were offered with subscriptions sold at 1 yr. \$8.00, \$10.00, \$11.97, \$14.97; 2 yrs. \$15.00, \$16.00, \$21.97; 3 yrs. \$31.97.

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	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	
12-31-04	170,000	170,968	171,642	-674	-0.4					
12-31-03	170,000	171,027	172,587	-1,560	-0.9					
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.

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

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JOSH ADAMS
Publisher

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Established: 1970

ABC Member since: 1971

04-1013-0	Analyzed Issue Date	01/01/09
	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