



The Newsletter for  
Magazine Sellers,  
Buyers & Circulators

From

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## Fine Cooking Named Circle of Success Award Winner

How ironic to have both Everyday Food and Fine Cooking make of list of Circle of Success honorees. While the two magazines have very different editorial missions within the Epicurean category, they share noteworthy performance in circulation.

Fine Cooking is published by Taunton Publishing of Newtown, CT and its circulation stats would be coveted by all those big city publishers. It's had a perfect record of meeting rate base every issue for the past three years. The bonuses provided have been huge...in fact, the past three Publisher's Statements have shown over delivery of 13-19% versus a 225M guarantee.

Single copy sales are quite impressive. Last year, they averaged 116M, up 14% versus 2004. The book's cover price at \$7.30 is the highest of all our honorees...and that's even up compared to 2004.

All subs come direct to Taunton and the publisher nets more per sub than any other honoree.

Fine Cooking was an easy pick for our Circle of Success.

Rate Base Performance	
Misses - 6 month average	None
Misses - Issue by Issue	0 of 20
Rate Base Overdelivery Index (without Verified)	
6 months ending Dec. 2008	117
6 months ending June 2008	116
Single Copy Sales (2008)	
Cover Price	\$7.30
Annual Average SCS (000)	116.2
SCS as % of Total Circ.	44%
% Change vs. 2004	Up 14%
Paid Subscriptions	
Net sub price/copy	\$4.31
% of subs direct to publisher	100%
% "Pseudo Paid" subs	0%
Source: Audit Bureau of Circulations	



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