

MESSAGE TODAY: THE LEADING PUBLICATION IN THE PROFESSION

Massage Publication Circulation Comparison

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

*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



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MESSAGE TODAY: THE LEADING PUBLICATION IN THE PROFESSION

Message Today®

MESSAGE MAGAZINE

MESSAGE Magazine Statement of Ownership

1. Publication Title: MESSAGE 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. 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: MESSAGE 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: 13,190/20,032. (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: 13,553/20,302. 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 or 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 information is true and complete. Joseph D. Doyle, President.

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