

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.

Taunton Press
63 South Main Street
Newtown, CT 06470
Tel. No.: 203.426-8171
Fax No.: 203-426-3434
www.finewoodworking.com

FINE WOODWORKING provides all woodworkers with unique inspiration and information to improve their skills, accuracy and efficiency. It is a trusted resource for unbiased, credible information among passionate woodworkers.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

FINE WOODWORKING MAGAZINE



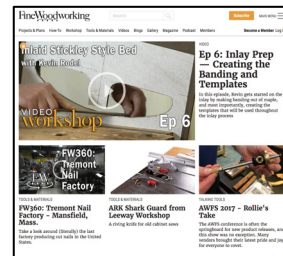
3 Issues in the period
159,891 average circulation

FINE WOODWORKING E-NEWSLETTER



25 issued in the period
246,145 average per occurrence

FINE WOODWORKING WEBSITE



662,128 average users
46,581 Paid Website Registrants

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported.

	Paid	Non-Paid	Average
FINE WOODWORKING MAGAZINE (3 issues in period)	155,601	4,290	159,891
a. Print	153,699	4,290	157,989
b. Digital	1,902	-	1,902
1. Requested	1,902	-	1,902
2. Non-Requested	-	-	-
FINE WOODWORKING E-NEWSLETTER			
a. Fine Woodworking (25 issued in the period)	-	246,145	246,145
FINE WOODWORKING WEBSITE (Monthly Users with 2,062,034 average Pageviews)	-	662,128	662,128
a. Paid Website Registrants (Note 1)	46,581	-	46,581

Note 1: Website paid registrants included in the average Users subtotal.

MARKET SERVED

FINE WOODWORKING serves those involved in the art and craft of fine woodworking.

PRICE AND FREQUENCY

\$23.48	Average Annual Subscription Order Price for the Period Reported
7	Issues Per Year
\$8.99	Average Single-Copy Sales Price for the Period

AVERAGE TOTAL QUALIFIED BASED ON 3 ISSUES IN THE PERIOD

Total Qualified	159,891
Average Rate Base	**NC
Variance +/-	**NC
Percent +/-	**NC
Qualified Paid	155,601
Subscriptions	133,615
Sponsored	-
Single-Copy Sales	21,986
Qualified Non-Paid	4,290

****NC - None Claimed**

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	133,615	83.5	4,290	2.7	137,905	86.2
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Sponsored Multi-Copy Same Addressee	-	-	-	-	-	-
Sub-Total Subscriptions:	133,615	83.5	4,290	2.7	137,905	86.2
Single-Copy Sales	21,986	13.8	-	-	21,986	13.8
Sponsored Single-Copy Sales	-	-	-	-	-	-
TOTAL	155,601	97.3	4,290	2.7	159,891	100.0

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Print	Digital	Qualified Paid			Qualified Non-Paid	Total Qualified
			Single-Copy Sales	Subscriptions	Total		
January/February	162,390	1,780	26,009	133,678	159,687	4,483	164,170
March/April	155,000	1,870	19,421	133,303	152,724	4,146	156,870
May/June	156,578	2,056	20,530	133,864	154,394	4,240	158,634

3. BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR ISSUE OF MAY/JUNE 2017

This issue is 1.2% or 1,886 copies below the average of the other 2 issues reported in Paragraph 2.

MARKET SERVED	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	Qualified Non-Paid	Qualified Paid
Paid Subscriptions and Non-Paid Circulation	138,104	87.1	136,228	1,876	4,240	133,864
Single Copy Sales	20,530	12.9	20,350	180	-	20,530
TOTAL QUALIFIED CIRCULATION	158,634	100.0	156,578	2,056	4,240	154,394
PERCENT	100.0		98.7	1.3	2.7	97.3

4. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF MAY/JUNE 2017

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Qualified Non-Paid	*Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years						
I. Direct Request:	1,240	-	-	1,240	-	1,240	-	1,240	29.2
II. Request from recipient's company:	-	-	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	3,000	-	-	3,000	-	3,000	-	3,000	70.8
Rosters and directories	-	-	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-	-	-
*Other sources	3,000	-	-	3,000	-	3,000	-	3,000	70.8
VI. Single Copy Sales:	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4,240	-	-	4,240	-	4,240	-	4,240	100.0
PERCENT	100.0	-	-	100.0	-	100.0	-	100.0	

*See Additional Data

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July – December 2014	January – June 2015	July – December 2015	January – June 2016	July – December 2016*	January – June 2017*
Total Audit Average Qualified:	165,938	165,158	166,703	164,637	163,005	159,891
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 :	162,569	160,677	163,017	160,303	158,742	155,601
Subscriptions	133,660	134,060	135,898	133,057	133,290	133,615
Sponsored	-	-	-	-	-	-
Single-Copy Sales	28,909	26,617	27,119	27,246	25,452	21,986
Qualified Non-Paid:	3,369	4,481	3,686	4,334	4,263	4,290
Post Expire Copies included in Total Qualified	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$30.31	\$29.72	\$31.23	\$30.19	\$31.14	\$23.48

*NOTE: July 2016 – June 2017 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.

Average Annual Order Price: 7 issues for \$23.48

PRICES	Total	Percent
Offers (≥5% total orders)		
7 Issues for \$34.95	17,038	41.1
14 Issues for \$34.95	6,257	15.1
14 Issues for \$59.95	4,274	10.3
21 Issues for \$83.95	4,078	9.8
All Others (Avg. Price = \$28.29)	9,829	23.7
TOTAL	41,476	100.0

USE OF FREE PROMOTIONAL INCENTIVES	Total	Percent
Ordered without promotional incentive	41,475	100.0
Ordered with editorial promotional incentive	1	-
Ordered with other promotional incentive	-	-
TOTAL	41,476	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2017*

State	Paid							Total Qualified Percent
	Print	Digital	Single Copy Sales	Subscriptions	Total Paid	Non-Paid	Total	
Maine	1,628	21	122	1,507	1,629	20	1,649	
New Hampshire	1,490	19	117	1,379	1,496	13	1,509	
Vermont	940	12	57	886	943	9	952	
Massachusetts	4,571	58	349	4,148	4,497	132	4,629	
Rhode Island	569	7	48	522	570	6	576	
Connecticut	2,355	29	158	2,086	2,244	140	2,384	
NEW ENGLAND	11,553	146	851	10,528	11,379	320	11,699	7.4
New York	6,942	86	589	6,160	6,749	279	7,028	
New Jersey	3,047	37	218	2,659	2,877	207	3,084	
Pennsylvania	6,017	75	521	5,361	5,882	210	6,092	
MIDDLE ATLANTIC	16,006	198	1,328	14,180	15,508	696	16,204	10.2
Ohio	5,233	64	541	4,592	5,133	164	5,297	
Indiana	2,926	35	347	2,521	2,868	93	2,961	
Illinois	4,898	61	467	4,326	4,793	166	4,959	
Michigan	4,788	58	607	4,124	4,731	115	4,846	
Wisconsin	3,423	44	262	3,145	3,407	60	3,467	
EAST NO. CENTRAL	21,268	262	2,224	18,708	20,932	598	21,530	13.6
Minnesota	3,330	42	319	2,972	3,291	81	3,372	
Iowa	1,581	20	148	1,410	1,558	43	1,601	
Missouri	2,480	29	388	2,043	2,431	78	2,509	
North Dakota	350	4	49	298	347	7	354	
South Dakota	428	5	56	369	425	8	433	
Nebraska	842	10	114	707	821	31	852	
Kansas	1,386	17	162	1,179	1,341	62	1,403	
WEST NO. CENTRAL	10,397	127	1,236	8,978	10,214	310	10,524	6.6
Delaware	432	5	47	380	427	10	437	
Maryland	2,916	37	223	2,670	2,893	60	2,953	
Washington, DC	163	2	19	145	164	1	165	
Virginia	4,575	57	380	4,097	4,477	155	4,632	
West Virginia	623	7	71	530	601	29	630	
North Carolina	4,184	52	449	3,683	4,132	104	4,236	
South Carolina	1,813	22	196	1,556	1,752	83	1,835	
Georgia	3,329	38	559	2,691	3,250	117	3,367	
Florida	4,648	52	806	3,707	4,513	187	4,700	
SOUTH ATLANTIC	22,683	272	2,750	19,459	22,209	746	22,955	14.5

*See Additional Data

State	Paid							Total Qualified Percent
	Print	Digital	Single Copy Sales	Subscriptions	Total Paid	Non-Paid	Total	
Kentucky	1,407	17	202	1,180	1,382	42	1,424	
Tennessee	2,581	30	375	2,118	2,493	118	2,611	
Alabama	1,420	17	204	1,194	1,398	39	1,437	
Mississippi	641	7	115	501	616	32	648	
EAST SO. CENTRAL	6,049	71	896	4,993	5,889	231	6,120	3.8
Arkansas	843	9	149	676	825	27	852	
Louisiana	1,227	14	195	994	1,189	52	1,241	
Oklahoma	1,104	13	161	930	1,091	26	1,117	
Texas	7,360	85	1,072	6,045	7,117	328	7,445	
WEST SO. CENTRAL	10,534	121	1,577	8,645	10,222	433	10,655	6.7
Montana	1,033	12	151	874	1,025	20	1,045	
Idaho	1,343	17	157	1,181	1,338	22	1,360	
Wyoming	441	5	57	382	439	7	446	
Colorado	3,784	47	444	3,324	3,768	63	3,831	
New Mexico	1,014	13	87	923	1,010	17	1,027	
Arizona	2,166	26	307	1,851	2,158	34	2,192	
Utah	1,223	14	239	965	1,204	33	1,237	
Nevada	750	8	159	571	730	28	758	
MOUNTAIN	11,754	142	1,601	10,071	11,672	224	11,896	7.5
Alaska	804	9	157	650	807	6	813	
Washington	6,067	73	829	5,233	6,062	78	6,140	
Oregon	3,508	44	389	3,106	3,495	57	3,552	
California	13,473	168	1,395	11,865	13,260	381	13,641	
Hawaii	576	7	87	491	578	5	583	
PACIFIC	24,428	301	2,857	21,345	24,202	527	24,729	15.6
UNITED STATES	134,672	1,640	15,320	116,907	132,227	4,085	136,312	85.9
U.S. Territories	107	1	17	90	107	1	108	
Canada	13,742	140	3,805	9,985	13,790	92	13,882	
Mexico	-	-	-	-	-	-	-	
Other International	7,949	95	1,180	6,802	7,982	62	8,044	
APO/FPO	108	-	28	80	108	-	108	
Email Only	-	180	180	-	180	-	180	
TOTAL QUALIFIED CIRCULATION	156,578	2,056	20,530	133,864	154,394	4,240	158,634	100.0

2017

Fine Woodworking

JANUARY

January 7	246,178
January 14	244,951
January 21	248,264
January 28	246,697

FEBRUARY

February 4	245,481
February 11	244,228
February 18	245,098
February 25	243,827

MARCH

March 4	243,470
March 11	242,496
March 18	241,579
March 25	240,761

APRIL

April 1	239,061
April 8	252,462
April 15	252,447
April 23	251,505
April 29	250,965

MAY

May 6	250,084
May 13	248,696
May 20	248,362
May 27	246,763

JUNE

June 3	245,605
June 10	245,138
June 17	244,960
June 24	244,556

AVERAGE: 246,145

Fine Woodworking (25 issued in the period)

WEBSITE CHANNEL

www.finewoodworking.com

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
January	2,588,675	1,100,633	753,386	2:19
February	2,247,270	995,959	701,195	2:10
March	2,171,202	977,337	698,200	2:09
April	1,878,053	873,409	630,123	2:05
May	1,672,258	825,183	605,076	1:53
June	1,814,748	798,180	584,792	1:56
AVERAGE:	2,062,034	928,450	662,128	2:05

January – June 2017 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie'd browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Users: An identified and unduplicated Cookie'd Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

PAID WEBSITE REGISTRANTS

2017	REGISTRANTS
January	46,343
February	46,789
March	46,827
April	46,675
May	46,480
June	46,371
AVERAGE:	46,581

*This average is included in the average Users subtotal.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the market served, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via app alert when the Version is available.

STATEMENT OF CONTENT PLATFORM:

Replica Plus – If a print edition exists, “plus” is editorial that is retained from the original edition and is redesigned and/or supplemented. Each issue’s content is primarily taken (but not necessarily replicated in its entirety) from the original edition (whether in print or digital). Apart from minor updates, the content cannot change once the issue is made available.

AVERAGE NON-QUALIFIED CIRCULATION: 3,718 COPIES

PARAGRAPH 4:

Paragraph 4 includes 4,240 qualified non-paid circulation. Qualified paid circulation of 154,394 combined with the qualified non-paid circulation equals 158,634 total qualified circulation for the analyzed issue. Other Sources include 1 source of circulation for a quantity of 3,000 copies or 1.9%, including CMS Public Place Program.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter and Website are not reported at the media owner’s option.

1a. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD – PRINT

	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	131,866	83.5	4,290	2.7	136,156	86.2
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Sponsored Multi-Copy Same Addressee	-	-	-	-	-	-
Sub-Total Subscriptions:	131,866	83.5	4,290	2.7	136,156	86.2
Single-Copy Sales	21,833	13.8	-	-	21,833	13.8
Sponsored Single-Copy Sales	-	-	-	-	-	-
TOTAL	153,699	97.3	4,290	2.7	157,989	100.0

1b. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD – DIGITAL

	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	1,749	92.0	-	-	1,749	92.0
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Sponsored Multi-Copy Same Addressee	-	-	-	-	-	-
Sub-Total Subscriptions:	1,749	92.0	-	-	1,749	92.0
Single-Copy Sales	153	8.0	-	-	153	8.0
Sponsored Single-Copy Sales	-	-	-	-	-	-
TOTAL	1,902	100.0	-	-	1,902	100.0

PUBLISHER'S AFFIDAVIT

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

Renee Jordan, Publisher

Paula Backer, Senior Vice President

(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 brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	July 31, 2017
State	Connecticut
City	Newtown
Received by BPA Worldwide	July 31, 2017
Type	CBJ
ID Number	F322B0J7

About BPA Worldwide:

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. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.