



IN New York Magazine

For the six months ended December 31, 2011

Field Served: Visitors traveling to New York City.

Definition of List Source Recipients:

Method of Circulation for Analyzed Non-Paid Circulation: Market Coverage copies are distributed by USPS. Non-Paid Bulk copies are delivered in bulk to designated locations by distribution contractors.

ANALYZED NON-PAID MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

Published by Morris Visitor Publications

Frequency: Monthly

ABC Member # 04-0488-9

1. TOTAL AVERAGE ANALYZED NON-PAID CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Analyzed Non-Paid Circulation: (See Par. 6)					
List Source					
Market Coverage	975	0.7			
Delivered with Host Products					
Non-Paid Bulk	140,350	99.3			
Total Analyzed Non-Paid Circulation	141,325	100.0	141,000	325	0.2

2. ANALYZED NON-PAID CIRCULATION BY ISSUE

Issue	List Source	Market Coverage Copies	Delivered With Host Products	Non-Paid Bulk	Total Analyzed Non-Paid
July		945		140,250	141,195
Aug.		945		140,200	141,145
Sept.		974		140,350	141,324
Oct.		976		140,450	141,426
Nov.		976		140,350	141,326
Dec.		1,036		140,500	141,536

3. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

4. TREND ANALYSIS

	2007	%	2008	%	2009	%	2010	%	2011	%
Total Analyzed Non-Paid Circ.	N/A		N/A		138,765		141,377		141,441	
Year Over Year Percent of Change							1.9		0.0	

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Analyzed Non-Paid Magazine
Publisher's Statement

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5. GEOGRAPHIC DATA for the November 2011 issue

Total analyzed non-paid circulation of this issue was 0.0% greater than the total average analyzed non-paid circulation.

STATE	TOTAL ANALYZED NON-PAID
Alabama	
Arizona	1
Arkansas	
California	16
Colorado	
Connecticut	608
Delaware	
District of Columbia	104
Florida	11
Georgia	4
Idaho	
Illinois	108
Indiana	
Iowa	
Kansas	
Kentucky	
Louisiana	
Maine	
Maryland	3
Massachusetts	105
Michigan	2
Minnesota	1
Mississippi	
Missouri	3
Montana	
Nebraska	
Nevada	1
New Hampshire	
New Jersey	7,587
New Mexico	
New York	131,347
North Carolina	
North Dakota	

STATE	TOTAL ANALYZED NON-PAID
Ohio	
Oklahoma	1
Oregon	
Pennsylvania	104
Rhode Island	1
South Carolina	1
South Dakota	
Tennessee	
Texas	6
Utah	1
Vermont	
Virginia	
Washington	
West Virginia	
Wisconsin	1
Wyoming	1
TOTAL 48 CONTERMINOUS STATES	140,017
Alaska	
Hawaii	
TOTAL ALASKA & HAWAII	
U.S. Unclassified	
TOTAL UNITED STATES	140,017
Poss. & Other Areas	
U.S. & POSS., etc.	140,017
Canada	9
International	1,300
Other Unclassified	
Military or Civilian Personnel Overseas	
GRAND TOTAL	141,326

ANALYSIS BY ABCD COUNTY SIZE for the November 2011 issue

Magazines of less than 500,000 total average analyzed non-paid circulation not required to answer this paragraph.

6. EXPLANATORY

(a) Average non-analyzed non-paid circulation for the 6 month period: 674 copies per issue.

(b) Market Coverage Copies, averaging 975 copies per issue, represents copies delivered to homes or businesses on an issue-to-issue basis. Consecutive issuance is not measured.

(c) Non-Paid Bulk, averaging 140,350 copies per issue, represents copies available for pickup at designated locations.

7. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2011; Variation from Publisher's Statement

Audit Period Ended	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)
06-30-11	141,000	141,472	141,472		
06-30-10	(a)	140,687	140,687		
06-30-09	137,000	137,577	137,577		
06-30-08	137,000	137,827	*		

(a) Effective 11/01/09 changed from 137,000 to 141,000

*Initial Audit for 6 months ending June 30, 2008 - Publisher's Statement not required for this period.

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: Morris Communications Company, LLC

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MERRIE DAVIS

Publisher

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