



Audit Bureau
of Circulations

SouthernAccents.

For the six months ended December 31, 2008

Field Served: Edited for those who recognize the lifestyle of the South. Each edition features photographic essays on the interiors and gardens of Southern residences. Departments on antiques, period furniture, collectibles and art are also regularly included.

Published by Southern Progress Corporation, a Division of Time Inc.

Frequency: 6 times/year

ABC Member # 04-1129-7

Southern Accents

PAID & VERIFIED MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

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	254,886	62.8			
Verified	90,373	22.3			
Total Paid & Verified Subscriptions	345,259	85.1			
Single Copy Sales	60,376	14.9			
Total Paid & Verified Circulation	405,635	100.0	400,000	5,635	1.4

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy Subscription	\$5.99		
Average Subscription Price Annualized (6 issue frequency)	\$29.95		
Average Subscription Price per Copy		\$15.59	\$2.60

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended June 30, 2008.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
July/Aug.	253,721	91,984	345,705	48,410	394,115
Sept./Oct.	256,101	98,073	354,174	57,717	411,891
Nov./Dec.	254,836	81,062	335,898	75,000	410,898

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

Edition	Number of Issues	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Rate Base
East	3	165,832	41,267	207,099	38,990	246,089	270,000
West	3	89,053	49,106	138,159	21,408	159,567	130,000
Southeast	3	101,759	31,283	133,042	24,018	157,060	165,000

Paid & Verified Magazine
Publisher's Statement

For six months ended December 31, 2008

5. TREND ANALYSIS

	2004	%	2005	%	2006	%	2007	%	2008	%
Subscriptions:										
Paid	331,525	78.6	329,514	80.7	278,972	68.9	269,799	66.7	259,078	64.1
Verified	N/A		N/A		54,100	13.4	70,635	17.5	88,356	21.8
Total Paid & Verified Subscriptions	331,525	78.6	329,514	80.7	333,072	82.3	340,434	84.2	347,434	85.9
Single Copy Sales	90,391	21.4	78,591	19.3	71,552	17.7	63,995	15.8	57,058	14.1
Total Paid & Verified Circulation	421,916	100.0	408,105	100.0	404,624	100.0	404,429	100.0	404,492	100.0
Year Over Year Percent of Change		0.4		-3.3		-0.9		-0.0		0.0
Avg. Annualized Subscription Price	\$18.75		\$18.48		\$18.17		\$16.31		\$15.59	

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*	209,649	51.7
Combination Subscriptions*	29,347	7.2
Association:		
Non-Deductible*	15,785	3.9
Partnership:		
Deductible*	105	0.0
TOTAL PAID SUBSCRIPTIONS	254,886	62.8
VERIFIED SUBSCRIPTIONS		
Public Place (See Par. 6A)	55,075	13.6
Individual Use (See Par. 6B)	35,298	8.7
TOTAL VERIFIED SUBSCRIPTIONS	90,373	22.3
TOTAL PAID & VERIFIED SUBSCRIPTIONS	345,259	85.1
SINGLE COPY SALES		
Single Issue Sales	60,376	14.9
TOTAL SINGLE COPY SALES	60,376	14.9
TOTAL PAID & VERIFIED CIRCULATION	405,635	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:	Doctor/ Health Care Providers	Personal Care Salons	Business/ Professional Services	Hotels/ Lodges	Automotive Outlets	Other	Total Public Place Copies
Public Place	29,194	17,473	7,830	308	149	121	55,075

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:

Verified Subscription:	Merchandise Buyers	Individually Requested	Other	Total Individual Use Copies
Individual Use	20,851	14,447		35,298

7. GEOGRAPHIC DATA for the September/October, 2008 issue

Total paid & verified circulation of this issue was 1.5% greater than the total average paid & verified circulation.

Subscription and single copy sales figures are based on the percentage for each State/Province determined by analysis of the January/February, 2008 issue and these percentages are projected against the total for the September/October, 2008 issue.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	15,204	2,150	17,354	2,232	19,586
Arizona	2,281	83	2,364	829	3,193
Arkansas	4,709	678	5,387	576	5,963
California	15,145	354	15,499	3,316	18,815
Colorado	2,194	46	2,240	399	2,639
Connecticut	2,557	48	2,605	433	3,038
Delaware	691	15	706	91	797
District of Columbia	730	19	749	238	987
Florida	20,027	22,615	42,642	7,842	50,484
Georgia	20,280	12,049	32,329	5,733	38,062
Idaho	363	15	378	85	463
Illinois	6,096	124	6,220	1,561	7,781
Indiana	2,584	73	2,657	414	3,071
Iowa	818	27	845	165	1,010
Kansas	1,585	30	1,615	305	1,920
Kentucky	5,477	2,188	7,665	764	8,429
Louisiana	9,868	1,440	11,308	1,785	13,093
Maine	292	9	301	38	339
Maryland	5,157	147	5,304	700	6,004
Massachusetts	2,444	57	2,501	593	3,094
Michigan	3,134	72	3,206	541	3,747
Minnesota	1,821	41	1,862	420	2,282
Mississippi	6,844	708	7,552	872	8,424
Missouri	4,085	93	4,178	837	5,015
Montana	242	6	248	33	281
Nebraska	700	7	707	106	813
Nevada	678	22	700	533	1,233
New Hampshire	426	12	438	78	516
New Jersey	4,099	116	4,215	549	4,764
New Mexico	635	28	663	246	909
New York	5,780	203	5,983	1,244	7,227
North Carolina	18,647	5,777	24,424	4,705	29,129
North Dakota	106	4	110	13	123

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Ohio	4,844	111	4,955	637	5,592
Oklahoma	4,139	69	4,208	640	4,848
Oregon	1,229	33	1,262	157	1,419
Pennsylvania	4,794	108	4,902	1,376	6,278
Rhode Island	342	11	353	97	450
South Carolina	11,054	2,179	13,233	2,342	15,575
South Dakota	169	5	174	21	195
Tennessee	13,685	3,900	17,585	2,223	19,808
Texas	30,263	32,919	63,182	7,302	70,484
Utah	509	26	535	243	778
Vermont	150	10	160	18	178
Virginia	12,797	9,190	21,987	2,204	24,191
Washington	2,306	57	2,363	483	2,846
West Virginia	1,213	145	1,358	85	1,443
Wisconsin	1,550	36	1,586	242	1,828
Wyoming	149	6	155	14	169
TOTAL 48 CONTERMINOUS STATES	254,892	98,061	352,953	56,360	409,313
Alaska	107	7	114	36	150
Hawaii	260	4	264	68	332
TOTAL ALASKA & HAWAII	367	11	378	104	482
U.S. Unclassified					
TOTAL UNITED STATES	255,259	98,072	353,331	56,464	409,795
Poss. & Other Areas	205		205	18	223
U.S. & POSS., etc.	255,464	98,072	353,536	56,482	410,018
Canada	344		344	1,235	1,579
International	173		173		173
Other Unclassified					
Military or Civilian Personnel Overseas	120	1	121		121
GRAND TOTAL	256,101	98,073	354,174	57,717	411,891

ANALYSIS BY ABCD COUNTY SIZE for the September/October, 2008 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, 2008

A. DURATION		%
(a) One to six months (1 to 3 issues)	2,242	2.1
(b) Seven to eleven months (4 to 5 issues)	83	0.1
(c) Twelve months (6 issues)	91,423	85.6
(d) Thirteen to twenty-four months	11,791	11.0
(e) Twenty-five months and more	1,238	1.2
Total Subscriptions Sold in Period	106,777	100.0
B. USE OF PREMIUMS		
(a) Ordered without premium	106,777	100.0
(b) Ordered with material reprinted from this publication	None	
(c) Ordered with other premiums	None	
Total Subscriptions Sold in Period	106,777	100.0

C. CHANNELS		%
(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	101,911	95.4
(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	510	0.5
(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	2,203	2.1
(d) Subscriptions as part of membership in an organization, See Par. 9	2,153	2.0
Total Subscriptions Sold in Period	106,777	100.0

9. EXPLANATORY

(a) Suggested Retail Prices: Average Single Copy: Canada, \$7.50. Subscriptions: Canada and International 1 yr. \$38.95.

(b) Average non-analyzed non-paid circulation for the 6 month period: 30,943 copies per issue.

(c) Post expiration copies: None.

(d) 10,205 subscriptions were sold in combination during this statement period.

Combination Publication	Subscriptions Sold	Subscription Term	Price of Combination	Suggested Retail Prices
Southern Living	9,991	12-13 issues	\$16.00-\$32.00	\$36.00-\$39.00
Cottage Living	214	8 issues	\$28.00-\$50.00	\$21.33

(e) Association (Non-Deductible): The average of 15,785 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to members of the American Society of Interior Designers. Benefits include an ASID Professional Practices Manual. \$15.00 is allocated for a 1 year subscription to this publication and is non-deductible from dues.

(f) Partnership Subscription Sales (Deductible): The average of 105 copies per issue, shown in Par. 6 and included in Par. 1, represents copies sold in a partnership relationship wherein this publication was bundled with the purchase of various products. Purchasers were advised that \$5.00 of the sales price was allocated for a 6 issue subscription to this publication.

10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2008; 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)
06-30-08	400,000	406,050	406,094	-44	-0.0
06-30-07	400,000	402,224	402,224		
06-30-06	400,000	405,382	405,078	304	0.1
06-30-05	400,000	422,557	416,586	5,971	1.4
06-30-04	400,000	434,670	430,359	4,311	1.0

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

(a) Effective 01/01/03 changed from 375,000 to 400,000

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: Time Inc.

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STEVE CUMMINGS

Vice President, Publisher

Date Signed: January 22, 2009

Established: 1977 ABC Member since: 1980

04-1129-7	Analyzed Issue Date	09-10/01/08
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	5.99
	Association Subscription Price	
	U.S. Subscription Price	29.95
	Canadian Subscription Price	38.95
	International Subscription Price	38.95