

**CONSUMER MAGAZINE CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED JUNE 2011**

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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New Mexico Magazine  
495 Old Santa Fe Trail  
Santa Fe, NM 87501  
Tel. No.: (505) 827-7447  
Fax No.: (505) 827-6496

Official Publication of: State of NM  
Established: 1922

**MARKET SERVED**

New Mexico Magazine serves residents in New Mexico and throughout the United States. Qualified recipients include paid subscribers, and paid newsstand sales, and copies distributed in bulk to hotels for redistribution to their guests. Bulk copies are audited to the point of distribution, not to the end recipient. A signed distribution agreement not more than 3 years old is obtained indicating that the publication would be accepted in bulk for redistribution.

**AVERAGE TOTAL QUALIFIED BASED ON 6 ISSUES IN THE PERIOD**

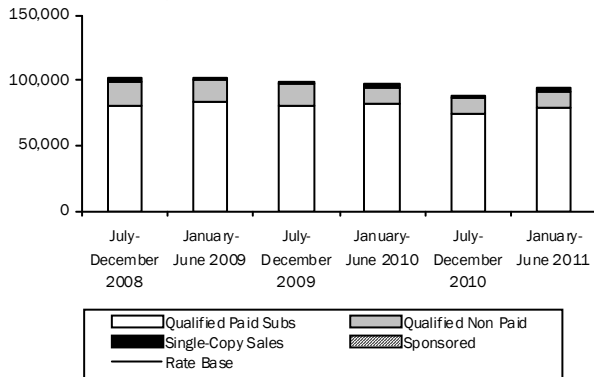
<b>Total Qualified</b> _____	<b>94,221</b>
Average Rate Base _____	**NC
Variance +/- _____	**NC
Percent +/- _____	**NC
Qualified Paid _____	81,285
Subscriptions _____	78,912
Sponsored _____	-
Single-Copy Sales _____	2,373
Qualified Non-Paid _____	12,936

\*\*NC = None Claimed

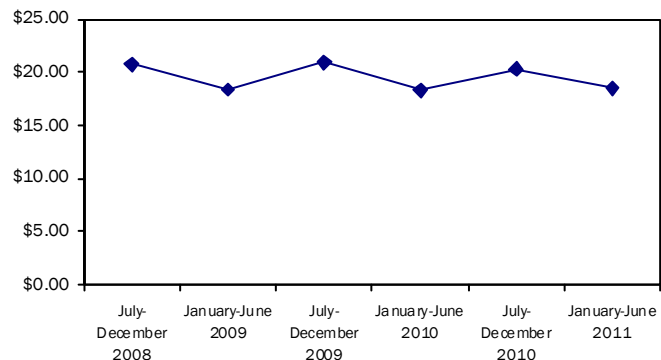
**PRICE AND FREQUENCY**

\$18.47	Average Annual Subscription Order Price for the Period Reported (Excluding Sponsored Subscriptions)
12	Issues Per Year
\$4.95	All Single-Copy Sales Prices for the Period

**Average Qualified Circulation Trend**



**Average Annualized Subscription Price**



<b>1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD</b>						
	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	78,912	83.8	-	-	78,912	83.8
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	12,936	13.7	12,936	13.7
Sponsored Individually Addressed _____	-	-	-	-	-	-
Sponsored Multi-Copy Same Addressee _____	-	-	-	-	-	-
<b>Sub-Total Subscriptions</b> _____	<b>78,912</b>	<b>83.8</b>	<b>12,936</b>	<b>13.7</b>	<b>91,848</b>	<b>97.5</b>
Single-Copy Sales _____	2,373	2.5	-	-	2,373	2.5
Sponsored Single-Copy Sales _____	-	-	-	-	-	-
<b>TOTAL</b>	<b>81,285</b>	<b>86.3</b>	<b>12,936</b>	<b>13.7</b>	<b>94,221</b>	<b>100.0</b>

<b>2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD</b>					
2011 Issue	Qualified Paid			Qualified Non-Paid	Total Qualified
	Single Copy Sales	Subscriptions	Total		
January _____	2,419	75,701	78,120	12,718	90,838
February _____	2,224	76,350	78,574	12,718	91,292
March _____	2,565	81,688	84,253	13,080	97,333
April _____	1,930	83,506	85,436	12,852	98,288
May _____	2,335	81,129	83,464	13,123	96,587
June _____	2,763	75,097	77,860	13,123	90,983

**3. BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR ISSUE OF MAY 2011**

This issue is 3.0% or 2,840 copies above the average of the other 5 issues reported in Paragraph two.

	TOTAL QUALIFIED	PERCENT OF TOTAL	QUALIFIED NON-PAID	QUALIFIED PAID
Qualified Paid Individuals _____	81,129	84.0	-	81,129
Single-Copy Sales _____	2,335	2.4	-	2,335
Multi-copy same Addressee (Note 1) _____	13,123	13.6	13,123	-
<b>TOTAL</b>	<b>96,587</b>	<b>100.0</b>	<b>13,123</b>	<b>83,464</b>

Note 1: Copies are audited to the point of redistribution, not to the end recipient. A signed distribution agreement not more than 3 Years Old is obtained indicating that the Publication would be accepted in bulk for redistribution.

**4. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	*Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	-	-	-	-	-	-	-
II. Request from recipient's company: _____	-	-	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	9,220	604	3,299	13,123	-	13,123	100.0
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	-	-	-	-	-	-	-
Rosters and directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>9,220</b>	<b>604</b>	<b>3,299</b>	<b>13,123</b>	-	<b>13,123</b>	<b>100.0</b>
<b>PERCENT</b>	<b>70.3</b>	<b>4.6</b>	<b>25.1</b>	<b>100.0</b>	-	<b>100.0</b>	

\*See Additional Data

**5. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**

State	Qualified Paid			Total Qualified Non-Paid	Total Qualified	Percent
	Single-Copy Sales	Subscriptions	Total Paid			
Maine _____	2	196	198	-	198	
New Hampshire _____	3	222	225	-	225	
Vermont _____	13	122	135	-	135	
Massachusetts _____	3	658	661	-	661	
Rhode Island _____	1	85	86	-	86	
Connecticut _____	3	422	425	-	425	
<b>NEW ENGLAND</b>	<b>25</b>	<b>1,705</b>	<b>1,730</b>	-	<b>1,730</b>	<b>1.8</b>
New York _____	5	1,220	1,225	-	1,225	
New Jersey _____	4	584	588	-	588	
Pennsylvania _____	15	1,140	1,155	-	1,155	
<b>MIDDLE ATLANTIC</b>	<b>24</b>	<b>2,944</b>	<b>2,968</b>	-	<b>2,968</b>	<b>3.1</b>
Ohio _____	15	1,127	1,142	-	1,142	
Indiana _____	9	714	723	-	723	
Illinois _____	81	1,520	1,601	-	1,601	
Michigan _____	13	936	949	-	949	
Wisconsin _____	5	803	808	-	808	
<b>EAST NO. CENTRAL</b>	<b>123</b>	<b>5,100</b>	<b>5,223</b>	-	<b>5,223</b>	<b>5.4</b>
Minnesota _____	5	722	727	-	727	
Iowa _____	3	422	425	-	425	
Missouri _____	25	957	982	-	982	
North Dakota _____	-	62	62	-	62	
South Dakota _____	1	101	102	-	102	
Nebraska _____	51	287	338	-	338	
Kansas _____	24	1,013	1,037	-	1,037	
<b>WEST NO. CENTRAL</b>	<b>109</b>	<b>3,564</b>	<b>3,673</b>	-	<b>3,673</b>	<b>3.8</b>
Delaware _____	3	88	91	-	91	
Maryland _____	9	735	744	-	744	
Washington, DC _____	2	115	117	-	117	
Virginia _____	16	1,041	1,057	-	1,057	
West Virginia _____	5	127	132	-	132	
North Carolina _____	5	664	669	-	669	
South Carolina _____	3	258	261	-	261	
Georgia _____	6	617	623	-	623	
Florida _____	20	1,637	1,657	-	1,657	
<b>SOUTH ATLANTIC</b>	<b>69</b>	<b>5,282</b>	<b>5,351</b>	-	<b>5,351</b>	<b>5.5</b>
Kentucky _____	3	282	285	-	285	
Tennessee _____	24	609	633	-	633	
Alabama _____	7	358	365	-	365	
Mississippi _____	3	186	189	-	189	
<b>EAST SO. CENTRAL</b>	<b>37</b>	<b>1,435</b>	<b>1,472</b>	-	<b>1,472</b>	<b>1.5</b>
Arkansas _____	6	476	482	-	482	
Louisiana _____	11	421	432	-	432	
Oklahoma _____	20	1,678	1,698	-	1,698	
Texas _____	717	9,920	10,637	-	10,637	
<b>WEST SO. CENTRAL</b>	<b>754</b>	<b>12,495</b>	<b>13,249</b>	-	<b>13,249</b>	<b>13.7</b>
Montana _____	2	211	213	-	213	
Idaho _____	-	227	227	-	227	
Wyoming _____	-	241	241	-	241	
Colorado _____	58	3,868	3,926	-	3,926	
New Mexico _____	964	30,010	30,974	13,123	44,097	
Arizona _____	41	3,090	3,131	-	3,131	
Utah _____	3	407	410	-	410	
Nevada _____	11	595	606	-	606	
<b>MOUNTAIN</b>	<b>1,079</b>	<b>38,649</b>	<b>39,728</b>	<b>13,123</b>	<b>52,851</b>	<b>54.7</b>
Alaska _____	4	194	198	-	198	
Washington _____	1	1,282	1,283	-	1,283	
Oregon _____	8	646	654	-	654	
California _____	102	7,141	7,243	-	7,243	
Hawaii _____	-	136	136	-	136	
<b>PACIFIC</b>	<b>115</b>	<b>9,399</b>	<b>9,514</b>	-	<b>9,514</b>	<b>9.9</b>
<b>UNITED STATES</b>	<b>2,335</b>	<b>80,573</b>	<b>82,908</b>	<b>13,123</b>	<b>96,031</b>	<b>99.4</b>
U.S. Territories _____	-	14	14	-	14	
Canada _____	-	122	122	-	122	
Mexico _____	-	-	-	-	-	
Other International _____	-	360	360	-	360	
APO/FPO _____	-	60	60	-	60	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>2,335</b>	<b>81,129</b>	<b>83,464</b>	<b>13,123</b>	<b>96,587</b>	<b>100.0</b>

6. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July-December 2008	January-June 2009	July-December 2009	January-June 2010	July-December 2010	January-June 2011*
Total Audit Average Qualified: _____	102,504	101,938	94,910	94,907	89,985	94,221
Rate Base (if any): _____	**NC	**NC	**NC	**NC	**NC	**NC
Rate Base +/-: _____	**NC	**NC	**NC	**NC	**NC	**NC
Percent +/-: _____	**NC	**NC	**NC	**NC	**NC	**NC
Qualified Paid : _____	83,191	85,640	81,143	82,526	77,128	81,285
Subscriptions _____	80,270	83,404	78,768	80,172	74,470	78,912
Sponsored _____	-	-	-	-	-	-
Single-Copy Sales _____	2,921	2,236	2,375	2,354	2,658	2,373
Qualified Non-Paid: _____	19,313	16,298	13,767	12,381	12,857	12,936
Post Expire Copies included in Total Qualified Circulation: _____	2.9 %	6.2 %	3.1 %	7.0 %	3.4 %	7.2 %
Average Annual Order Price: _____	\$20.76	\$18.36	\$20.88	\$18.27	\$20.39	\$18.47

**ADDITIONAL DATA**

**METHOD OF DISTRIBUTION:**

Copies are mailed via periodical class and sold via newsstands. Non-paid copies are delivered in bulk quantities to hotels for redistribution purposes. Copies are audited to the point of distribution, not to the end recipient. A signed distribution agreement not more than 3 years old is obtained indicating that the publication would be accepted in bulk for redistribution.

**AVERAGE NON-QUALIFIED CIRCULATION: 6,392 COPIES**

**PARAGRAPH 4:**

Paragraph 4 includes 13,123 qualified non-paid circulation. Qualified paid circulation of 83,464 combined with the qualified non-paid circulation equal 96,587 total qualified circulation for the analyzed issue.

**PROMOTIONAL INCENTIVE:**

A cookbook Delectable New Mexico and a New Mexico calendar were sent as premiums to paid subscribers.

\*NOTE: January - June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

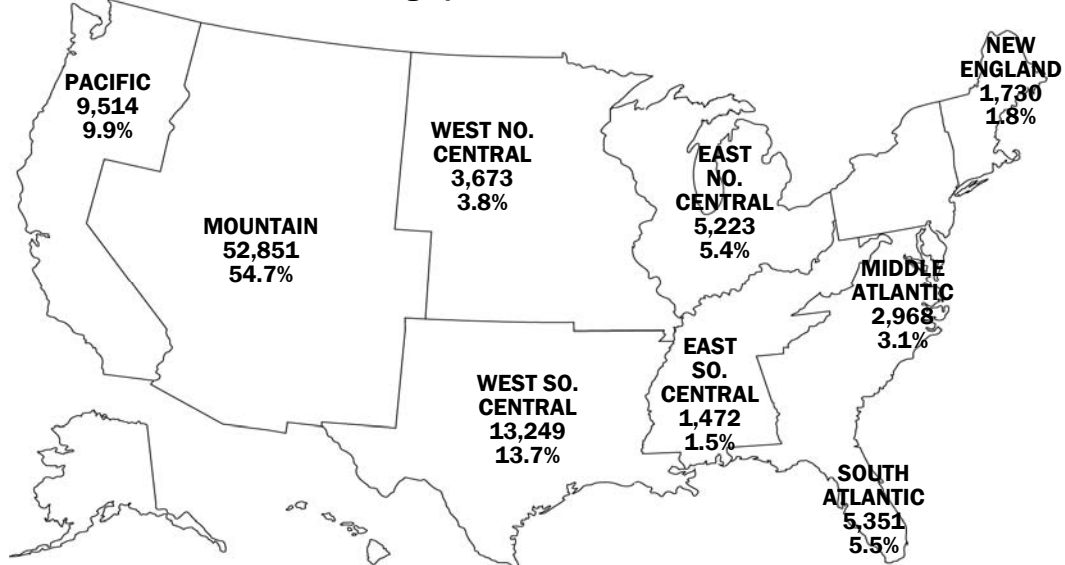
**TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD**  
Includes gross subscription sales/orders with unpaid invoices pending.

PRICES	Total	Percent
Average Annual Order Price: 12 issues for \$18.47		
<b>Offers ( ≥ 5% of Total Orders)</b>		
12 Issues for \$12.00 _____	13,557	36.9
12 Issues for \$25.95 _____	10,209	27.8
24 Issues for \$43.95 _____	3,851	10.5
All Others _____	9,115	24.8
<b>TOTAL</b>	<b>36,732</b>	<b>100.0</b>

USE OF FREE PROMOTIONAL INCENTIVES	Total	Percent
Ordered without promotional incentive _____	34,169	93.0
Ordered with editorial promotional incentive including reprints _____	-	-
*Ordered with other promotional incentive _____	2,563	7.0
<b>TOTAL</b>	<b>36,732</b>	<b>100.0</b>

\*See Additional Data

**5. Geographical Breakout**



**PUBLISHER'S AFFIDAVIT**

We hereby make oath and say that all data set forth in this statement are true.

Jon Bowman, Associate Publisher

Janet Dick, Circulation Director

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

**IMPORTANT NOTE:**

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed July 20, 2011

State New Mexico

County Santa Fe

Received by BPA Worldwide July 20, 2011

Type CPD

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