



Audit Bureau  
of Circulations

**Audit Report  
Magazine**

**ANALYZED NON-PAID CIRCULATION**

**AVENUE MAGAZINE**

New York, New York 10018

**Field Served:** Founded in 1976, AVENUE MAGAZINE is a glossy, lifestyle magazine that chronicles the lives of Manhattan's affluent and socially powerful. The magazine offers its readers an insider's perspective on, and access to the fascinating people.

**Definition of Recipient Qualification:**

**Method of Circulation for Analyzed Non-Paid Circulation:** AVENUE MAGAZINE is distributed each month via independent carriers to Manhattan's most affluent addresses and neighborhoods as well as other choice locations frequented by our targeted audience.

**1. AVERAGE CIRCULATION FOR 12 MONTHS ENDED DECEMBER 31, 2005:**

	Audited Circulation	Publisher's Statement Claim	Difference	% of Difference
<b>1. Total Average Analyzed Non-Paid Circulation:</b>	52,895	52,500	395	0.8
Direct Request from Recipient:				
Other than Direct Request from Recipient:				
Directories				
Lists				
Other Sources				
Subtotal				
Market Coverage Copies				
Delivered with Host Products				
Non-Paid Bulk				
Available for Pickup at Designated Locations, See Explanatory	52,895	52,500	395	0.8
Total Analyzed Non-Paid Circulation	52,895	52,500	395	0.8
Non-Paid Advertising Rate Base/Circulation Guarantee:	52,500			
% Above/Below Rate Base (+/-)	0.8			

**2. PRICES:**

This publication does not report paid circulation

**3. ANALYSIS OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS:**

This publication does not report paid circulation

---

**4A. ANALYZED NON-PAID CIRCULATION BY ISSUES:**

2005 Issue	Total Analyzed Non-Paid				Rate Base	
	Audited Circulation	Publisher's Statement Claim	Difference	%	Rate Base	% Above/Below (+/-)
Jan.	53,852	52,500	1,352	2.6	52,500	2.6
Feb.	53,518	52,500	1,018	1.9	52,500	1.9
Mar.	53,079	52,500	579	1.1	52,500	1.1
Apr.	52,564	52,500	64	0.1	52,500	0.1
May	52,565	52,500	65	0.1	52,500	0.1
June	52,784	52,500	284	0.5	52,500	0.5
July/Aug.	52,480	52,500	-20	-0.0	52,500	-0.0
Concierge Edition*	20,088	20,000	88	0.4		
Sept.	52,368	52,500	-132	-0.3	52,500	-0.3
Oct.	52,521	52,500	21	0.0	52,500	0.0
Nov.	53,616	52,500	1,116	2.1	52,500	2.1
Dec.	52,502	52,500	2	0.0	52,500	0.0
Total Average Circulation	52,895	52,500	395	0.8	52,500	0.8

\*Special issue - circulation not included in average shown in Par. 1

---

**4A1. ANALYZED NON-PAID CIRCULATION by Issues and Analyzed Non-Paid Removals and Additions**

2005 Issue	Direct Request	Other Than Direct Request	Subtotal	Market Coverage Copies	Delivered With Host Products	Non-Paid		Analyzed Non-Paid Removed**	Analyzed Non-Paid Added**
						Bulk (See Explanatory)	Total Analyzed Non-Paid		
Jan.						53,852	53,852		
Feb.						53,518	53,518		
Mar.						53,079	53,079		
Apr.						52,564	52,564		
May						52,565	52,565		
June						52,784	52,784		
July/Aug.						52,480	52,480		
Concierge Edition*						20,088	20,088		
Sept.						52,368	52,368		
Oct.						52,521	52,521		
Nov.						53,616	53,616		
Dec.						52,502	52,502		

\*Special issue - circulation not included in average shown in Par. 1

\*\*This publication only reports analyzed non-paid market coverage, delivered with host products and/or non-paid bulk, therefore reporting of non-paid removals and additions is not required.

---

**5. AVERAGE ANALYZED NON-PAID CIRCULATION of Regional, Metro and Demographic Editions:**

None of record

---

**EXPLANATORY:**

Average non-analyzed non-paid circulation for the 12 month period: 857 copies per issue.

Non-Paid Bulk, averaging 52,895 copies per issue, represents copies distributed in bulk to designated addresses and choice locations frequented by our targeted audience.

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 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 analyzed non-paid circulation.

**Audit Bureau of Circulations**

Avenue Magazine, New York, NY, Page #2 - #211542 - 734 - 532

July, 2006

Copyright © 2006 Audit Bureau of Circulations. All rights reserved.

04-0105-8

04-0105-8	Analyzed Issue Date	12/01/05
	Analyzed Issue Text (for double month issue date)	
	Single Copy Price	
	Association Subscription Price	
	U.S. Subscription Price	
	Canadian Subscription Price	
	International Subscription Price	