

MAGAZINE

Publisher's Statement

6 months ended June 30, 2014

Subject to Audit

Field Served: OUTSIDE is dedicated to inspiring people to enjoy fuller, more rewarding lives through its year-round coverage of participatory sports, travel, adventure, people, politics, art, and literature of the world outside.

Published by Mariah Media, Inc.

Frequency: 12 times/year

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					
Print	541,625	78.5			
Digital (Replica)	20,389	2.9			
Total Paid Subscriptions	562,014	81.4			
Verified					
Print	69,444	10.1			
Total Verified Subscriptions	69,444	10.1			
Total Paid & Verified Subscriptions	631,458	91.5			
Single Copy Sales					
Print	40,834	5.9			
Digital (Replica)	17,581	2.6			
Total Single Copy Sales	58,415	8.5			
Total Paid & Verified Circulation	689,873	100.0	675,000	14,873	2.2

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net Gross (Optional)
Average Single Copy	\$5.99	
Subscription	\$24.00	
Average Subscription Price Annualized (12 issue frequency)		\$20.17
Average Subscription Price per Copy		\$1.68

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2013.

3. PAID & VERIFIED CIRCULATION BY ISSUE OF PRINT AND DIGITAL REPLICA

Issue	Paid Subscriptions			Verified Subscriptions			Single Copy Sales			Total Paid & Verified Circulation		Total Paid & Verified Circulation
	Print	Digital (Replica)	Total Paid Subscriptions	Print	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Digital (Replica)	Total Single Copy Sales	Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital (Replica)	
Jan.	542,164	20,239	562,403	69,441	69,441	631,844	55,292	8,695	63,987	666,897	28,934	695,831
Feb.	545,058	21,023	566,081	69,437	69,437	635,518	39,895	14,271	54,166	654,390	35,294	689,684
Mar.	549,556	18,584	568,140	69,446	69,446	637,586	32,563	16,593	49,156	651,565	35,177	686,742
Apr.	544,259	18,397	562,656	69,446	69,446	632,102	46,106	20,380	66,486	659,811	38,777	698,588
May	536,255	22,751	559,006	69,446	69,446	628,452	36,655	22,339	58,994	642,356	45,090	687,446
June	532,451	21,341	553,792	69,444	69,444	623,236	34,491	23,210	57,701	636,386	44,551	680,937

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2009	%	2010	%	2011	%	2012	%	2013	%
Subscriptions:										
Paid	537,767	78.2	534,002	77.8	557,556	82.0	568,660	82.6	569,468	82.9
Verified	89,527	13.0	89,386	13.1	68,240	10.0	66,288	9.7	68,339	10.0
Total Paid & Verified Subscriptions	627,294	91.2	623,388	90.9	625,796	92.0	634,948	92.3	637,807	92.9
Single Copy Sales	60,540	8.8	62,760	9.1	54,163	8.0	53,239	7.7	48,929	7.1
Total Paid & Verified Circulation	687,834	100.0	686,148	100.0	679,959	100.0	688,187	100.0	686,736	100.0
Year Over Year Percent of Change		-0.5		-0.2		-0.9		1.2		-0.2
Avg. Annualized Subscription Price	\$14.04		\$15.60		\$17.04		\$18.84		\$19.32	

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.

	Print Average for Period	Digital (Replica) Average for Period	Total	% of Circulation
PAID SUBSCRIPTIONS				
Individual Subscriptions*	353,121	20,389	373,510	54.1
Combination Subscriptions*	82,178		82,178	11.9
Award Point*	89,445		89,445	13.0
Partnership: Deductible*	16,881		16,881	2.4
TOTAL PAID SUBSCRIPTIONS	541,625	20,389	562,014	81.4
VERIFIED SUBSCRIPTIONS				
Public Place (See Par. 6A)	66,310		66,310	9.6
Individual Use (See Par. 6B)	3,134		3,134	0.5
TOTAL VERIFIED SUBSCRIPTIONS	69,444		69,444	10.1
TOTAL PAID & VERIFIED SUBSCRIPTIONS	611,069	20,389	631,458	91.5
SINGLE COPY SALES				
Single Issue Sales	40,834	17,581	58,415	8.5
TOTAL SINGLE COPY SALES	40,834	17,581	58,415	8.5
TOTAL PAID & VERIFIED CIRCULATION	651,903	37,970	689,873	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	Fitness/ Recreational Facilities	Government/ Civil Services	Hotels/Lodges	Public Place Other	Total Public Place Copies
Public Place	52,243	6,661	3,747	3,100	309	250	66,310

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:	Individually Requested	Individual Use Other	Total Individual Use Copies
Individual Use	3,125	9	3,134

7. GEOGRAPHIC DATA for the January 2014 issue

Total paid & verified circulation of this issue was 0.9% greater than the total average paid & verified circulation.

	PAID SUBSCRIPTIONS			VERIFIED SUBSCRIPTIONS			SINGLE COPY SALES					
State	Print	Digital (Replica)	Total Paid Subscriptions	Print	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Digital (Replica)	Total Single Copy Sales	Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital (Replica)	Total Paid & Verified Circulation
Alabama	7,041	387	7,428	801	801	8,229	277	115	392	8,119	502	8,621
Arizona	11,337	476	11,813	636	636	12,449	1,190	186	1,376	13,163	662	13,825
Arkansas	4,602	223	4,825	454	454	5,279	212	75	287	5,268	298	5,566
California	65,878	2,593	68,471	2,543	2,543	71,014	7,140	1,079	8,219	75,561	3,672	79,233
Colorado	20,655	385	21,040	1,187	1,187	22,227	2,553	338	2,891	24,395	723	25,118
Connecticut	7,285	202	7,487	1,826	1,826	9,313	473	119	592	9,584	321	9,905
Delaware	1,491	63	1,554	273	273	1,827	126	24	150	1,890	87	1,977
District of Columbia	2,233	62	2,295	274	274	2,569	288	37	325	2,795	99	2,894
Florida	24,199	159	24,358	4,548	4,548	28,906	2,347	396	2,743	31,094	555	31,649
Georgia	14,641	848	15,489	1,741	1,741	17,230	2,046	240	2,286	18,428	1,088	19,516
Idaho	4,322	64	4,386	275	275	4,661	454	71	525	5,051	135	5,186
Illinois	21,588	831	22,419	3,905	3,905	26,324	1,761	354	2,115	27,254	1,185	28,439
Indiana	8,264	294	8,558	1,363	1,363	9,921	589	135	724	10,216	429	10,645
Iowa	4,287	148	4,435	547	547	4,982	232	70	302	5,066	218	5,284
Kansas	4,817	215	5,032	588	588	5,620	268	79	347	5,673	294	5,967
Kentucky	5,568	285	5,853	813	813	6,666	455	91	546	6,836	376	7,212
Louisiana	4,931	281	5,212	655	655	5,867	370	81	451	5,956	362	6,318
Maine	3,079	60	3,139	319	319	3,458	172	50	222	3,570	110	3,680
Maryland	10,170	471	10,641	2,455	2,455	13,096	720	167	887	13,345	638	13,983
Massachusetts	13,621	308	13,929	2,756	2,756	16,685	1,157	223	1,380	17,534	531	18,065
Michigan	18,522	728	19,250	2,883	2,883	22,133	1,617	303	1,920	23,022	1,031	24,053
Minnesota	10,753	389	11,142	1,116	1,116	12,258	1,086	176	1,262	12,955	565	13,520
Mississippi	3,526	150	3,676	287	287	3,963	225	58	283	4,038	208	4,246
Missouri	8,832	432	9,264	1,296	1,296	10,560	623	145	768	10,751	577	11,328
Montana	3,610	64	3,674	200	200	3,874	652	59	711	4,462	123	4,585
Nebraska	2,992	116	3,108	412	412	3,520	383	49	432	3,787	165	3,952
Nevada	4,391	133	4,524	168	168	4,692	794	72	866	5,353	205	5,558
New Hampshire	3,092	83	3,175	443	443	3,618	199	51	250	3,734	134	3,868
New Jersey	12,007	556	12,563	5,227	5,227	17,790	1,647	197	1,844	18,881	753	19,634
New Mexico	4,369	136	4,505	107	107	4,612	478	72	550	4,954	208	5,162
New York	28,542	1,072	29,614	8,170	8,170	37,784	3,689	468	4,157	40,401	1,540	41,941
North Carolina	18,042	875	18,917	1,781	1,781	20,698	1,314	296	1,610	21,137	1,171	22,308
North Dakota	1,306	43	1,349	121	121	1,470	66	21	87	1,493	64	1,557
Ohio	21,973	879	22,852	2,817	2,817	25,669	1,022	360	1,382	25,812	1,239	27,051
Oklahoma	5,924	268	6,192	656	656	6,848	291	97	388	6,871	365	7,236
Oregon	10,120	281	10,401	233	233	10,634	1,584	166	1,750	11,937	447	12,384
Pennsylvania	22,353	693	23,046	4,094	4,094	27,140	1,998	366	2,364	28,445	1,059	29,504
Rhode Island	1,774	58	1,832	333	333	2,165	162	29	191	2,269	87	2,356
South Carolina	7,411	327	7,738	723	723	8,461	404	121	525	8,538	448	8,986
South Dakota	1,558	47	1,605	128	128	1,733	111	26	137	1,797	73	1,870
Tennessee	9,278	452	9,730	1,193	1,193	10,923	744	152	896	11,215	604	11,819
Texas	31,703	1,759	33,462	4,364	4,364	37,826	2,020	519	2,539	38,087	2,278	40,365
Utah	6,854	179	7,033	383	383	7,416	1,045	112	1,157	8,282	291	8,573
Vermont	2,254	29	2,283	172	172	2,455	149	37	186	2,575	66	2,641
Virginia	17,641	613	18,254	2,167	2,167	20,421	1,319	289	1,608	21,127	902	22,029
Washington	16,564	392	16,956	384	384	17,340	2,810	271	3,081	19,758	663	20,421
West Virginia	2,563	98	2,661	255	255	2,916	149	42	191	2,967	140	3,107
Wisconsin	10,670	186	10,856	1,207	1,207	12,063	565	175	740	12,442	361	12,803
Wyoming	2,090	35	2,125	94	94	2,219	137	36	173	2,321	71	2,392
TOTAL 48 CONTERMINOUS STATES	530,723	19,428	550,151	69,373	69,373	619,524	50,113	8,695	58,808	650,209	28,123	678,332
Alaska	2,180	73	2,253	13	13	2,266	436		436	2,629	73	2,702
Hawaii	3,064	120	3,184	24	24	3,208	399		399	3,487	120	3,607
TOTAL ALASKA & HAWAII	5,244	193	5,437	37	37	5,474	835		835	6,116	193	6,309
U.S. Unclassified												
TOTAL UNITED STATES	535,967	19,621	555,588	69,410	69,410	624,998	50,948	8,695	59,643	656,325	28,316	684,641
Poss. & Other Areas	376	16	392	2	2	394	5		5	383	16	399
U.S. & POSS., etc.	536,343	19,637	555,980	69,412	69,412	625,392	50,953	8,695	59,648	656,708	28,332	685,040
Canada												
International	1,116	602	1,718	1	1	1,719	328		328	1,445	602	2,047
Other Unclassified												
Military or Civilian Personnel Overseas	901		901	6	6	907				907		907
GRAND TOTAL	542,164	20,239	562,403	69,441	69,441	631,844	55,292	8,695	63,987	666,897	28,934	695,831

8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross individual subscriptions (new and renewal) sold in the six month period ended June 30, 2014

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 6 issues)	115	0.0	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	230,291	90.4
(b) Seven to eleven months (7 to 11 issues)	69	0.0	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.	22,566	8.9
(c) Twelve months (12 issues)	177,095	69.6	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.	1,781	0.7
(d) Thirteen to twenty-four months	48,151	18.9	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	29,208	11.5	Total Subscriptions Sold in Period	254,638	100.0
Total Subscriptions Sold in Period	254,638	100.0			
B. USE OF PREMIUMS					
		%			
(a) Ordered without premium	251,468	98.8			
(b) Ordered with material reprinted from this publication, See Par. 9	2,048	0.8			
(c) Ordered with other premiums, See Par. 9	1,122	0.4			
Total Subscriptions Sold in Period	254,638	100.0			

9. EXPLANATORY

- (a) Suggested Retail Prices: Average Single Copy: Canada, \$6.99. Subscriptions: U.S., 2 yrs. \$36.00; 3 yrs. \$45.00. Canada, 1 yr. \$35.00. International, 1 yr. \$45.00.
- (b) Average nonanalyzed nonpaid circulation for the 6 month period: 5,189 copies per issue.
- (c) Post expiration copies: None.
- (d) DESCRIPTION OF DIGITAL (Replica) - The Digital Edition is an exact replica of the core product in format and advertising content. The Digital Edition is available at www.Zinio.com, www.Barnesandnoble.com and www.Amazon.com.
- (e) 25,458 subscriptions were sold in combination during this statement period.
- | Combination Publication | Subscriptions Sold | Subscription Term | Price of Combination | Suggested Retail Prices |
|-------------------------|--------------------|-------------------|----------------------|-------------------------|
| Outside Buyer's Guide | 25,458 | 1 year | \$24.00 | \$6.95 |
- (f) Award Point Subscription Sales: The average of 89,445 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased through the redemption of Airline Frequent Flyer Miles valued at 2.5¢ to 3¢ per mile.
- (g) Partnership Subscription Sales (Deductible): The average of 16,881 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served in a partnership relationship wherein this publication was bundled with the purchase of a product or service. Purchasers were advised that \$9.97 to \$24.00 of the sales price was allocated for a 1 year subscription to this publication.
- (h) Use of Premiums: Editorial reprints in electronic form, with no advertised or stated values, were offered with new and renewal subscriptions at suggested retail prices. "OUTSIDE's Exposure calendar" or a water bottle, with no advertised or stated value, was offered with new and renewal subscriptions at suggested retail prices.

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2013; 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)
12-31-13	675,000	684,833	686,735	-1,902	-0.3
12-31-12	675,000	687,003	688,185	-1,182	-0.2
12-31-11	675,000	682,676	679,958	2,718	0.4
12-31-10	675,000	685,121	686,148	-1,027	-0.1
12-31-09	675,000	687,321	687,834	-513	-0.1

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 Alliance for Audited Media's Bylaws and Rules.

Parent Company: Mariah Media, Inc.

OUTSIDE, published by Mariah Media, Inc. • 400 Market Street • Santa Fe, NM 87501

PAUL ROLNICK

Senior Consumer Marketing Director

P: 505.989.7100 • F: 505.989.4700 • URL: www.outsidemag.com

SCOTT PARMELEE

VP/Publisher

Date Signed July 29, 2014

Sales Office: New York City 212-972-4650

Established: 1977 AAM Member since: 1979

04-0836-0	Analyzed Issue Date	01/01/14
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	5.99
	Association Subscription Price	
	U.S. Subscription Price	24.00
	Canadian Subscription Price	35.00
	International Subscription Price	45.00