



Audit Bureau
of Circulations



For the six months ended December 31, 2010

Field Served: OXYGEN is dedicated to women who wish to better themselves through exercise. The magazine promotes weight training, cardiovascular exercise and a healthful eating plan as the three keys to improved fitness. OXYGEN contains training tips and nutritional advice from the best experts in the business. There is also in-depth articles on the latest medical breakthroughs, plus updates on the hottest beauty trends. By embracing the fitness lifestyle showcased in OXYGEN's pages, women of all ages, shapes and sizes can reap the same rewards.

Published by Robert Kennedy Publishing

Frequency: 12 times/year

ABC Member # 04-1482-3

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

Subject to Audit

Oxygen Women's Fitness

Paid & Verified Magazine
Publisher's Statement

For six months ended December 31, 2010

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	112,650	55.1			
Verified					
Total Paid & Verified Subscriptions	112,650	55.1			
Single Copy Sales	91,666	44.9			
Total Paid & Verified Circulation	204,316	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 (12 issue frequency)		\$12.72	
Average Subscription Price per Copy		\$1.06	

(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	109,047		109,047	91,297	200,344
Aug.	110,515		110,515	126,521	237,036
Sept.	112,195		112,195	83,409	195,604
Oct.	113,631		113,631	70,769	184,400
Nov.	114,033		114,033	99,601	213,634
Dec.	116,477		116,477	78,398	194,875
Glutes '10*				136,811	136,811
Off the Couch '10*				98,529	98,529

*Special Issue - circulation not included in averages shown in Par. 1.

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2006	%	2007	%	2008	%	2009	%	2010	%
Subscriptions:										
Paid	59,184	43.2	66,089	43.7	82,757	47.2	98,244	51.1	109,348	53.4
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	59,184	43.2	66,089	43.7	82,757	47.2	98,244	51.1	109,348	53.4
Single Copy Sales	77,745	56.8	85,158	56.3	92,539	52.8	93,846	48.9	95,485	46.6
Total Paid & Verified Circulation	136,929	100.0	151,247	100.0	175,296	100.0	192,090	100.0	204,833	100.0
Year Over Year Percent of Change				10.5		15.9		9.6		6.6
Avg. Annualized Subscription Price	\$17.16		\$14.76		\$14.04		\$15.24		\$12.72	

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*	112,650	55.1
TOTAL PAID SUBSCRIPTIONS	112,650	55.1
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	112,650	55.1
SINGLE COPY SALES		
Single Issue Sales	91,666	44.9
TOTAL SINGLE COPY SALES	91,666	44.9
TOTAL PAID & VERIFIED CIRCULATION	204,316	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:

None

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 August 2010 issue

Total paid & verified circulation of this issue was 16.0% 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	985	985	985	1,438	2,423
Arizona	2,832	2,832	2,832	2,268	5,100
Arkansas	678	678	678	1,093	1,771
California	10,473	10,473	10,473	8,973	19,446
Colorado	2,423	2,423	2,423	1,918	4,341
Connecticut	1,234	1,234	1,234	798	2,032
Delaware	267	267	267	355	622
District of Columbia	140	140	140	252	392
Florida	7,380	7,380	7,380	9,221	16,601
Georgia	2,738	2,738	2,738	3,903	6,641
Idaho	748	748	748	333	1,081
Illinois	4,129	4,129	4,129	3,731	7,860
Indiana	1,787	1,787	1,787	1,636	3,423
Iowa	1,015	1,015	1,015	715	1,730
Kansas	969	969	969	1,022	1,991
Kentucky	939	939	939	928	1,867
Louisiana	1,211	1,211	1,211	1,956	3,167
Maine	401	401	401	262	663
Maryland	1,892	1,892	1,892	1,758	3,650
Massachusetts	2,469	2,469	2,469	1,885	4,354
Michigan	3,180	3,180	3,180	3,092	6,272
Minnesota	1,702	1,702	1,702	1,418	3,120
Mississippi	554	554	554	1,026	1,580
Missouri	1,701	1,701	1,701	1,796	3,497
Montana	465	465	465	287	752
Nebraska	649	649	649	492	1,141
Nevada	1,151	1,151	1,151	1,024	2,175
New Hampshire	650	650	650	544	1,194
New Jersey	2,901	2,901	2,901	2,367	5,268
New Mexico	836	836	836	764	1,600
New York	4,977	4,977	4,977	3,505	8,482
North Carolina	2,666	2,666	2,666	3,287	5,953
North Dakota	257	257	257	160	417
Ohio	3,879	3,879	3,879	2,993	6,872
Oklahoma	1,003	1,003	1,003	1,666	2,669
Oregon	1,222	1,222	1,222	1,064	2,286
Pennsylvania	3,707	3,707	3,707	3,883	7,590
Rhode Island	418	418	418	243	661
South Carolina	1,149	1,149	1,149	1,464	2,613
South Dakota	316	316	316	233	549
Tennessee	1,577	1,577	1,577	1,867	3,444
Texas	8,110	8,110	8,110	10,617	18,727

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Utah	999	999	999	670	1,669
Vermont	215	215	215	122	337
Virginia	2,809	2,809	2,809	3,172	5,981
Washington	2,505	2,505	2,505	2,139	4,644
West Virginia	393	393	393	354	747
Wisconsin	1,727	1,727	1,727	1,191	2,918
Wyoming	232	232	232	162	394
TOTAL 48 CONTERMINOUS STATES	96,660	96,660	96,660	96,047	192,707
Alaska	365	365	365	433	798
Hawaii	440	440	440	634	1,074
TOTAL ALASKA & HAWAII	805	805	805	1,067	1,872
U.S. Unclassified					
TOTAL UNITED STATES	97,465	97,465	97,465	97,114	194,579
Poss. & Other Areas	203	203	203	30	233
U.S. & POSS., etc.	97,668	97,668	97,668	97,144	194,812
CANADA					
Alberta	2,102	2,102	2,102	4,958	7,060
British Columbia	1,650	1,650	1,650	4,432	6,082
Manitoba	458	458	458	1,287	1,745
New Brunswick	218	218	218	535	753
Newfoundland/Labrador	80	80	80	320	400
Northwest Territories	24	24	24	58	82
Nova Scotia	245	245	245	742	987
Nunavut	9	9	9	5	14
Ontario	4,828	4,828	4,828	11,090	15,918
Prince Edward Island	29	29	29	101	130
Quebec	881	881	881	1,008	1,889
Saskatchewan	422	422	422	1,169	1,591
Yukon Territory	26	26	26	58	84
Canadian Unclassified					
TOTAL CANADA	10,972	10,972	10,972	25,763	36,735
International	1,336	1,336	1,336	3,614	4,950
Other Unclassified					
Military or Civilian Personnel Overseas	539	539	539		539
GRAND TOTAL	110,515	110,515	110,515	126,521	237,036

ANALYSIS BY ABCD COUNTY SIZE for the August 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 6 issues).....	16	0.1	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	51,731	92.4
(b) Seven to eleven months (7 to 11 issues).....	26	0.0	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	2,963	5.3
(c) Twelve months (12 issues).....	41,637	74.4	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	1,291	2.3
(d) Thirteen to twenty-four months.....	14,289	25.5	(d) Subscriptions as part of membership in an organization.....	None	
(e) Twenty-five months and more.....	17	0.0	Total Subscriptions Sold in Period.....	55,985	100.0
Total Subscriptions Sold in Period.....	55,985	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium.....	12,332	22.0			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums, See Par. 9.....	43,653	78.0			
Total Subscriptions Sold in Period.....	55,985	100.0			

9. EXPLANATORY

- (a) Suggested Retail Prices: Average Single Copy: Canada, \$6.99. Subscriptions: Canada, 1 yr. \$34.97. International, 1 yr. \$44.97.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 2,989 copies per issue.
- (c) Post expiration copies: None.
- (d) Use of Premiums: "The Magic of Fat Loss," with a value of \$10.50; "No Pain, No Gain Training Journal," with a value of \$10.95; "The Butt Book," with a value of \$14.95, and special collector's issues entitled, "Glutes," "Fat Loss," "Clean Eating," "ABS," "Oxygen Nut," and "Nutrition Special," with a value of \$5.99 each, were offered with some subscriptions sold at 1 yr. \$19.97.

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)
06-30-10	None Claimed	199,486	196,844	2,642	1.3
06-30-09	None Claimed	189,379	185,563	3,816	2.1
06-30-08	None Claimed	166,826	167,359	-583	-0.3
06-30-07	None Claimed	137,887	138,039	-152	-0.1
06-30-06	None Claimed	140,646	141,204	-558	-0.4

[^]Effective with the June 2006 Publisher's Statements, publications were given the option of reporting verified circulation.

If you have any questions regarding this report, contact:
 ABC's Canadian Office
 Telephone: (416) 962-5840 - FAX: (416) 962-5844
 151 Bloor Street West, Suite 850
 Toronto, ON M5S 1S4

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

OXYGEN WOMEN'S FITNESS, 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

P: 905.507.3545 • F: 905-507-6399 • URL: www.oxygenmag.com

Established: 1997

ABC Member since: 2005

04-1482-3	Analyzed Issue Date	08/01/10
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	5.99
	Association Subscription Price	
	U.S. Subscription Price	19.97
	Canadian Subscription Price	34.97
	International Subscription Price	44.97