



YOGA JOURNAL

2054 University Avenue
Berkeley, CA

Published by: Yoga Journal, LLC
Research Company: RWA Research

Overview: A representative sample of YOGA JOURNAL subscribers was contacted via direct mail. A questionnaire, drafted to industry-developed Audit Bureau of Circulations (ABC) Standards, was delivered by RWA Research to collect specific demographic data. The sample of subscribers was selected by ABC. Initially, a total of 1,500 questionnaires were mailed to subscribers*. A second survey was mailed to non-respondents. A total of 756 responses were received. The ABC-audited response rate** for the survey is 51.5%.

*Please see the "Sample Selection" section of the Technical Appendix for the definition of "subscriber" employed in this study.

**Please see the "Response Rate" section of the Technical Appendix.

1. TOTAL AVERAGE PAID CIRCULATION FOR THE PUBLISHER'S STATEMENT PERIOD ENDED JUNE 30, 2002

Total Average Paid Circulation	Subscriptions	Percentage of Total Average Paid Circulation from Subscriptions
280,910	174,167	62.0%

2. SUBSCRIBER DEMOGRAPHIC ANALYSIS:

TOTAL RESPONDENTS: SUBSCRIBERS 18+ (756) Percent (%)

1. Gender of respondent:

Male	10.8
Female	89.2
Number of non-respondents	24
Percentage of non-response	3.2

2. Age of respondent:

Under 18	0.0
18-20	0.3
21-24	1.6
25-29	6.3
30-34	11.1
35-39	12.8
40-44	16.2
45-49	17.0
50-54	16.2
55-59	8.9
60-64	4.9
65 +	4.5

Summary:

18-49	65.4
25-54	79.7
Median Age of subscribers 18+	44.5
Number of non-respondents	28
Percentage of non-response	3.7

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TOTAL RESPONDENTS: SUBSCRIBERS 18+ (756) Percent (%)

3. Education of respondent:

Less than high school graduate	0.4
Graduated from high school/or received equivalent degree	5.8
Attended college but did not graduate	18.6
Graduated from 2-year college	7.7
Graduated from 4-year college	28.1
Postgraduate Study	11.4
Postgraduate Degree	28.0

Summary:

Some College	26.3
Graduate from a 4 year college or higher	67.5
Number of non-respondents	30
Percentage of non-response	4.0

4. Employment Status of respondent:

Employed: Full-time (35+ hrs./wk.)	56.9
Employed: Part-time (<35 hrs./wk.)	22.1
Total Employed (Full/Part time)	79.0
Temporarily Unemployed	2.7
Homemaker	7.5
Retired, not employed	7.4
Full-time student	1.2
Other	2.2
Number of non-respondents	22
Percentage of non-response	2.9

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5. Occupation of respondent (for those employed N=580)

Professional/Managerial	76.9
Administrative Support	8.9
Technical	3.9
Sales	3.0
Service	3.9
Operative, non-farm laborers, craftsmen	1.1
Other Employed	2.3
Number of non-respondents	18
Percentage of non-response	3.1

6. Marital Status of respondent:

Married	62.6
Single, never married	14.7
Widowed	1.8
Separated or divorced	14.3
Living in a partnered relationship	6.6
Number of non-respondents	34
Percentage of non-response	4.5

7. Household Composition:

a. Adults (18 yrs. +)

• Male	65.9
• Female	79.8

b. Percentage of households with children under 18 years of age

Children under 18 yrs.	27.6
Children (12-17 yrs.)	14.9
Children (6-11 yrs.)	12.0
Children (5 yrs. or younger)	8.6
Number of non-respondents	104
Percentage of non-response	13.8

8. Primary Residence:

a. Own	79.1
Rent	20.9
b. House	78.0
Co-op/Condo/Apartment	19.0
Other	3.0
Number of non-respondents	28
Percentage of non-response	3.7

9. Household Income of respondent:

Under \$25,000	5.0
\$25,000 - 49,999	15.9
\$50,000 - 74,999	15.1
\$75,000 - 99,999	16.0
\$100,000 - 149,999	14.7
\$150,000 +	14.9

Summary:

\$50,000+	60.7
\$75,000+	45.6

Median Household Income: \$82,500

Number of non-respondents	139
Percentage of non-response	18.4

3. Technical Appendix — METHODOLOGY

General Information: This report summarizes a subscriber profile study verified by the Audit Bureau of Circulations (ABC) at the request of the publisher of YOGA JOURNAL, a magazine member of ABC. YOGA JOURNAL is published 7 times a year by Yoga Journal, LLC, in Berkeley, California.

Scope of Verification: ABC selected the sample and verified that the field executive conformed to "ABC Subscriber Profile Verification Service: Standards of Direct Mail Studies" in the following areas: questionnaire development and mailing procedures, coding of the response data, and tabulation of the data.

Sample Selection: The sample for this direct mail study was selected from those records on YOGA JOURNAL's entire active subscriber file that contained both an individual's name and address. The sample frame excluded 51.3% of the subscriber file: copies delivered to businesses that lacked individual names, copies distributed outside of the 48 contiguous states, copies delivered to subscribers whose subscriptions have expired, "open credit" subscribers, controlled distribution and complementary copies. ABC selected a random sample of 1,500 from the remaining names that met these criteria. Each active subscriber had a known probability of selection, ABC then transferred the sample file to RWA Research for mailing.

Mailing Procedures: ABC verified that YOGA JOURNAL's study followed the standards articulated in the "ABC Subscriber Profile Service: Research Standards for Direct Mail Studies" draft document dated October 18, 2000. The initial mailing to each selected subscriber included the questionnaire, a \$1 cash incentive, a hand stamped return envelope, and a personalized cover letter from the President/CEO. A second mailing to non-respondents included the questionnaire, a hand stamped return envelope, and a personalized cover letter. YOGA JOURNAL's stationery and logo envelopes were used for all mailings. The dates of the mailing were June 7, 2002 for the initial mailing and June 28, 2002 for the second mailing. Questionnaires were accepted for processing until July 24, 2002. All mail, including non-deliverables, was returned to ABC then forwarded to RWA Research for data processing.

Tabulations: ABC verified the coding and tabulation of responses as performed by RWA Research. In calculating the percentages shown, "non-responses" were removed from the base except in cases where the non-response exceeds 10 percent of the total respondents. In this instance, the non-response is included in the base for that table and related tables.

YOGA JOURNAL volunteered to conduct a beta test for ABC's Subscriber Profile. YOGA JOURNAL is published 7 times per year. Prior to fielding their subscriber study, a direct mail marketing program had recently concluded.

In accordance with Subscriber Profile Standards, the sample frame excluded subscription copies delivered to businesses that lacked individual names, Public Place/Sponsored copies, recipients of complimentary copies and copies delivered outside the 48 contiguous states. The total mandatory exclusions accounted for 6.8% of the subscriber file.

ABC made optional/additional exclusions, at the request of YOGA JOURNAL, for open credits and expires for the issues of March/April and May/June 2002. The publication suggested these individuals be removed, due to the fact that recently expired subscribers may respond significantly different to demographic questions than current subscribers. The total optional exclusions accounted for 44.5% of the subscriber file. At that time ABC practice was not to notify the publication of final exclusion percentages. YOGA JOURNAL was not aware the optional/additional exclusions totaled 44.5%.

Mandatory Exclusions

Subscription copies delivered to businesses that lacked individual names	2.57%
Public Place/Sponsored copies	0.24%
Recipients of complimentary copies	0.0%
Copies delivered outside 48 contiguous states	3.99%

Optional/Additional Exclusions

Open credits	15.54%
Expires (March/April and May/June 2002)	28.96%

Response Rate: Final disposition of questionnaires used in this survey was:

A. Total mail out	1,500	
B. Less non-deliverables	32	
C. Net mail out	1,468	100.00%
D. Total returned	791	53.88%
E. Net returns with completed demographic questions	756	51.50%

From this data, the official ABC response rate is 51.5 percent. The response rate is calculated using the formula E/C (see table above). A questionnaire is considered completed when two-thirds of the mandatory demographic questions have been answered.