



Audit Bureau
of Circulations

**PAID & VERIFIED
MAGAZINE
PUBLISHER'S STATEMENT**

Subject to Audit

Clean Eating

For the 6 months ended December 31, 2010

Field Served: Created as a portal for both seasoned cooks and those who aspire to improve their cooking skills, CLEAN EATING magazine helps improve readers' lives one meal at a time by providing a healthy variety of delicious, wholesome, low-fat, and easily made recipes that can be shared with friends and family. Each issue is packed with countless meal ideas, detailed menu plans, shopping lists and valuable tips on nutrition, health and weight management. Its panel of experts includes a wide variety of world-class chefs, recipe creators, registered dietitians, medical professionals and fitness experts offering their wealth of insight and knowledge to guide readers into adopting a healthier lifestyle that will keep them looking and feeling their absolute best.

Published by Robert Kennedy Publishing

Frequency: 6 times/year

ABC Member # 04-1429-5

Clean Eating

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	96,573	40.1			
Verified	20,000	8.3			
Total Paid & Verified Subscriptions	116,573	48.4			
Single Copy Sales	124,386	51.6			
Total Paid & Verified Circulation	240,959	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$5.99		
Subscription	\$19.97		
Average Subscription Price Annualized (6 issue frequency)		\$13.50	
Average Subscription Price per Copy		\$2.25	

(1) For the Statement period
(2) Represents subscriptions for the 12 months ended June 30, 2010.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
July/Aug.	89,459	20,000	109,459	119,303	228,762
Sept./Oct.	98,956	20,000	118,956	142,909	261,865
Nov./Dec.	101,305	20,000	121,305	110,944	232,249

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

Paid & Verified Magazine
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5. TREND ANALYSIS

	2006	%	2007	%	2008	%	2009	%	2010	%
Subscriptions:										
Paid	N/A		N/A		N/A		55,077	30.6	87,425	36.9
Verified	N/A		N/A		N/A		15,024	8.4	20,000	8.4
Total Paid & Verified Subscriptions	N/A		N/A		N/A		70,101	39.0	107,425	45.3
Single Copy Sales	N/A		N/A		N/A		109,696	61.0	129,726	54.7
Total Paid & Verified Circulation	N/A		N/A		N/A		179,797	100.0	237,151	100.0
Year Over Year Percent of Change										31.9
Avg. Annualized Subscription Price	N/A		N/A		N/A		\$13.62		\$13.50	

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*	96,573	40.1
TOTAL PAID SUBSCRIPTIONS	96,573	40.1
VERIFIED SUBSCRIPTIONS		
Public Place (See Par. 6A)	20,000	8.3
TOTAL VERIFIED SUBSCRIPTIONS	20,000	8.3
TOTAL PAID & VERIFIED SUBSCRIPTIONS	116,573	48.4
SINGLE COPY SALES		
Single Issue Sales	124,386	51.6
TOTAL SINGLE COPY SALES	124,386	51.6
TOTAL PAID & VERIFIED CIRCULATION	240,959	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:

Verified Subscription:	Personal Care Salons	Doctor/Health Care Providers	Fitness/Recreational Facilities	Other	Total Public Place Copies
Public Place	9,934	8,042	2,024		20,000

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:

None

7. GEOGRAPHIC DATA for the September/October 2010 issue

Total paid & verified circulation of this issue was 8.7% greater than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	639		639	1,756	2,395
Arizona	2,141	606	2,747	2,757	5,504
Arkansas	413		413	589	1,002
California	9,611	3,800	13,411	11,785	25,196
Colorado	2,449	710	3,159	4,337	7,496
Connecticut	1,342	318	1,660	1,442	3,102
Delaware	272	121	393	378	771
District of Columbia	165	7	172	132	304
Florida	5,183	1,492	6,675	11,264	17,939
Georgia	2,485	1,217	3,702	5,436	9,138
Idaho	590		590	486	1,076
Illinois	4,064	1,370	5,434	3,802	9,236
Indiana	1,588	24	1,612	1,758	3,370
Iowa	806		806	951	1,757
Kansas	794		794	1,013	1,807
Kentucky	735		735	1,019	1,754
Louisiana	581		581	1,420	2,001
Maine	548		548	600	1,148
Maryland	1,754	277	2,031	1,971	4,002
Massachusetts	2,828	867	3,695	2,366	6,061
Michigan	3,509	693	4,202	3,973	8,175
Minnesota	2,206	925	3,131	1,986	5,117
Mississippi	244		244	505	749
Missouri	1,263		1,263	1,789	3,052
Montana	374		374	319	693
Nebraska	462	1	463	552	1,015
Nevada	731		731	1,196	1,927
New Hampshire	816	98	914	760	1,674
New Jersey	2,832	1,514	4,346	3,591	7,937
New Mexico	493		493	607	1,100
New York	4,464	1,029	5,493	4,345	9,838
North Carolina	2,252	1	2,253	5,909	8,162
North Dakota	198		198	193	391
Ohio	3,423	613	4,036	3,341	7,377
Oklahoma	762		762	903	1,665
Oregon	1,493		1,493	1,484	2,977
Pennsylvania	3,703	843	4,546	4,358	8,904
Rhode Island	370		370	363	733
South Carolina	948		948	2,056	3,004
South Dakota	204		204	291	495
Tennessee	1,208		1,208	3,052	4,260
Texas	5,795	1,991	7,786	9,711	17,497
Utah	713		713	1,012	1,725
Vermont	233	1	234	197	431
Virginia	2,698	638	3,336	4,248	7,584
Washington	3,125	808	3,933	2,799	6,732
West Virginia	309	4	313	456	769
Wisconsin	2,049	29	2,078	1,597	3,675
Wyoming	219	3	222	189	411
TOTAL 48 CONTER-MINOUIS STATES	86,084	20,000	106,084	117,044	223,128
Alaska	439		439	558	997
Hawaii	263		263	752	1,015
TOTAL ALASKA & HAWAII	702		702	1,310	2,012
U.S. Unclassified					
TOTAL UNITED STATES	86,786	20,000	106,786	118,354	225,140
Poss. & Other Areas	79		79	93	172
U.S. & POSS., etc.	86,865	20,000	106,865	118,447	225,312
Canada	11,601		11,601	22,916	34,517
International	171		171	1,546	1,717
Other Unclassified					
Military or Civilian					
Personnel Overseas	319		319		319
GRAND TOTAL	98,956	20,000	118,956	142,909	261,865

ANALYSIS BY ABCD COUNTY SIZE for the September/October 2010 issue

Magazines of less than 500,000 total average paid and verified 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 December 31, 2010

A. DURATION		%	C. CHANNELS		%
(a) One to six months (1 to 3 issues)	28	0.0	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	43,368	89.7
(b) Seven to eleven months (4 to 5 issues)	12,944	26.8	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	5,006	10.3
(c) Twelve months (6 issues)	14,457	29.9	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	5	0.0
(d) Thirteen to twenty-four months	20,935	43.3	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	15	0.0	Total Subscriptions Sold in Period	48,379	100.0
Total Subscriptions Sold in Period	48,379	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	46,858	96.9			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums, See Par. 9	1,521	3.1			
Total Subscriptions Sold in Period	48,379	100.0			

9. EXPLANATORY

(a) Suggested Retail Prices: Average Single Copy: Canada, \$6.99. Subscriptions: Canada, 1 yr. \$24.97; 2 yrs. \$39.97. International, 1 yr. \$59.97; 2 yrs. \$109.97.

(b) Average non-analyzed non-paid circulation for the 6 month period: 3,728 copies per issue.

(c) Post expiration copies: None.

(d) Use of Premiums: An "Eat Clean Diet Shopping Bag," with no advertised or stated value, was offered with various 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)
09-30-10	None Claimed	217,572	215,650	1,922	0.9
06-30-09	None Claimed	165,632	160,217	5,415	3.4
06-30-08	None Claimed	160,999	*		

*Initial Audit for 6 months ended June 30, 2008 - 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: Robert Kennedy Publishing

CLEAN EATING, published by Robert Kennedy Publishing • 400 Matheson Blvd. W. • Mississauga, ON L5R 3M1

GILL DANIELS

ROBERT KENNEDY

Date Signed: January 31, 2011

Director of Subscription Circulation & Marketing

Publisher

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ABC Member since: 2008

04-1429-5	Analyzed Issue Date	09-10/01/10
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	5.99
	Association Subscription Price	
	U.S. Subscription Price	
	Canadian Subscription Price	19.97
	International Subscription Price	59.97