MASSAGE TODAY: THE LEADING PUBLICATION IN THE PROFESSION

Massage Publication Circulation Comparison

	MASSAGE MAGAZINE	Massage Today®
AVERAGE NUMBER OF MONTHLY INDIVIDUALLY MAILED COPIES IN 2011	24,465*	57,024
COST PER THOUSAND**	\$114.04	\$57.92
	Individually mailed to less than half the number of massage therapists as Massage Today - meaning you are reaching significantly fewer massage therapists. Nearly twice the cost per thousand readers of Massage Today, based on individually mailed copies.	Each month Massage Today reaches over 56,000 therapists with the news and information they need and use in their daily businesses. At about half the cost, Massage Today provides an obvious advantage while reaching a greater number of massage therapists.

*According to the Statement of Ownership published on page 54 of the November 2011 issue of Massage Magazine, the average number of individually mailed copies in 2011 was 24,465.

**Based on 12 time rate for standard full page ad



MASSAGE TODAY: THE LEADING PUBLICATION IN THE PROFESSION

MASSAGE MAGAZINE ▼

MASSAGE Magazine Statement of Ownership

1. 1. Publication Title: MASSAGE Magazine. 2. Publication Number: 1057-378X. 3. Filing Date: 10/1/11. 4. Issue Frequency: Monthly. Number of Issues Published Annually: 12. 6. Annual Subscription Price: \$19.95. 7. Complete Mailing Address of Known Office of Publication: 5150 Palm Valley Rd., Ste #103, Ponte Vedra Beach, FL 32082. 8. Complete Mailing Address of Headquarters or General Business Office of Publisher: 5150 Palm Valley Rd., Ste #103, Ponte Vedra Beach, FL 32082. 9. Full Name and Complete Mailing Address of Publisher: Joseph Doyle, 5150 Palm Valley Rd., Ste #103, Ponte Vedra Beach, FL 32082. 9. Full Name and Complete Mailing Address of Editor: Karen Menehan, 13200 Central Ave. #12, Boulder Creek, CA 95006. 10. Owner: Joseph D. Doyle, 5150 Palm Valley Rd., Ste #103, Ponte Vedra Beach, FL 32082. 11. Not Applicable. 12. Tax Status: Has Not Changed During Preceding 12 Months. 13. Publication Title: MASSAGE Magazine. 14. Issue Date for Circulation Data: Issue 185 (October 2011). 15. Extent and Nature of Circulation: 15a. Total Number of Copies: 32,232/34,201. 15b. Paid and/or Requested Circulation (1) Mailed Outside County Paid Subscriptions: 19,190/20,032. (2) Mailed In-County Paid Subscriptions: n/a. (3) Paid Distribution Outside the Mails Including Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Non-USPS Paid Distribution: 363/270. (4) Other Classes Mailed Through the USPS: n/a 15c. Total Paid Distribution: 19,553/20,302. 15d. Free or Nominal Rate Distribution by Mail (1) Free or Nominal Rate Outside County: 5,275/9,461. (2) Free or nominal Rate In-County: n/a. (3) Free of Nominal Rate Copies Mailed at Other Classes Through the USPS: n/a (4) Free or Nominal Rate Distribution Outside the Mail: 2,433/2,860. 15e. Total Free or Nominal Rate Distribution; 10,971/12,321. 15f. Total Distribution: 30,524/32,623. 15g. Copies Not Distributed: 1,749/1,578 15h. Total Sum: 32,232/34,201. 15i. Percent Paid 64.06%/62.23%. 16. Printed in the November 2011 issue. I certify that this informati

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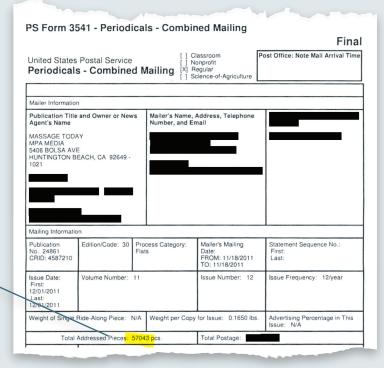
24,465

Average number of individually mailed copies per issue in 2011

57,043

Number of individually mailed copies in December 2011

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