



Audit Bureau
of Circulations

Sunset

For the six months ended June 30, 2011

Field Served: SUNSET, a regional lifestyle magazine, focuses on living well in the West and provides authoritative, localized information on gardening and travel, food and entertainment, home building and remodeling.

Published by Sunset Publishing Corporation

Frequency: 12 times/year

ABC Member # 04-1180-0

PAID & VERIFIED MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

Sunset

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	1,149,296	91.0			
Verified	45,463	3.6			
Total Paid & Verified Subscriptions	1,194,759	94.6			
Single Copy Sales	67,963	5.4			
Total Paid & Verified Circulation	1,262,722	100.0	1,250,000	12,722	1.0

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy Subscription	\$4.99		
Average Subscription Price Annualized (12 issue frequency)	\$24.00		
Average Subscription Price per Copy		\$14.28	\$1.19

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2010.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan.	1,152,467	48,577	1,201,044	65,635	1,266,679
Feb.	1,147,411	46,221	1,193,632	66,618	1,260,250
Mar.	1,152,787	45,208	1,197,995	66,676	1,264,671
Apr.	1,145,016	44,299	1,189,315	63,774	1,253,089
May	1,158,992	26,893	1,185,885	80,479	1,266,364
June	1,139,103	61,580	1,200,683	64,596	1,265,279

Paid & Verified Magazine
Publisher's Statement

For six months ended June 30, 2011

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

Edition	Number of Issues	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Rate Base
Pacific Northwest	6	248,430	6,051	254,481	17,844	272,325	270,000
Northern California	6	318,828	12,033	330,861	19,743	350,604	350,000
Southern California	6	284,782	17,423	302,205	17,364	319,569	315,000
Mountain & Southwest	6	197,802	8,268	206,070	14,066	220,136	230,000
Inside Seattle	2	106,799	3,648	110,447	17,715	128,162	119,000
Inside Bay Area	2	122,753	6,084	128,837	18,955	147,792	136,000
SoCal Insider	2	120,328	8,858	129,186	16,632	145,818	136,000

5. TREND ANALYSIS

	2006	%	2007	%	2008	%	2009	%	2010	%
Subscriptions:										
Paid	1,192,558	80.5	1,078,723	87.6	1,042,368	85.6	1,091,960	88.9	1,138,192	90.1
Verified	190,194	12.8	55,904	4.5	86,637	7.1	54,834	4.4	50,502	4.0
Total Paid & Verified Subscriptions	1,382,752	93.3	1,134,627	92.1	1,129,005	92.7	1,146,794	93.3	1,188,694	94.1
Single Copy Sales	99,405	6.7	96,840	7.9	89,282	7.3	81,712	6.7	74,148	5.9
Total Paid & Verified Circulation	1,482,157	100.0	1,231,467	100.0	1,218,287	100.0	1,228,506	100.0	1,262,842	100.0
Year Over Year Percent of Change		1.6		-16.9		-1.1		0.8		2.8
Avg. Annualized Subscription Price	\$17.54		\$17.70		\$17.62		\$16.05		\$14.65	

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*	945,700	74.9
Combination Subscriptions*	40,158	3.2
Association:		
Non-Deductible*	57,137	4.5
Award Point*	83,231	6.6
Partnership:		
Deductible*	608	0.0
Sponsored Sales	22,462	1.8
TOTAL PAID SUBSCRIPTIONS	1,149,296	91.0
VERIFIED SUBSCRIPTIONS		
Public Place (See Par. 6A)	38,838	3.1
Individual Use (See Par. 6B)	6,625	0.5
TOTAL VERIFIED SUBSCRIPTIONS	45,463	3.6
TOTAL PAID & VERIFIED SUBSCRIPTIONS	1,194,759	94.6
SINGLE COPY SALES		
Single Issue Sales	67,963	5.4
TOTAL SINGLE COPY SALES	67,963	5.4
TOTAL PAID & VERIFIED CIRCULATION	1,262,722	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:

	Doctor/Health Care Providers	Personal Care Salons	Hotels/Lodges	Other	Total Public Place Copies
Verified Subscription: Public Place	22,384	16,097	357		38,838

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:

	Individually Requested	Other	Total Individual Use Copies
Verified Subscription: Individual Use	6,625		6,625

7. GEOGRAPHIC DATA for the March 2011 issue

Total paid & verified circulation of this issue was 0.2% greater than the total average paid & verified circulation.

STATE	PAID SUBSCRIP- TIONS	VERIFIED SUBSCRIP- TIONS	TOTAL PAID & VERIFIED SUBSCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	1,590	39	1,629	16	1,645
Arizona	55,724	2,613	58,337	4,231	62,568
Arkansas	1,197	33	1,230	21	1,251
California	581,797	29,262	611,059	31,971	643,030
Colorado	65,165	3,862	69,027	3,593	72,620
Connecticut	2,117	28	2,145	9	2,154
Delaware	491	6	497	5	502
District of Columbia	496	3	499	20	519
Florida	10,047	143	10,190	186	10,376
Georgia	3,720	76	3,796	184	3,980
Idaho	18,778	171	18,949	426	19,375
Illinois	6,340	61	6,401	196	6,597
Indiana	2,597	31	2,628	37	2,665
Iowa	1,599	25	1,624	40	1,664
Kansas	2,545	21	2,566	83	2,649
Kentucky	1,370	30	1,400	38	1,438
Louisiana	1,385	19	1,404	53	1,457
Maine	800	13	813	1	814
Maryland	3,116	45	3,161	54	3,215
Massachusetts	3,535	37	3,572	36	3,608
Michigan	3,958	55	4,013	36	4,049
Minnesota	3,631	40	3,671	299	3,970
Mississippi	802	14	816	6	822
Missouri	4,042	43	4,085	289	4,374
Montana	9,330	148	9,478	69	9,547
Nebraska	1,575	21	1,596	85	1,681
Nevada	21,170	550	21,720	3,559	25,279
New Hampshire	852	16	868	4	872
New Jersey	3,328	54	3,382	28	3,410
New Mexico	17,895	257	18,152	798	18,950
New York	6,111	100	6,211	176	6,387
North Carolina	4,469	65	4,534	126	4,660
North Dakota	532	6	538	18	556
Ohio	5,117	71	5,188	37	5,225
Oklahoma	2,099	38	2,137	44	2,181
Oregon	82,684	1,634	84,318	4,515	88,833
Pennsylvania	5,229	67	5,296	35	5,331
Rhode Island	492	7	499	4	503
South Carolina	1,973	19	1,992	15	2,007
South Dakota	706	15	721	92	813
Tennessee	2,608	41	2,649	70	2,719
Texas	21,606	243	21,849	1,001	22,850
Utah	15,677	643	16,320	1,211	17,531
Vermont	442	6	448	0	448
Virginia	5,248	58	5,306	83	5,389
Washington	144,340	4,086	148,426	10,069	158,495
West Virginia	483	9	492	7	499
Wisconsin	3,744	48	3,792	72	3,864
Wyoming	3,952	93	4,045	237	4,282
TOTAL 48 CONTER- MINOUS STATES	1,138,504	44,965	1,183,469	64,185	1,247,654
Alaska	4,572	85	4,657	521	5,178
Hawaii	7,889	153	8,042	603	8,645
TOTAL ALASKA & HAWAII	12,461	238	12,699	1,124	13,823
U.S. Unclassified					
TOTAL UNITED STATES	1,150,965	45,203	1,196,168	65,309	1,261,477
Poss. & Other Areas	110	1	111		111
U.S. & POSS., etc.	1,151,075	45,204	1,196,279	65,309	1,261,588
Canada	945		945	1,367	2,312
International	428		428		428
Other Unclassified					
Military or Civilian Personnel Overseas	339	4	343		343
GRAND TOTAL	1,152,787	45,208	1,197,995	66,676	1,264,671

ANALYSIS BY ABCD COUNTY SIZE for the March 2011 issue

County Size	% of Households	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	611,950	49.1	123
B	30	382,145	30.6	102
C	15	167,330	13.4	89
D	15	86,229	6.9	46

County Size Group Definitions by the A.C. Nielsen Company- Data for the conterminous 48 states.

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, 2011

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 6 issues).....	287	0.0	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	452,152	87.8
(b) Seven to eleven months (7 to 11 issues).....	5,648	1.1	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	1,354	0.3
(c) Twelve months (12 issues).....	363,152	70.5	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	31,537	6.1
(d) Thirteen to twenty-four months.....	131,142	25.5	(d) Subscriptions as part of membership in an organization.....	30,013	5.8
(e) Twenty-five months and more.....	14,827	2.9	Total Subscriptions Sold in Period.....	515,056	100.0
Total Subscriptions Sold in Period.....	515,056	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium.....	438,941	85.2			
(b) Ordered with material reprinted from this publication, See Par. 9.....	70,895	13.8			
(c) Ordered with other premiums, See Par. 9.....	5,220	1.0			
Total Subscriptions Sold in Period.....	515,056	100.0			

9. EXPLANATORY

- (a) Suggested Retail Prices: Average Single Copy: Canada, \$6.50. Subscriptions: No additional prices.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 24,588 copies per issue.
- (c) Post expiration copies: None.
- (d) 10,453 subscriptions were sold in combination during this statement period.
- | Combination Publication | Subscriptions Sold | Subscription Term | Price of Combination | Suggested Retail Prices |
|-------------------------|--------------------|-------------------|----------------------|-------------------------|
| Various Newspapers | 8,035 | Various | Various | Various |
| Coastal Living | 2,324 | 10 issues | \$10.00-\$20.00 | \$20.00 |
| Various Magazines | 94 | Various | Various | Various |
- (e) Association (Non-Deductible): The average of 57,137 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to members of the California State Parks Foundation. Benefits include annual day pass, hiker's guide and map. \$16.00 is allocated for a 12 issue subscription to this publication and is non-deductible from dues.
- (f) Award Point Subscription Sales: The average of 83,231 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased through the redemption of Airline Frequent Flyer Miles valued at 2.5¢ to 3¢ per mile.
- (g) Partnership Subscription Sales (Deductible): The average of 608 copies per issue, shown in Par. 6 and included in Par. 1, represents copies sold in a partnership relationship wherein this publication was bundled with the purchase of a product or service. Purchasers were advised that \$6.00 of the sales price was allocated for a 12 issue subscription to this publication.
- (h) Sponsored Subscription Sales: The average of 22,462 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more.
- (i) Use of Premiums: Articles previously published in SUNSET, compiled in editorial books, with no advertised or stated value, were offered with some subscriptions.

10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2010; 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)
06-30-10	(a)	1,249,353	1,249,247	106	0.0					
06-30-09	1,200,000	1,213,153	1,213,641	-488	-0.0					
06-30-08	1,200,000	1,228,290	1,229,034	-744	-0.1					
06-30-07	(b)	1,362,342	1,360,904	1,438	0.1					
06-30-06	1,450,000	1,469,217	1,469,430	-213	-0.0	None Claimed	10,937	10,937		
Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)					
06-30-06	None Claimed	1,480,154	1,480,367	-213	-0.0					
06-30-05	None Claimed	1,451,758	1,458,470	-6,712	-0.5					

(a) Effective 01/01/10 changed from 1,200,000 to 1,250,000

(b) Effective 01/01/07 changed from 1,450,000 to 1,200,000

^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: Time Inc.

SUNSET, published by Sunset Publishing Corporation • 80 Willow Road • Menlo Park, CA 94025

HOLLY KLINGEL
Director, Consumer Marketing

BARBARA NEWTON
Publisher

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ABC Member since: 1932

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	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.99
	Association Subscription Price	
	U.S. Subscription Price	24.00
	Canadian Subscription Price	
	International Subscription Price	