

**PAID, VERIFIED &
ANALYZED
NON-PAID MAGAZINE
PUBLISHER'S STATEMENT**

Subject to Audit

GARDENMAKING

Inspiring & informing Canada's gardeners

For the six months ended June 30, 2011

Field Served: Canadian gardeners.

Definition of List Source Recipients:

Method of Circulation for Analyzed Non-Paid Circulation: Market Coverage copies are delivered to homes and businesses via 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 Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Paid, Verified & Analyzed Non-Paid Circulation: (See Par. 6)					
Subscriptions:					
Paid	18,090	78.1			
Verified					
Total Paid & Verified Subscriptions	18,090	78.1			
Single Copy Sales	4,730	20.4			
Total Paid & Verified Circulation	22,820	98.5	None Claimed		
Total Analyzed Non-Paid Circulation	354	1.5	None Claimed		
Total Paid, Verified & Analyzed Non-Paid Circulation	23,174	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$5.95		
Subscription (tax not included)	\$19.95		
Average Subscription Price Annualized		\$13.29	
Average Subscription Price per Copy		\$3.32	

(1) For the Statement period

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

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	17,516		17,516	4,460	21,976	354	22,330
Summer	18,664		18,664	5,000	23,664	354	24,018

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2006	%	2007	%	2008	%	2009	%	2010	%
Subscriptions:										
Paid	N/A		N/A		N/A		N/A		N/A	
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	N/A		N/A		N/A		N/A		N/A	
Single Copy Sales	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Circulation	N/A		N/A		N/A		N/A		N/A	
Year Over Year Percent of Change										
Total Analyzed Non-Paid Circ.	N/A		N/A		N/A		N/A		N/A	
Year Over Year Percent of Change										
Total Paid, Verified & Analyzed Non-Paid Circ.	N/A		N/A		N/A		N/A		N/A	
Avg. Annualized Subscription Price	N/A		N/A		N/A		N/A		N/A	

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*	9,271	40.0
Sponsored Sales	8,819	38.1
TOTAL PAID SUBSCRIPTIONS	18,090	78.1
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	18,090	78.1
SINGLE COPY SALES		
Single Issue Sales	4,730	20.4
TOTAL SINGLE COPY SALES	4,730	20.4
TOTAL PAID & VERIFIED CIRCULATION	22,820	98.5
ANALYZED NON-PAID		
Market Coverage	354	1.5
TOTAL ANALYZED NON-PAID	354	1.5
TOTAL PAID, VERIFIED & ANALYZED NON-PAID	23,174	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

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

7. GEOGRAPHIC DATA for the Summer 2011 issue

Total paid & verified circulation of this issue was 3.7% greater than the total average paid & verified circulation.

Total analyzed non-paid circulation of this issue was the same as 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	537		537	757	1,294		1,294
British Columbia	757		757	1,211	1,968		1,968
Manitoba	236		236	168	404		404
New Brunswick	167		167	126	293		293
Newfoundland/Labrador	73		73	34	107		107
Northwest Territories	3		3	10	13		13
Nova Scotia	298		298	144	442		442
Nunavut	1		1		1		1
Ontario	15,895		15,895	2,267	18,162	354	18,516
Prince Edward Island	41		41	26	67		67
Quebec	359		359	70	429		429
Saskatchewan	264		264	187	451		451
Yukon Territory	8		8		8		8
Canadian Unclassified							
TOTAL CANADA	18,639		18,639	5,000	23,639	354	23,993
British Commonwealth							
United States	22		22		22		22
International	3		3		3		3
Other Unclassified							
Military or Civilian Personnel Overseas							
GRAND TOTAL	18,664		18,664	5,000	23,664	354	24,018

ANALYSIS BY ABCD COUNTY SIZE for the Summer 2011 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 six month period ended June 30, 2011

A. DURATION		%	C. CHANNELS		%
(a) One to six months (1 to 2 issues)	None		(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	5,909	100.0
(b) Seven to eleven months (3 issues)	None		(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	None	
(c) Twelve months (4 issues)	1,461	24.7	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	None	
(d) Thirteen to twenty-four months	3,484	59.0	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	964	16.3			
Total Subscriptions Sold in Period	5,909	100.0	Total Subscriptions Sold in Period	5,909	100.0
B. USE OF PREMIUMS					
(a) Ordered without premium	5,909	100.0			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums	None				
Total Subscriptions Sold in Period	5,909	100.0			

9. EXPLANATORY

- (a) Suggested Retail Prices: Subscriptions: Canada, 3 yrs. \$39.95 (plus tax); U.S., 1 yr. \$30.00. International, 1 yr. \$48.00.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 1,390 copies per issue.
- (c) Post expiration copies: None of record.
- (d) Sponsored Subscription Sales: The average of 8,819 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.
- (e) Market Coverage Copies, averaging 354 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.

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 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)
12-31-10	None Claimed	11,520	*			None Claimed	9,238	*		

Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)
12-31-10	None Claimed	20,758	*		

*Initial Audit for 12 months ended December 31, 2010 - Publisher's Statement not required for this period.

If you have any questions regarding this report, contact:
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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: Inspiring Media Inc.

GARDEN MAKING, published by Inspiring Media Inc. • 204-111B Garrison Village Dr. • Niagara on the Lake, ON L0S 1J0

MICHAEL J. FOX

Date Signed: July 27, 2011

Publisher

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