



Audit Bureau
of Circulations

ORGANIC Gardening™

For the six months ended December 31, 2009

Field Served: ORGANIC GARDENING celebrates the enduring values of fresh food, a beautiful safe home, and a genuine connection to the natural world. "In almost every garden, the land is made better and so is the gardener." Robert Rodale.

Published by Rodale Inc.

Frequency: 6 times/year

ABC Member # 04-0823-5

PAID & VERIFIED MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

Organic Gardening

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					
Print	245,680	79.4			
Digital (Replica)	255	0.1			
Total Paid Subscriptions	245,935	79.5			
Verified					
Print	50,150	16.2			
Total Verified Subscriptions	50,150	16.2			
Total Paid & Verified Subscriptions	296,085	95.7			
Single Copy Sales					
Print	13,206	4.3			
Total Single Copy Sales	13,206	4.3			
Total Paid & Verified Circulation	309,291	100.0	260,000	49,291	19.0

Paid & Verified Magazine
Publisher's Statement

2. PRICES

	Suggested	Average Price (2)	
	Retail Prices (1)	Net	Gross (Optional)
Average Single Copy	\$4.09		
Subscription	\$24.96		
Average Subscription Price Annualized (6 issue frequency)		\$13.27	
Average Subscription Price per Copy		\$2.21	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended June 30, 2009.

For six months ended December 31, 2009

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

Issue	Paid Subscriptions			Verified Subscriptions			Single Copy Sales			Total Paid & Verified Circulation	
	Print	Digital (Replica)	Total Paid Subscriptions	Print	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Total Single Copy Sales	Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital (Replica)	Total Paid & Verified Circulation
June/July	232,605	289	232,894	38,161	38,161	271,055	12,827	12,827	283,593	289	283,882
Aug.	240,617	259	240,876	52,619	52,619	293,495	14,435	14,435	307,671	259	307,930
Nov.	263,818	216	264,034	59,669	59,669	323,703	12,357	12,357	335,844	216	336,060

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2005	%	2006	%	2007	%	2008	%	2009	%
Subscriptions:										
Paid	N/A		195,818	87.4	165,500	79.7	192,488	70.3	236,020	80.2
Verified	N/A		2,772	1.2	9,915	4.8	61,243	22.4	45,901	15.6
Total Paid & Verified Subscriptions	N/A		198,590	88.6	175,415	84.5	253,731	92.7	281,921	95.8
Single Copy Sales	N/A		5,729	2.6	7,009	3.4	12,204	4.5	12,499	4.2
Total Paid & Verified Circulation	N/A		204,319	91.2	182,424	87.9	265,935	97.2	294,420	100.0
Year Over Year Percent of Change						-10.7		45.8		10.7
Total Analyzed Non-Paid Circ.	N/A		19,735	8.8	25,170	12.1	7,636	2.8	3	0.0
Year Over Year Percent of Change						27.5		-69.7		-100.0
Total Paid, Verified & Analyzed Non-Paid Circ.	N/A		224,054	100.0	207,594	100.0	273,571	100.0	294,423	100.0
Year Over Year Percent of Change						-7.3		31.8		7.6
Avg. Annualized Subscription Price	N/A		\$18.36		\$17.10		\$14.46		\$13.27	

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*	239,904	255	240,159	77.6
Combination Subscriptions*	3,927		3,927	1.3
Club/Membership:				
Deductible*	372		372	0.1
Partnership:				
Deductible*	1,477		1,477	0.5
TOTAL PAID SUBSCRIPTIONS	245,680	255	245,935	79.5
VERIFIED SUBSCRIPTIONS				
Individual Use (See Par. 6B)	50,150		50,150	16.2
TOTAL VERIFIED SUBSCRIPTIONS	50,150		50,150	16.2
TOTAL PAID & VERIFIED SUBSCRIPTIONS	295,830	255	296,085	95.7
SINGLE COPY SALES				
Single Issue Sales	13,206		13,206	4.3
TOTAL SINGLE COPY SALES	13,206		13,206	4.3
TOTAL PAID & VERIFIED CIRCULATION	309,036	255	309,291	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:

Verified Subscription:	Individually Requested	Merchandise Buyers	Club Members	Event Attendees	Total Individual Use Copies Print
Individual Use	31,333	10,362	6,955	1,500	50,150

7. GEOGRAPHIC DATA for the August 2009 issue

Total paid & verified circulation of this issue was 0.4% less than the total average paid & verified circulation.

State	PAID SUBSCRIPTIONS			VERIFIED SUBSCRIPTIONS			SINGLE COPY SALES			Total Paid & Verified Circulation (Replica)	Total Paid & Verified Circulation
	Print	Digital (Replica)	Total Paid Subscriptions	Print	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Total Single Copy Sales	Total Paid & Verified Circulation Print		
Alabama	3,418	2	3,420	595	595	4,015	630	630	4,643	2	4,645
Arizona	2,735	3	2,738	615	615	3,353	5	5	3,355	3	3,358
Arkansas	2,237	1	2,238	409	409	2,647	1	1	2,647	1	2,648
California	19,690	35	19,725	3,170	3,170	22,895	2,372	2,372	25,232	35	25,267
Colorado	4,339	3	4,342	764	764	5,106	812	812	5,915	3	5,918
Connecticut	4,449	7	4,456	791	791	5,247	12	12	5,252	7	5,259
Delaware	781	1	782	117	117	899	9	9	907	1	908
District of Columbia	282	2	284	47	47	331	1	1	330	2	332
Florida	8,057	13	8,070	2,494	2,494	10,564	15	15	10,566	13	10,579
Georgia	5,243	3	5,246	1,656	1,656	6,902	1,341	1,341	8,240	3	8,243
Idaho	1,722	1	1,723	298	298	2,021	4	4	2,024	1	2,025
Illinois	8,394	10	8,404	1,537	1,537	9,941	497	497	10,428	10	10,438
Indiana	5,576	3	5,579	1,103	1,103	6,682	6	6	6,685	3	6,688
Iowa	3,658		3,658	488	488	4,146	7	7	4,153		4,153
Kansas	2,823	2	2,825	468	468	3,293	12	12	3,303	2	3,305
Kentucky	3,009	1	3,010	733	733	3,743	11	11	3,753	1	3,754
Louisiana	2,746	2	2,748	376	376	3,124	1	1	3,123	2	3,125
Maine	3,415	2	3,417	630	630	4,047	23	23	4,068	2	4,070
Maryland	4,147	2	4,149	706	706	4,855	8	8	4,861	2	4,863
Massachusetts	7,434	8	7,442	8,341	8,341	15,783	26	26	15,801	8	15,809
Michigan	10,150	3	10,153	1,787	1,787	11,940	2,165	2,165	14,102	3	14,105
Minnesota	6,018	1	6,019	1,029	1,029	7,048	20	20	7,067	1	7,068
Mississippi	1,938	1	1,939	267	267	2,206	2	2	2,207	1	2,208
Missouri	5,745	3	5,748	1,045	1,045	6,793	1,207	1,207	7,997	3	8,000
Montana	1,516	2	1,518	164	164	1,682	3	3	1,683	2	1,685
Nebraska	1,768	1	1,769	189	189	1,958	2	2	1,959	1	1,960
Nevada	1,137	2	1,139	181	181	1,320	3	3	1,321	2	1,323
New Hampshire	2,817	2	2,819	963	963	3,782	11	11	3,791	2	3,793
New Jersey	5,402	8	5,410	1,172	1,172	6,582	16	16	6,590	8	6,598
New Mexico	1,722		1,722	238	238	1,960	4	4	1,964		1,964
New York	12,932	6	12,938	2,518	2,518	15,456	85	85	15,535	6	15,541
North Carolina	7,655	3	7,658	1,735	1,735	9,393	15	15	9,405	3	9,408
North Dakota	650		650	67	67	717	1	1	718		718
Ohio	10,290	7	10,297	1,907	1,907	12,204	13	13	12,210	7	12,217
Oklahoma	2,949	2	2,951	494	494	3,445	9	9	3,452	2	3,454
Oregon	5,156	1	5,157	1,006	1,006	6,163	20	20	6,182	1	6,183
Pennsylvania	13,041	11	13,052	2,375	2,375	15,427	1,427	1,427	16,843	11	16,854
Rhode Island	1,036	1	1,037	353	353	1,390	3	3	1,392	1	1,393
South Carolina	2,923	1	2,924	656	656	3,580	6	6	3,585	1	3,586
South Dakota	916	2	918	101	101	1,019	4	4	1,021	2	1,023
Tennessee	5,100	8	5,108	1,143	1,143	6,251	1,527	1,527	7,770	8	7,778
Texas	11,400	10	11,410	2,407	2,407	13,817	1,493	1,493	15,300	10	15,310
Utah	1,811		1,811	503	503	2,314			2,314		2,314
Vermont	1,796	1	1,797	273	273	2,070	5	5	2,074	1	2,075
Virginia	6,799	8	6,807	1,252	1,252	8,059	15	15	8,066	8	8,074
Washington	8,314	8	8,322	1,621	1,621	9,943	238	238	10,173	8	10,181
West Virginia	1,463		1,463	288	288	1,751	8	8	1,759		1,759
Wisconsin	7,137	4	7,141	1,229	1,229	8,370	15	15	8,381	4	8,385
Wyoming	665		665	49	49	714	3	3	717		717
TOTAL 48 CONTERMINOUS STATES	234,401	197	234,598	52,350	52,350	286,948	14,113	14,113	300,864	197	301,061
Alaska	807	2	809	74	74	883			881	2	883
Hawaii	826		826	129	129	955	25	25	980		980
TOTAL ALASKA & HAWAII	1,633	2	1,635	203	203	1,838	25	25	1,861	2	1,863
U.S. Unclassified											
TOTAL UNITED STATES	236,034	199	236,233	52,553	52,553	288,786	14,138	14,138	302,725	199	302,924
Poss. & Other Areas	226		226	12	12	238	1	1	239		239
U.S. & POSS., etc.	236,260	199	236,459	52,565	52,565	289,024	14,139	14,139	302,964	199	303,163
CANADA											
Alberta	418	3	421	4	4	425			422	3	425
British Columbia	910	3	913	7	7	920			917	3	920
Manitoba	199		199	1	1	200	2	2	202		202
New Brunswick	116		116	2	2	118			118		118
Newfoundland/Labrador	41		41			41			41		41
Northwest Territories	10		10			10			10		10
Nova Scotia	177		177			177			177		177
Nunavut	1		1			1			1		1
Ontario	1,878	6	1,884	23	23	1,907	294	294	2,195	6	2,201
Prince Edward Island	28		28			28			28		28
Quebec	227	2	229	3	3	232			230	2	232
Saskatchewan	195		195			195			195		195
Yukon Territory	9		9			9			9		9
Canadian Unclassified											
TOTAL CANADA	4,209	14	4,223	40	40	4,263	296	296	4,545	14	4,559
International	66	45	111			111			66	45	111
Other Unclassified											
Military or Civilian Personnel Overseas	82	1	83	14	14	97			96	1	97
GRAND TOTAL	240,617	259	240,876	52,619	52,619	293,495	14,435	14,435	307,671	259	307,930

ANALYSIS BY ABCD COUNTY SIZE for the August 2009 issue

Magazines of less than 500,000 total average paid, verified and/or analyzed non-paid 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 December 31, 2009

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 3 issues)	5,013	4.2	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	98,852	82.2
(b) Seven to eleven months (4 to 5 issues)	738	0.6	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	1,685	1.4
(c) Twelve months (6 issues)	62,475	51.9	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	19,778	16.4
(d) Thirteen to twenty-four months.....	49,622	41.2	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	2,467	2.1	Total Subscriptions Sold in Period	120,315	100.0
Total Subscriptions Sold in Period	120,315	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	77,651	64.5			
(b) Ordered with material reprinted from this publication, See Par. 9	38,100	31.7			
(c) Ordered with other premiums, See Par. 9	4,564	3.8			
Total Subscriptions Sold in Period	120,315	100.0			

9. EXPLANATORY

(a) Suggested Retail Prices: Average Single Copy: Canada, \$4.99. Subscriptions: Canada, 1 yr. \$34.96. International, 1 yr. \$42.00.

(b) Average non-analyzed non-paid circulation for the 6 month period: 17,534 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.coverleaf.com.

(e) 69 subscriptions were sold in combination during this statement period.

Combination Publication	Subscriptions Sold	Subscription Term	Price of Combination	Suggested Retail Prices
Veg Times	65	1 year	\$20.00	\$19.90
Prevention	4	1 year	\$16.97-\$21.97	\$21.97

(f) Club/Membership Subscription Sales (Deductible): The average of 372 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to new and renewing members of New England Wildflower Society and to members of the American Community Gardening Assoc. \$10.00 of the club/membership fee is allocated for a 1 yr. subscription to this publication. Copies were mailed by the publisher to names and addresses supplied by the partner.

(g) Partnership Subscription Sales (Deductible): The average of 1,477 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 the purchase of garden equipment or another product or service. Purchasers were advised that \$10.00 to \$25.00 of the sales price was allocated for a 1 year subscription to this publication. Copies were mailed by the publisher to names and addresses supplied by the partner.

(h) Use of Premiums: Various booklets, with no advertised or stated values, were offered with some subscriptions sold at 1 yr. \$7.98 through \$23.96; 2 yrs. \$15.00 through \$23.96.

An Organic Gardening Composting DVD and No Toil Power Soil/Composting Made Easy DVD, with no advertised or stated values, were offered with some subscriptions sold at 2 yrs. \$15.00 to \$23.96.

Various editorial premiums, with no advertised or stated values, were offered as a payment stimulant on one paid-in-full subscription.

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)	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)
12-31-08	None Claimed	264,723	265,935	-1,212	-0.5	None Claimed	7,637	7,635	2	0.0
12-31-07	None Claimed	182,584	182,423	161	0.1	None Claimed	25,199	25,170	29	0.1
12-31-06	None Claimed	205,838	204,320	1,518	0.7	None Claimed	19,740	19,735	5	0.0
01-31-06	None Claimed	194,888	*			None Claimed	2,116	*		

Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)
12-31-08	(a)	272,360	273,570	-1,210	-0.4
12-31-07	200,000	207,783	207,593	190	0.1
12-31-06	200,000	225,578	224,055	1,523	0.7
01-31-06	None Claimed	197,004	*		

[^]Effective with the June 2006 Publisher's Statements, publications were given the option of reporting verified circulation.

(a) Effective 01/01/08 changed from 200,000 to 235,000

*Initial Audit for 4 months ending January 31, 2006 - 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: Rodale Inc.

ORGANIC GARDENING, published by Rodale Inc. • 33 E. Minor St. • Emmaus, PA 18098

GREGG MICHAELSON

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MARY MURCKO

Senior Vice President Publisher

Date Signed: January 26, 2010

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Established: 1942

ABC Member since: 2007

04-0823-5	Analyzed Issue Date	08/01/09
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.09
	Association Subscription Price	
	U.S. Subscription Price	24.96
	Canadian Subscription Price	34.96
	International Subscription Price	42.00