



Audit Bureau  
of Circulations



For the six months ended June 30, 2010

**Field Served:** CARING TODAY is a consumer magazine served to primarily women family caregivers, between the ages of 45 and 65, who are taking care of their spouse, elderly parents or adult children.

**Definition of List Source Recipients:**

**Method of Circulation for Analyzed Non-Paid Circulation:** CARING TODAY is distributed by USPS to doctors' offices and hospitals. CARING TODAY is also distributed by individual home care professionals to individuals' homes. All initial distribution to the caregivers is based upon requests by doctors' offices, hospitals, individuals and retail pharmacy locations for pick-up by patrons, such as CVS.

Published by Caring Today Magazine, LLC

Frequency: 4 times/year

ABC Member # 04-0170-3

# ANALYZED NON-PAID MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

Caring Today

## 1. TOTAL AVERAGE ANALYZED NON-PAID CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
<b>Analyzed Non-Paid Circulation:</b> (See Par. 6)					
List Source					
Market Coverage					
Delivered with Host Products					
Non-Paid Bulk	501,501	100.0			
<b>Total Analyzed Non-Paid Circulation</b>	<b>501,501</b>	<b>100.0</b>	<b>None Claimed</b>		

## 2. ANALYZED NON-PAID CIRCULATION BY ISSUE

Issue	List Source	Market Coverage Copies	Delivered With Host Products	Non-Paid Bulk	Total Analyzed Non-Paid
Spring				501,250	501,250
Summer				501,753	501,753

## 3. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

## 4. TREND ANALYSIS

	2005	%	2006	%	2007	%	2008	%	2009	%
<b>Total Analyzed Non-Paid Circ.</b>	<b>449,480</b>		<b>628,207</b>		<b>751,768</b>		<b>751,810</b>		<b>503,479</b>	
Year Over Year Percent of Change				39.8		19.7				-33.0

Analyzed Non-Paid Magazine  
Publisher's Statement

For six months ended June 30, 2010

## 5. GEOGRAPHIC DATA for the Summer 2010 issue

Total analyzed non-paid circulation of this issue was 0.1% greater than the total average analyzed non-paid circulation.

Total Analyzed Non-Paid figures are based on the percentage for each State/Province determined by analysis of the Winter 2009 issue and these percentages are projected against the total for the Summer 2010 issue.

STATE	TOTAL ANALYZED NON-PAID
Alabama	7,720
Arizona	7,502
Arkansas	4,004
California	48,343
Colorado	5,809
Connecticut	7,728
Delaware	1,481
District of Columbia	1,485
Florida	45,815
Georgia	13,480
Idaho	1,367
Illinois	23,482
Indiana	9,607
Iowa	3,936
Kansas	2,941
Kentucky	7,334
Louisiana	5,450
Maine	2,391
Maryland	12,833
Massachusetts	11,835
Michigan	22,947
Minnesota	5,192
Mississippi	5,076
Missouri	5,578
Montana	1,303
Nebraska	2,823
Nevada	2,332
New Hampshire	2,007
New Jersey	21,392
New Mexico	3,596
New York	39,101
North Carolina	13,233
North Dakota	1,003

STATE	TOTAL ANALYZED NON-PAID
Ohio	18,353
Oklahoma	4,378
Oregon	4,068
Pennsylvania	32,998
Rhode Island	2,932
South Carolina	6,739
South Dakota	1,358
Tennessee	11,279
Texas	33,795
Utah	1,471
Vermont	1,274
Virginia	12,206
Washington	6,168
West Virginia	4,988
Wisconsin	6,686
Wyoming	639
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>499,458</b>
Alaska	846
Hawaii	1,284
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>2,130</b>
U.S. Unclassified	
<b>TOTAL UNITED STATES</b>	<b>501,588</b>
Poss. & Other Areas	91
<b>U.S. &amp; POSS., etc.</b>	<b>501,679</b>
Canada	74
International	
Other Unclassified	
Military or Civilian Personnel Overseas	
<b>GRAND TOTAL</b>	<b>501,753</b>

## ANALYSIS BY ABCD COUNTY SIZE for the Summer 2010 issue

Analysis not required by special permission of the Board of Directors.

## 6. EXPLANATORY

(a) Average non-analyzed non-paid circulation for the 6 month period: 535 copies per issue.

(b) Non-Paid Bulk, averaging 501,501 copies per issue, represents copies distributed in bulk to doctors' offices, hospitals and home care franchise managers for pickup by caregivers.

## 7. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2009; Variation from Publisher's Statement

Audit Period Ended	Rate Base (Analyzed Non-Paid)	Audit Report (Analyzed Non-Paid)	Publisher's Statements (Analyzed Non-Paid)	Difference (Analyzed Non-Paid)	Percentage of Difference (Analyzed Non-Paid)
06-30-09	None Claimed	651,484	651,484		
06-30-08	None Claimed	751,645	751,645		
06-30-07	750,000	752,409	752,409		
#06-30-06	None Claimed	509,096	509,096		
##06-30-05	None Claimed	537,096	537,096		

#Average for 12 months ended June 30, 2006.

##Average for 1 month ended June 30, 2005.

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: Merlin Insights LLC

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VICTOR IMBIMBO

Date Signed: September 3, 2010

President

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