

Southern Boating Circulation Breakdown

	Quantity	Paid/Requested	Support Materials
Mailed	37,268	80% paid	Post Office Receipt / Fulfillment Report
Consumer stands at marine businesses	2600	100% requested	National Distribution Services
Boat shows (7 issues per year)	540		
	40,408		
Digital	35,261	80% paid	Fulfillment House
Total Print & Digital Magazine	75,669		

United States Postal Service
Postage Statement — Periodicals
One Issue or One Edition

Comments:
 List: 43857 Southern Boating Oct 2021

Post Office: Note Mail Arrival Date & Time
 (Do Not Round-Stamp)

MAILER	Publication Title and Owner or News Agent's Name Southern Boating Mag SOUTHERN BOATING	Mailing Agent's Name, Address, Telephone Number, and Email Address Colonial Press INT 3690 NW 50 ST MIAMI FL 33142-3987 acervino@colonialpress.com Telephone 305-397-7282 Extension 381	Entry Post Office Name, State, and ZIP+4 Miami FL 33152
	CAPS Customer Ref. No. 43857 SB Oct CRID 4300461	Printer/Consolidator Imprint Permit No. CRID 2470131	

MAILING	Publication No. 938620	Edition/Code 10/2021	Mailer's Mailing Date 9/30/2021	Statement Sequence No. 43857	For Automation Price Pieces, Enter Date of Address Matching and Coding 9/22/2021	No. & Type of Containers 1' MM Trays 2' MM Trays 2' EMM Trays Sacks 32 Pallets Flat Trays Other Total
	Issue Date 10/20/2021	Issue Frequency Monthly	Price Category <input checked="" type="checkbox"/> Regular <input type="checkbox"/> Nonprofit <input type="checkbox"/> Classroom <input type="checkbox"/> Science-of-Agriculture	Processing Category <input type="checkbox"/> Letters <input checked="" type="checkbox"/> Flats <input type="checkbox"/> Parcels	For CR Price Pieces, Enter Date of Address Matching and Coding 9/22/2021	
	Wt per Copy for Issue (Round off to 4 decimal places if necessary) 0.7610 pounds	Weight of Single Ride-Along lb. 36,248	No. of Addressed Pieces Excluding Addressed Supplements 36,248	Number of Addressed Supplements	For CR Price Pieces, Enter Date of CR Sequencing 9/22/2021	
	Advertising Percentage in This Issue 59.50 %	Statement for bundles/ containers only (If applicable) <input type="checkbox"/>	Combined Mailing <input type="checkbox"/> Mixed Class <input type="checkbox"/> Single Class	In-County Outside-County	For Pieces Bearing a Simplified Address Enter Date of Delivery Statistics File or Alternative Method	

POSTAGE	Applicable Parts Completed (select all that apply) <input type="checkbox"/> A <input checked="" type="checkbox"/> B - E <input type="checkbox"/> F	
	Part A — In-County Prices	Total Part A (Postmaster: Report total Part A postage in AIC 224)
	Part B — Outside-County Pound Prices	Total Part B 5,851.4400
	Part C — Outside-County Piece Prices	Total Part C 12,915.0787
	Part D — Outside-County Bundle Prices	Total Part D 1,061.3440
	Part E — Outside-County Sack/Tray/Pallet Prices	Total Part E 1,708.6350
	Outside-County Postage	Subtotal Parts B, C, D, and E 21,536.4977
	Preferred Price Discount - Nonprofit, Classroom, Limited Circulation, Limited Circulation Science of Agriculture (Add line B17, and parts C, D, and E Totals) _____ x .05 (all others enter zero) -	
	Subtract the Preferred Price Discount from the Outside-County Postage =	21,536.4977
	Part F - Outside-County Ride-Along +	
Total Outside-County Postage (Postmaster: Report total Outside-County postage in AIC 135) 21,536.50		
Add Total In-County Postage and Total Outside-County Postage 38,224 PCS	Total Postage (AIC 224 + AIC 135) 21,536.50	

CERTIFICATION
 The signature of the owner of the publication certifies acceptance of liability for and agreement to pay any revenue deficiencies assessed on this mailing, subject to appeal. If an agent signs this form, the agent certifies that he or she is authorized to sign on behalf of the owner of the publication and that the owner of the publication is bound by the certification and agrees to pay any deficiencies. In addition, agents may be liable for any deficiencies resulting from matters within their responsibility, knowledge, or control. The owner of the publication hereby certifies that all information furnished on this form is accurate, truthful, and complete; that the mail and the supporting documentation comply with all postal standards and the mailing qualifies for the prices and fees claimed; and that the mailing does not contain any matter prohibited by law or postal regulation. I understand that anyone who furnishes false or misleading information on this form or who omits information requested on this form, may be subject to criminal and/or civil penalties, including fines and imprisonment.

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Signature of Owner or Agent	Printed Name of Owner or Agent	Name and Telephone Number of Contact Person in Publisher's Office Richard Allen Telephone _____ Extension _____ Email _____
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USPS USE ONLY	Post Office Computed Weight per Copy (Round off to 4 decimal places if necessary)	USPS Employee's Signature	Round Stamp (Required) Payment Date
		Print USPS Employee's Name	
	_____ pounds	Time _____ AM _____ PM	

Part B — Outside-County — Pound Prices

For Nonprofit & Classroom: All commingled nonsubscriber or nonrequester copies over the 10% limit must pay regular prices & use a separate PS Form 3541.

Advertising Pound Prices

	Entry Zone	Subscriber or Req. Copies	Nonsubsc. or Nonreq. Copies	Total Copies	Total Pounds	Advertising Pounds	Price	Total Postage
B1	DDU						0.120	
B2	DSCF	11540		11540	8782	5225	0.176	919.6000
B3	DADC						0.188	
B4	1 & 2	7591		7591	5777	3437	0.292	1,003.6040
B5	3	6301		6301	4795	2853	0.292	833.0760
B6	4	3159		3159	2404	1430	0.292	417.5600
B7	5	3202		3202	2437	1450	0.292	423.4000
B8	6	3645		3645	2774	1651	0.292	482.0920
B9	7	295		295	224	133	0.292	38.8360
B10	8	515		515	392	233	0.292	68.0360
B11	9						0.292	
B12	Subtotal (Add lines B1-B11)			36248	27585	16412		4,186.2040

Nonadvertising Pound Prices

		Total Pounds	minus	Advertising Pounds	equals	Nonadvertising Pounds	x Price	Total Postage
B13	DDU						0.088	
B14	DSCF	8782		5225		3557	0.132	469.5240
B15	DADC						0.141	
B16	All Others	18803		11187		7616	0.157	1,195.7120
B17	Subtotal (Add lines B13-B16)							1,665.2360

B18

Pound Price Postage Total (Add Lines B12 and B17) 5,851.4400**Nonadvertising Pound Prices - Alternate**

(Nonprofit and Classroom publications with 10% or less advertising, or other publications with 0% advertising.)

	Entry Zone	Subscriber or Req. Copies	Nonsubsc. or Nonreq. Copies	Total Copies	Total Pounds	Price	Total Postage
B13	DDU					0.088	
B14	DSCF	11540				0.132	
B15	DADC					0.141	
B16	All Others	24708				0.157	
B17	Subtotal (Add lines B13-B16)						

B18

Part B Total - Pound Price Total (Add Lines B12 and B17)

Part D — Outside-County — Bundle Prices

	Container Level	Bundle Level	Bundles	Price	Total Postage
D1	Mixed ADC	Mixed ADC	9	0.224	2.0160
D2		ADC	55	0.683	37.5650
D3		3-Digit/SCF	465	0.800	372.0000
D4		5-Digit	172	0.846	145.5120
D5		Carrier Route		1.138	
D6		Firm		0.625	
D7	ADC	ADC		0.415	
D8		3-Digit/SCF		0.521	
D9		5-Digit		0.571	
D10		Carrier Route		0.888	
D11		Firm		0.437	
D12	SCF/ 3-Digit	3-Digit/SCF	249	0.400	99.6000
D13		5-Digit	813	0.458	372.3540
D14		Carrier Route		0.675	
D15		Firm		0.393	
D16	CR/ 5-Digit	5-Digit	107	0.393	42.0510
D17		Carrier Route	106	0.191	20.2460
D18		Firm		0.151	
D19	Part D Total (Add lines D1-D18)		1,976		1,091.3440



REPORT TITLE : CROSS HATCH
REPORT FOR : SOUTHERN BOATING
LAST ISSUE # : 394 (NOV 2021)
REPORT ON : CURRENT TRANSACTIONS
COLUMN SORT BY : 2' sort
COUNT BY : COPIES
COLUMN DATA WIDTH: <default>
ROW DATA WIDTH : <default>
DESTINATION : Save as PDF (local)
RUN DATE : Mon Oct 18 20:57:58 2021
RUN BY : Jim Heath,Quality Control

A 'data only' version of this report has been created.

SUBSCRIBER SELECTION "DIGITAL PAID"

STOP AT: 0
Nth SELECT: 0
DROP TX DUPLICATE ACCTS: NO
1' SORT BY: Record Type
2' SORT BY: Current Response Key

Last Issue Serviced	EQUAL TO	394
AND Edition	EQUAL TO	2,3
AND Email Address	NOT EQUAL TO	~
AND (Record Type	EQUAL TO	P
OR (Record Type	EQUAL TO	C
AND Audit Source	EQUAL TO	1,2,7,9,J,K))

SORT CREATED ON 10/18/2021 AT 20:56:39

RECORDS READ: 68,141
RECORDS SELECTED: 29,286
COPIES SELECTED: 29,295

			----- Current Response Key ----->																
Record Type	TOTAL	%	1PH20	5APL20	5BDG20	5BDG21	5CH15	5CH18	5CH19	5CH20	5CON17	5CON19	5CON20	5CON21	5KAS13	5MAG19	5MAG20	5MAG21	
Controlled Circulation:C	59	0.2																	
Paid Subscription: P	29,236	99.8	1	3	3	1	1	2	6	2	1	6	17	63	1	6	6	3	
TOTALS	29,295	100.0	1	3	3	1	1	2	6	2	1	6	17	63	1	6	6	3	
%	29,295	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	

<----- Current Response Key ----->																		
Record Type	5MGL19	5MGL20	5NPE18	5NPE19	5NPE20	5NPE21	5NSS20	5NSS21	5PCC18	5PCC19	5PCC20	5PCC21	5SUB19	5SUB20	5SUB21	5WTC20	6PH18	6PH19
Controlled Circulation:C																		
Paid Subscription: P	2	9	6	23	50	29	2	7	1	2	28	28	5	3	6	3	1	3
TOTALS	2	9	6	23	50	29	2	7	1	2	28	28	5	3	6	3	1	3
%	0.0	0.0	0.0	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0

<----- Current Response Key ----->															
Record Type	6PH20	6PH21	7804EM	7804ST	7806EM	7807WB	7808WB	7811CN	7811WB	7812WB	78DR25	78DR30	7901PO	OTHER	
Controlled Circulation:C															59
Paid Subscription: P	2	6	9	22	6	1	1	2	2	4	111	102	8	28,630	
TOTALS	2	6	9	22	6	1	1	2	2	4	111	102	8	28,689	
%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.3	0.0	97.9	



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LAST ISSUE # : 394 (NOV 2021)
REPORT ON : CURRENT TRANSACTIONS
COLUMN SORT BY : 2' sort
COUNT BY : COPIES
COLUMN DATA WIDTH: <default>
ROW DATA WIDTH : <default>
DESTINATION : Save as PDF (local)
RUN DATE : Mon Oct 18 21:01:47 2021
RUN BY : Jim Heath,Quality Control

A 'data only' version of this report has been created.

SUBSCRIBER SELECTION "PRINT PAID"

STOP AT: 0
Nth SELECT: 0
DROP TX DUPLICATE ACCTS: NO
1' SORT BY: Record Type
2' SORT BY: Current Response Key

Last Issue Serviced	EQUAL TO	394
AND Edition	NOT EQUAL TO	2
AND (Record Type	EQUAL TO	P
OR (Record Type	EQUAL TO	C
AND Audit Source	EQUAL TO	1,2,7,9,J,K))

SORT CREATED ON 10/18/2021 AT 20:59:56

RECORDS READ: 68,141
RECORDS SELECTED: 28,571
COPIES SELECTED: 28,580

[illegible]

		<----- Current Response Key ----->																	
Record Type		5CON20	5CON21	5EBS20	5KAS12	5KAS13	5KAS14	5MAG18	5MAG19	5MAG20	5MAG21	5MAGA0	5MAGL5	5MAGL8	5MGL19	5MGL20	5MGL21	5MGS21	5NCS20
Controlled Circulation:C																			
Paid Subscription:	P	29	170	1	3	3	4	1	8	21	26	1	1	1	5	32	35	1	1
TOTALS		29	170	1	3	3	4	1	8	21	26	1	1	1	5	32	35	1	1
%		0.1	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0

<----- Current Response Key ----->															
Record Type	5NPE17	5NPE18	5NPE19	5NPE20	5NPE21	5NSS19	5NSS20	5NSS21	5PCC18	5PCC19	5PCC20	5PCC21	5PCS17	OTHER	
Controlled Circulation:C															316
Paid Subscription: P	1	11	39	182	143	2	65	104	1	4	119	218	1	26,898	
TOTALS	1	11	39	182	143	2	65	104	1	4	119	218	1	27,214	
%	0.0	0.0	0.1	0.6	0.5	0.0	0.2	0.4	0.0	0.0	0.4	0.8	0.0	95.2	



REPORT TITLE : CROSS HATCH
REPORT FOR : SOUTHERN BOATING
LAST ISSUE # : 394 (NOV 2021)
REPORT ON : CURRENT TRANSACTIONS
COLUMN SORT BY : 2' sort
COUNT BY : COPIES
COLUMN DATA WIDTH: <default>
ROW DATA WIDTH : <default>
DESTINATION : Save as PDF (local)
RUN DATE : Mon Oct 18 20:55:04 2021
RUN BY : Jim Heath,Quality Control

A 'data only' version of this report has been created.

SUBSCRIBER SELECTION "DIGITAL UNPAID"

STOP AT: 0

Nth SELECT: 0

DROP TX DUPLICATE ACCTS: NO

1' SORT BY: Record Type

2' SORT BY: Current Response Key

Last Issue Serviced	EQUAL TO	394
AND Edition	EQUAL TO	2,3
AND Email Address	NOT EQUAL TO	~
AND (Record Type	EQUAL TO	A
OR (Record Type	EQUAL TO	C
AND Audit Source	NOT EQUAL TO	1,2,7,9,J,K))

SORT CREATED ON 10/18/2021 AT 20:54:17

RECORDS READ: 68,141
RECORDS SELECTED: 1,681
COPIES SELECTED: 1,693

[illegible]

<----- Current Response Key ----->													
Record Type	COMP20	COMP21	CPROM0	CTAU18	E903PB	F16ML	F9CMR	FNV18	FYC011	M20ML	NBMAG	V803R1	
Advertiser / Comp: A	30	129	1	17	2	1	1	35		1	925	1	
Controlled Circulation:C									181				
TOTALS	30	129	1	17	2	1	1	35	181	1	925	1	
%	1.8	7.6	0.1	1.0	0.1	0.1	0.1	2.1	10.7	0.1	54.6	0.1	



REPORT TITLE : CROSS HATCH
REPORT FOR : SOUTHERN BOATING
LAST ISSUE # : 394 (NOV 2021)
REPORT ON : CURRENT TRANSACTIONS
COLUMN SORT BY : 2' sort
COUNT BY : COPIES
COLUMN DATA WIDTH: <default>
ROW DATA WIDTH : <default>
DESTINATION : Save as PDF (local)
RUN DATE : Mon Oct 18 21:07:43 2021
RUN BY : Jim Heath,Quality Control

A 'data only' version of this report has been created.

SUBSCRIBER SELECTION "PRINT UNPAID"

STOP AT: 0
Nth SELECT: 0
DROP TX DUPLICATE ACCTS: NO
1' SORT BY: Record Type
2' SORT BY: Current Response Key

Last Issue Serviced	EQUAL TO	394
AND Edition	NOT EQUAL TO	2
AND (Record Type	EQUAL TO	A
OR (Record Type	EQUAL TO	C
AND Audit Source	NOT EQUAL TO	1,2,7,9,J,K))

SORT CREATED ON 10/18/2021 AT 21:06:28

RECORDS READ: 68,141
RECORDS SELECTED: 8,544
COPIES SELECTED: 8,607

			----- Current Response Key ----->																
Record Type	TOTAL	%	1APEX1	6PH18	7FCMFH	8226+	9000	AAPR16	ABEC08	ACARL0	ACARL9	ACOMP7	ACOMP9	ADV07	ADV08	ADV09	ADV10	ADV11	
Advertiser / Comp: A	7,456	86.6		1	1	1	1	2	205	1	1	10	1	15	22	2	13	30	
Controlled Circulation:C	1,151	13.4	720																
TOTALS	8,607	100.0	720	1	1	1	1	2	205	1	1	10	1	15	22	2	13	30	
%	8,607	100.0	8.4	0.0	0.0	0.0	0.0	0.0	2.4	0.0	0.0	0.1	0.0	0.2	0.3	0.0	0.2	0.3	

		<----- Current Response Key ----->																	
Record Type		ADV12	ADV13	ADV16	ADV19	AED19	AEDIT1	AEDIT2	AEDIT7	AEDIT8	AGA07	AGA08	AGA09	AGA10	AJEN11	AJEN12	AJEN13	AJEN16	AJEN17
Advertiser / Comp:	A	1	7	2	13	2	3	1	1	4	3	6	2	1	9	8	2	13	115
Controlled Circulation:	C																		
TOTALS		1	7	2	13	2	3	1	1	4	3	6	2	1	9	8	2	13	115
%		0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.1	0.0	0.2	1.3

<----- Current Response Key ----->															
Record Type	AJEN18	AJEN19	AJENI8	AK07	AK08	AKC09	AKM09	AKM10	AKM11	AKM12	AKM13	ALD08	AMAR08	OTHER	
Advertiser / Comp: A	6	23	1	2	2	1	4	20	13	6	1	2	11	6,865	
Controlled Circulation:C														431	
TOTALS	6	23	1	2	2	1	4	20	13	6	1	2	11	7,296	
%	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.1	0.0	0.0	0.1	84.8	