



Audit Bureau
of Circulations

FAST COMPANY

For the six months ended June 30, 2011

Field Served: FAST COMPANY's unique editorial focus on innovation inspires creative minds to think beyond traditional boundaries and invent the future of business.

Published by Mansueto Ventures LLC

Frequency: 10 times/year

ABC Member # 04-0314-6

Fast Company

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	702,113	95.1			
Verified	6,996	0.9			
Total Paid & Verified Subscriptions	709,109	96.0			
Single Copy Sales	29,841	4.0			
Total Paid & Verified Circulation	738,950	100.0	725,000	13,950	1.9

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$4.99		
Subscription	\$23.95		
Average Subscription Price Annualized (10 issue frequency)		\$13.30	
Average Subscription Price per Copy		\$1.33	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2010.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Feb.	706,599	6,990	713,589	25,916	739,505
Mar.	701,273	6,990	708,263	43,587	751,850
Apr.	696,625	7,010	703,635	25,100	728,735
May	704,084	7,000	711,084	22,600	733,684
June	701,987	6,990	708,977	32,000	740,977

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

Paid & Verified Magazine
Publisher's Statement

For six months ended June 30, 2011

5. TREND ANALYSIS

	2006	%	2007	%	2008	%	2009	%	2010	%
Subscriptions:										
Paid	734,643	97.3	720,205	96.3	714,340	96.1	706,595	96.4	705,049	95.1
Verified	N/A		N/A		N/A		N/A		5,000	0.7
Total Paid & Verified Subscriptions	734,643	97.3	720,205	96.3	714,340	96.1	706,595	96.4	710,049	95.8
Single Copy Sales	20,082	2.7	27,423	3.7	28,987	3.9	26,688	3.6	30,804	4.2
Total Paid & Verified Circulation	754,725	100.0	747,628	100.0	743,327	100.0	733,283	100.0	740,853	100.0
Year Over Year Percent of Change		1.4		-0.9		-0.6		-1.4		1.0
Avg. Annualized Subscription Price	\$14.05		\$15.74		\$15.23		\$14.80		\$13.90	

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*	616,830	83.5
Combination Subscriptions*	11,472	1.6
Club/Membership:		
Deductible*	888	0.1
Award Point*	49,450	6.7
Partnership:		
Deductible*	21,458	2.9
Sponsored Sales	2,015	0.3
TOTAL PAID SUBSCRIPTIONS	702,113	95.1
VERIFIED SUBSCRIPTIONS		
Public Place (See Par. 6A)	6,996	0.9
TOTAL VERIFIED SUBSCRIPTIONS	6,996	0.9
TOTAL PAID & VERIFIED SUBSCRIPTIONS	709,109	96.0
SINGLE COPY SALES		
Single Issue Sales	29,841	4.0
TOTAL SINGLE COPY SALES	29,841	4.0
TOTAL PAID & VERIFIED CIRCULATION	738,950	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:	Business/Professional Services	Hotels/Lodges	Transportation Outlets	Doctor/Health Care Providers	Other	Total Public Place Copies
Public Place	4,463	1,996	500	37		6,996

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:

None

7. GEOGRAPHIC DATA for the June 2011 issue

Total paid & verified circulation of this issue was 0.3% greater than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	13,613	68	13,681	171	13,852
Arizona	11,454	92	11,546	774	12,320
Arkansas	7,788	4	7,792	86	7,878
California	83,325	461	83,786	4,004	87,790
Colorado	13,192	52	13,244	861	14,105
Connecticut	8,436	194	8,630	308	8,938
Delaware	2,053	29	2,082	29	2,111
District of Columbia	3,123	73	3,196	265	3,461
Florida	44,702	538	45,240	2,100	47,340
Georgia	22,999	372	23,371	1,047	24,418
Idaho	2,946	5	2,951	40	2,991
Illinois	32,244	233	32,477	1,378	33,855
Indiana	15,174	52	15,226	203	15,429
Iowa	5,314	5	5,319	80	5,399
Kansas	5,361	20	5,381	134	5,515
Kentucky	8,478	15	8,493	162	8,655
Louisiana	8,274	84	8,358	200	8,558
Maine	2,374	14	2,388	86	2,474
Maryland	15,184	190	15,374	380	15,754
Massachusetts	16,189	422	16,611	537	17,148
Michigan	23,286	94	23,380	971	24,351
Minnesota	13,845	92	13,937	346	14,283
Mississippi	6,737	4	6,741	128	6,869
Missouri	13,512	54	13,566	326	13,892
Montana	2,201	2	2,203	34	2,237
Nebraska	4,036	16	4,052	75	4,127
Nevada	5,672	23	5,695	463	6,158
New Hampshire	2,968	12	2,980	75	3,055
New Jersey	16,450	973	17,423	899	18,322
New Mexico	3,854	5	3,859	121	3,980
New York	43,000	1,003	44,003	2,362	46,365
North Carolina	24,822	57	24,879	383	25,262
North Dakota	1,453		1,453	19	1,472

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Ohio	27,961	95	28,056	638	28,694
Oklahoma	8,478	18	8,496	232	8,728
Oregon	6,534	10	6,544	345	6,889
Pennsylvania	28,261	271	28,532	741	29,273
Rhode Island	2,104	32	2,136	57	2,193
South Carolina	12,258	28	12,286	332	12,618
South Dakota	1,740	10	1,750	43	1,793
Tennessee	14,392	49	14,441	687	15,128
Texas	47,664	287	47,951	1,711	49,662
Utah	6,147	6	6,153	462	6,615
Vermont	1,538	7	1,545	35	1,580
Virginia	20,332	328	20,660	840	21,500
Washington	14,108	52	14,160	1,057	15,217
West Virginia	3,519	1	3,520	33	3,553
Wisconsin	10,631	18	10,649	273	10,922
Wyoming	1,249		1,249	14	1,263
TOTAL 48 CONTERMINOUS STATES	690,975	6,470	697,445	26,547	723,992
Alaska	1,480		1,480	45	1,525
Hawaii	3,156	20	3,176	187	3,363
TOTAL ALASKA & HAWAII	4,636	20	4,656	232	4,888
U.S. Unclassified					
TOTAL UNITED STATES	695,611	6,490	702,101	26,779	728,880
Poss. & Other Areas	721		721	87	808
U.S. & POSS., etc.	696,332	6,490	702,822	26,866	729,688
Canada	3,605		3,605	2,266	5,871
International	1,702	500	2,202	2,868	5,070
Other Unclassified					
Military or Civilian					
Personnel Overseas	348		348		348
GRAND TOTAL	701,987	6,990	708,977	32,000	740,977

ANALYSIS BY ABCD COUNTY SIZE for the June 2011 issue

County Size	% of Households	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	309,512	42.7	107
B	30	224,939	31.1	104
C	15	100,401	13.9	93
D	15	89,140	12.3	82

County Size Group Definitions by the A.C. Nielsen Company- Data for the conterminous 48 states.

8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended June 30, 2011

A. DURATION		%	C. CHANNELS	%
(a) One to six months (1 to 5 issues)	716	0.4	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	194,887 83.0
(b) Seven to eleven months (6 to 9 issues)	2,976	1.3	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	38,670 16.5
(c) Twelve months (10 issues)	112,365	47.8	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	770 0.3
(d) Thirteen to twenty-four months	33,695	14.3	(d) Subscriptions as part of membership in an organization	529 0.2
(e) Twenty-five months and more	85,104	36.2		
Total Subscriptions Sold in Period	234,856	100.0	Total Subscriptions Sold in Period	234,856 100.0
B. USE OF PREMIUMS				
(a) Ordered without premium	234,625	99.9		
(b) Ordered with material reprinted from this publication	170	0.1		
(c) Ordered with other premiums, See Par. 9	61	0.0		
Total Subscriptions Sold in Period	234,856	100.0		

9. EXPLANATORY

(a) Suggested Retail Prices: Average Single Copy: Canada, \$5.99. Subscriptions: No additional prices.

(b) Average non-analyzed non-paid circulation for the 6 month period: 24,143 copies per issue.

(c) Post expiration copies: None.

(d) 6,543 subscriptions were sold in combination during this statement period.

Combination Publication Inc.	Subscriptions Sold	Subscription Term	Price of Combination	Suggested Retail Price
	6,543	1 year	\$15.00-\$20.00	\$19.00

(e) Club/Membership Subscription Sales (Deductible): The average of 888 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to members of NACCE. Members were advised that \$10.00 of dues was allocated for a subscription to this publication.

(f) Award Point Subscription Sales: The average of 49,450 copies per issue, shown in Par. 6 and included in Par. 1, includes the following:

An average of 41,640 copies per issue represents copies served to subscribers in exchange for the redemption of Airline Frequent Flyer Miles. These subscriptions were sold at 10 issues for \$15.00 in exchange for the redemption of 500 points at the rate of 3¢ per mile.

An average of 7,810 copies per issue represents copies purchased through the redemption of award points. These subscriptions were sold at 10 issues for \$10.00 to \$15.00 in exchange for the redemption of points valued at 0.3125¢ to \$5.00 per point.

(g) Partnership Subscription Sales (Deductible): The average of 21,458 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 \$10.00 of the sales price was allocated for a subscription to this publication.

(h) Sponsored Subscription Sales: The average of 2,015 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more.

(i) Use of Premiums: Several test offers were made, none of which produced more than one percent of the total subscriptions sold in the period.

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2009; 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)
12-31-09	725,000	733,180	733,283	-103	-0.0
12-31-08	725,000	743,006	743,327	-321	-0.0
12-31-07	725,000	747,303	747,629	-326	-0.0
12-31-06	725,000	750,391	750,178	213	0.0
06-30-06	725,000	758,562	759,271	-709	-0.1

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

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: Mansueto Ventures LLC

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	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.99
	Association Subscription Price	
	U.S. Subscription Price	23.95
	Canadian Subscription Price	
	International Subscription Price	