



For the six months ended June 30, 2009

Field Served: Wooden boat owners, builders and designers.

Published by WoodenBoat Publications, Inc.

Frequency: 6 times/year

ABC Member # 04-1368-0

PAID & VERIFIED MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

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	43,971	60.3			
Verified					
Total Paid & Verified Subscriptions	43,971	60.3			
Single Copy Sales	28,922	39.7			
Total Paid & Verified Circulation	72,893	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy Subscription	\$6.25		
Average Subscription Price Annualized (6 issue frequency)	\$32.00		
Average Subscription Price per Copy		\$28.32	\$4.72

(1) For the Statement period

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

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan./Feb.	44,481		44,481	30,594	75,075
Mar./Apr.+	43,972		43,972	28,100	72,072
May/June+	43,460		43,460	28,072	71,532
+See Par. 9.					

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2004	%	2005	%	2006	%	2007	%	2008	%
Subscriptions:										
Paid	49,927	57.9	48,804	57.5	49,749	57.9	47,194	59.1	45,172	56.8
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	49,927	57.9	48,804	57.5	49,749	57.9	47,194	59.1	45,172	56.8
Single Copy Sales	36,377	42.1	36,105	42.5	36,212	42.1	32,621	40.9	34,425	43.2
Total Paid & Verified Circulation	86,304	100.0	84,909	100.0	85,961	100.0	79,815	100.0	79,597	100.0
Year Over Year Percent of Change		-4.4		-1.6		1.2		-7.1		-0.3
Avg. Annualized Subscription Price	\$28.38		\$27.72		\$27.54		\$27.78		\$27.90	

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*	43,934	60.3
Subscriptions for Military Personnel*	37	0.0
TOTAL PAID SUBSCRIPTIONS	43,971	60.3
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	43,971	60.3
SINGLE COPY SALES		
Single Issue Sales	28,922	39.7
TOTAL SINGLE COPY SALES	28,922	39.7
TOTAL PAID & VERIFIED CIRCULATION	72,893	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 May/June, 2009 issue

Total paid & verified circulation of this issue was 1.9% 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	301		301	241	542
Arizona	275		275	245	520
Arkansas	124		124	78	202
California	2,981		2,981	1,569	4,550
Colorado	478		478	200	678
Connecticut	1,566		1,566	522	2,088
Delaware	150		150	66	216
District of Columbia	134		134	49	183
Florida	2,208		2,208	1,367	3,575
Georgia	572		572	429	1,001
Idaho	242		242	89	331
Illinois	799		799	895	1,694
Indiana	388		388	322	710
Iowa	198		198	103	301
Kansas	138		138	76	214
Kentucky	167		167	111	278
Louisiana	303		303	167	470
Maine	1,622		1,622	752	2,374
Maryland	1,142		1,142	374	1,516
Massachusetts	2,981		2,981	1,197	4,178
Michigan	1,581		1,581	631	2,212
Minnesota	732		732	296	1,028
Mississippi	181		181	89	270
Missouri	325		325	207	532
Montana	183		183	100	283
Nebraska	67		67	45	112
Nevada	112		112	78	190
New Hampshire	693		693	327	1,020
New Jersey	1,163		1,163	357	1,520
New Mexico	115		115	79	194
New York	2,874		2,874	1,014	3,888
North Carolina	1,016		1,016	481	1,497
North Dakota	29		29	26	55

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Ohio	934		934	513	1,447
Oklahoma	144		144	87	231
Oregon	945		945	453	1,398
Pennsylvania	1,152		1,152	484	1,636
Rhode Island	561		561	172	733
South Carolina	500		500	271	771
South Dakota	45		45	24	69
Tennessee	311		311	236	547
Texas	1,064		1,064	626	1,690
Utah	114		114	108	222
Vermont	468		468	127	595
Virginia	1,316		1,316	529	1,845
Washington	2,531		2,531	1,447	3,978
West Virginia	73		73	64	137
Wisconsin	864		864	320	1,184
Wyoming	56		56	37	93
TOTAL 48 CONTER-MINOUS STATES	36,918		36,918	18,080	54,998
Alaska	379		379	361	740
Hawaii	112		112	81	193
TOTAL ALASKA & HAWAII	491		491	442	933
U.S. Unclassified					
TOTAL UNITED STATES	37,409		37,409	18,522	55,931
Poss. & Other Areas	52		52	89	141
U.S. & POSS., etc.	37,461		37,461	18,611	56,072
Canada	2,951		2,951	4,746	7,697
International	3,011		3,011	4,715	7,726
Other Unclassified					
Military or Civilian					
Personnel Overseas	37		37		37
GRAND TOTAL	43,460		43,460	28,072	71,532

ANALYSIS BY ABCD COUNTY SIZE for the May/June, 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 3 issues)	28	0.2	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	16,574	99.7
(b) Seven to eleven months (4 to 5 issues)	40	0.2	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	51	0.3
(c) Twelve months (6 issues)	8,594	51.7	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	None	
(d) Thirteen to twenty-four months	7,575	45.6	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	388	2.3	Total Subscriptions Sold in Period	16,625	100.0
Total Subscriptions Sold in Period	16,625	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	16,625	100.0			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums	None				
Total Subscriptions Sold in Period	16,625	100.0			

9. EXPLANATORY

- (a) Suggested Retail Prices: Average Single Copy: Canada, \$7.99. Subscriptions: U.S., 2 yrs. \$59.00; 3 yrs. \$85.00. Canada, 1 yr. \$37.00; 2 yrs. \$69.00; 3 yrs. \$99.00. International, 1 yr. \$45.00; 2 yrs. \$85.00; 3 yrs. \$124.00.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 2,371 copies per issue.
- (c) Post expiration copies: None.
- (d) Single Copy Sales for issues denoted in Par. 3 of this statement were impacted by the Anderson News closure.
- (e) Subscriptions for Military Personnel: An average of 37 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased by individuals and various business concerns for deployed Military Personnel.

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2008; 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)
12-31-08	None Claimed	78,019	79,597	-1,578	-2.0
12-31-07	None Claimed	81,061	79,815	1,246	1.6
12-31-06	None Claimed	85,703	85,961	-258	-0.3
12-31-05	None Claimed	84,430	84,909	-479	-0.6
12-31-04	None Claimed	86,480	86,304	176	0.2

[^]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: WoodenBoat Publications, Inc.

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RICHARD WASOWICZ

CARL CRAMER

Date Signed: July 23, 2009

Circulation Director

Publisher

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ABC Member since: 1983

04-1368-0	Analyzed Issue Date	05-06/01/09
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	6.25
	Association Subscription Price	
	U.S. Subscription Price	32.00
	Canadian Subscription Price	37.00
	International Subscription Price	45.00