

**PAID, VERIFIED &
ANALYZED
NON-PAID MAGAZINE
INITIAL AUDIT REPORT**

See Par. 9

For the 12 months ended December 31, 2010

Field Served: Canadian gardeners.

Definition of List Source Recipients:

Method of Circulation for Analyzed Non-Paid Circulation: Direct mail.

Published by Inspiring Media Inc.

Frequency: 4 times/year

ABC Member # 04-1449-4

1. TOTAL AVERAGE PAID, VERIFIED & ANALYZED NON-PAID CIRCULATION

	Average for the Report Period	%	Rate Base	Above (Below)	% Above (Below)
Paid, Verified & Analyzed Non-Paid Circulation: (See Par. 6)					
Subscriptions:					
Paid	6,988	33.7			
Verified					
Total Paid & Verified Subscriptions	6,988	33.7			
Single Copy Sales	4,532	21.8			
Total Paid & Verified Circulation	11,520	55.5	None Claimed		
Total Analyzed Non-Paid Circulation	9,238	44.5	None Claimed		
Total Paid, Verified & Analyzed Non-Paid Circulation	20,758	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy Subscription	\$5.95		
Average Subscription Price Annualized (tax not included)	\$19.95		
Average Subscription Price per Copy			

(1) For the Report period
(2) See Par. 9.

3. PAID, VERIFIED & ANALYZED NON-PAID CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Analyzed Non-Paid	Total Paid, Verified & Analyzed Non-Paid
Spring	1,765		1,765	3,875	5,640	13,860	19,500
Summer	5,027		5,027	6,190	11,217	12,422	23,639
Fall	5,294		5,294	2,956	8,250	10,318	18,568
Winter	15,865		15,865	5,108	20,973	351	21,324

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None of record

AUDIT STATEMENT

This is an Initial Audit covering the 12 months ended December 31, 2010 and release of this report constitutes qualification and acceptance of membership.

5. TREND ANALYSIS

Not Applicable

6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID, VERIFIED & ANALYZED NON-PAID 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*	4,738	22.8
Sponsored Sales	2,250	10.9
TOTAL PAID SUBSCRIPTIONS	6,988	33.7
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	6,988	33.7
SINGLE COPY SALES		
Single Issue Sales	4,532	21.8
TOTAL SINGLE COPY SALES	4,532	21.8
TOTAL PAID & VERIFIED CIRCULATION	11,520	55.5
ANALYZED NON-PAID		
Market Coverage	9,238	44.5
TOTAL ANALYZED NON-PAID	9,238	44.5
TOTAL PAID, VERIFIED & ANALYZED NON-PAID	20,758	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 report period to the following public areas:

None of record

6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the report period to the following individuals:

None of record

7. GEOGRAPHIC DATA for the Summer 2010 issue

Total paid & verified circulation of this issue was 2.6% less than the total average paid & verified circulation.

Total analyzed non-paid circulation of this issue was 34.5% greater than the total average analyzed non-paid circulation.

PROVINCE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION	ANALYZED NON-PAID	TOTAL CIRCULATION
Alberta	175		175	1,739	1,914	7	1,921
British Columbia	236		236	849	1,085	226	1,311
Manitoba	75		75	109	184	4	188
New Brunswick	70		70	82	152	3	155
Newfoundland/Labrador	15		15	27	42	1	43
Northwest Territories	1		1	14	15	1	16
Nova Scotia	108		108	109	217	4	221
Nunavut	1		1		1		1
Ontario	4,111		4,111	2,840	6,951	12,165	19,116
Prince Edward Island	16		16	27	43	1	44
Quebec	118		118	258	376	6	382
Saskatchewan	82		82	122	204	3	207
Yukon Territory	3		3	14	17		17
Canadian Unclassified							
TOTAL CANADA	5,011		5,011	6,190	11,201	12,421	23,622
British Commonwealth							
United States	15		15		15	1	16
International	1		1		1		1
Other Unclassified							
Military or Civilian Personnel Overseas							
GRAND TOTAL	5,027		5,027	6,190	11,217	12,422	23,639

ANALYSIS BY ABCD COUNTY SIZE for the Summer 2010 issue

Magazines of less than 100,000 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 12 month period ended December 31, 2010

A. DURATION				C. CHANNELS			
(a) One to six months (1 to 2 issues)	1	0.0	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	8,398	100.0		
(b) Seven to eleven months (3 issues)	None of record		(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....		None of record		
(c) Twelve months (4 issues)	89	1.1	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....		None of record		
(d) Thirteen to twenty-four months.....	7,392	88.0	(d) Subscriptions as part of membership in an organization		None of record		
(e) Twenty-five months and more	916	10.9	Total Subscriptions Sold in Period	8,398	100.0		
Total Subscriptions Sold in Period	8,398	100.0					
B. USE OF PREMIUMS							
(a) Ordered without premium	8,398	100.0					
(b) Ordered with material reprinted from this publication.....	None of record						
(c) Ordered with other premiums.....	None of record						
Total Subscriptions Sold in Period	8,398	100.0					

9. EXPLANATORY

- (a) Suggested Retail Prices: Subscriptions: Canada, 3 yrs. \$39.95 (plus tax); U.S. and International, 1 yr. \$29.95.
- (b) Average non-analyzed non-paid circulation for the 12 month period: 231 copies per issue.
- (c) Post expiration copies: None of record.
- (d) This is an Initial Audit covering the 12 months ended December 31, 2010 and release of this report constitutes qualification and acceptance of membership.
- (e) Owing to the fact that a sufficient period of time has not elapsed since becoming a member of the Bureau to maintain records required for calculating an average subscription price, the requirement to report an average subscription price has been temporarily waived.
- Prices utilized during the report period are 1 yr. \$19.95; 3 yrs. \$39.95.
- (f) Sponsored Subscription Sales: The average of 2,250 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.
- (g) Market Coverage Copies, averaging 9,238 copies per issue, shown in Par. 6 and included in Par. 1, represents copies delivered to homes or businesses on an issue-to-issue basis. Consecutive issuance is not measured.

To Members of the Audit Bureau of Circulations:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examination was made in accordance with the Bureau's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average paid, verified and analyzed non-paid circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average paid, verified and analyzed non-paid circulation.

Audit Bureau of Circulations

May 2011

Parent Company: Inspiring Media Inc.

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Established: 2010 ABC Member since: 2011