

Massage Publication Circulation Comparison

MAGAZINE	MESSAGE MAGAZINE			Massage Today®		
	11/2008 -10/2009	11/2009 -10/2010	+ or -	11/2008 -10/2009	11/2009 -10/2010	+ or -
AVERAGE NUMBER OF INDIVIDUALLY MAILED COPIES	27,962	21,774*	- 6,188	57,240	57,364**	+ 124
	Individually mailed to less than half the number of massage therapists as <i>Massage Today</i> -meaning you are reaching significantly fewer massage therapists.			Each month <i>Massage Today</i> reaches over 57,000 therapists with the news and information they need and use in their daily businesses.		

COST PER THOUSAND***	MESSAGE MAGAZINE	Massage Today®
	2010	2010
	\$128.10	\$57.58
	Well over twice the cost per thousand readers of <i>Massage Today</i> , based on individually mailed copies.	At less than half the cost, <i>Massage Today</i> provides an obvious advantage while reaching a greater number of massage therapists.

* According to the Statement of Ownership published on page 62 of the October 2010 issue of *Massage Magazine*, the average number of individually mailed copies in 2010 is 21,774.

** According to the attached report filed with the U.S. Postal Service, the average number of individually mailed copies in 2010 is 57,364.

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



The results are clear.
 Massage Today is your best choice.
 Call 800-324-7758 www.mpamedia.com

MESSAGE TODAY: THE LEADING PUBLICATION IN THE PROFESSION

MESSAGE MAGAZINE

2010). 15. Extent and Nature of Circulation: 15a. Total Number of Copies: 30,799/33,249. 15b. Paid and/or Requested Circulation (1) Mailed Outside County Paid Subscriptions: 18,085/16,987. (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: 3,111/2,884. (4) Other Classes Mailed Through the USPS: n/a 15c. Total Paid Distribution: 21,197/19,871. 15d. Free or Nominal Rate Distribution by Mail (1) Free or Nominal Rate Outside County: 3,689/4,773. (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: 4,990/7,905. 15e. Total Free or Nominal Rate Distribution: 8,771/12,678. 15f. Total Distribution: 29,867/32,549. 15g. Copies Not Distributed: 932/700 15h. Total Sum: 30,799/33,249. 15i. Percent Paid 73%/61% 16 Printed in the October 2010 issue. I certify that this information is true and complete. Joseph D. Doyle, President.

21,774
AVERAGE NUMBER OF INDIVIDUALLY MAILED COPIES IN 2010

Message Today®

13. Publication Title Message Today		14. Issue Date for Circulation Data Below November 2010	
15. Extent and Nature of Circulation		Average No. Copies Each Issue During Preceding 12 Months	No. Copies of Single Issue Published Nearest to Filing Date
a. Total Number of Copies (Net press run)		57703	58045
b. Legitimate Paid and/or Requested Distribution (By Mail and Outside the Mail)	(1) Outside County Paid/Requested Mail Subscriptions stated on PS Form 3541. (Include direct written request from recipient, telemarketing and Internet requests from recipient, paid subscriptions including nominal rate subscriptions, employer requests, advertiser's proof copies, and exchange copies.)	36320	34772
	(2) In-County Paid/Requested Mail Subscriptions stated on PS Form 3541. (Include direct written request from recipient, telemarketing and Internet requests from recipient, paid subscriptions including nominal rate subscriptions, employer requests, advertiser's proof copies, and exchange copies.)	0	
	(3) Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid or Requested Distribution Outside USPS®	0	
	(4) Requested Copies Distributed by Other Mail Classes Through the USPS (e.g. First-Class Mail®)	4	
c. Total Paid and/or Requested Circulation (Sum of 15b (1), (2), (3), and (4))		36324	34772
d. Non-requested Distribution (By Mail and Outside the Mail)	(1) Outside County Nonrequested Copies Stated on PS Form 3541 (include Sample copies, Requests Over 3 years old, Requests induced by a Premium, Bulk Sales and Requests including Association Requests, Names obtained from Business Directories, Lists, and other sources)	21044	22637
	(2) In-County Nonrequested Copies Stated on PS Form 3541 (include Sample copies, Requests Over 3 years old, Requests induced by a Premium, Bulk Sales and Requests including Association Requests, Names obtained from Business Directories, Lists, and other sources)	0	0
	(3) Nonrequested Copies Distributed Through the USPS by Other Classes of Mail (e.g. First-Class Mail, Nonrequestor Copies mailed in excess of 10% Limit mailed at Standard Mail® or Package Services Rates)	46	43
	(4) Nonrequested Copies Distributed Outside the Mail (Include Pickup Stands, Trade Shows, Showrooms and Other Sources)	167	500
e. Total Nonrequested Distribution (Sum of 15d (1), (2), and (3))		21090	22680
f. Total Distribution (Sum of 15c and e)		57414	57454
g. Copies not Distributed (See Instructions to Publishers #4, (page #3))		95	91
h. Total (Sum of 15f and g)		57509	57545
i. Percent Paid and/or Requested Circulation (15c divided by 1 times 100)		63.3%	60.5%
16. Publication of Statement of Ownership for a Requester Publication is required and will be printed in the November 2010 issue of this publication.			
17. Signature and Title of Editor, Publisher, Business Manager, or Owner			Date
I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).			
PS Form 3526-R, September 2007 (Page 2 of 3)			

57,364
AVERAGE NUMBER OF INDIVIDUALLY MAILED COPIES IN 2010



The results are clear.
 Message Today is your best choice.
 Call 800-324-7758 www.mpamedia.com

Want to see a Message Today postal receipt? Just Ask Us!