

MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit



Audit Bureau of Circulations

900 N. Meacham Road Schaumburg, IL 60173-4968
P: 847.605.0909 • F: 847.605.0483
URL: www.accessabc.com



For the six months ended December 31, 2002

Field Served: A bimonthly international magazine designed to give support and information to parents of multiples and those professionals who care for them.

Definition of Recipient Qualification: Pediatricians, OB/GYN's, childbirth educators, hospital maternity ward personnel and juvenile product retailer representatives.

Field Served: Method of Circulation for Analyzed Non-Paid Circulation: By mail to individual subscribers.

Established:	1984	ABC Member since:	1991
Frequency:	6 times/year	ABC Member Number:	04-1303-0

Published by The Business Word, dba Twins Magazine, Inc.
1121 E. Arapahoe Rd. #10 • Centennial, CO 80112
P: 303.290.8500 • F: 303.290.9025

AVERAGE CIRCULATION

1	Total Average Analyzed Non-Paid Circulation:			20,697
			% of Total	
	Direct Request from Recipient:	222	1.1	
	Other than Direct Request from Recipient:			
	Directories			
	Lists			
	Other Sources			
	Other Non-Paid	20,475	98.9	
	Total Analyzed Non-Paid Circulation	<u>20,697</u>	<u>100.0</u>	
	Non-Paid Advertising Rate Base/Circulation Guarantee:	None Claimed		
	% Above/Below Rate Base (+/-)			
	Total Average Paid Circulation:			23,278
	Subscriptions:	22,494	96.6	
	Single Copy Sales:	784	3.4	
	Total Paid	<u>23,278</u>	<u>100.0</u>	
	Paid Advertising Rate Base/Circulation Guarantee:	None Claimed		
	% Above/Below Rate Base (+/-)			
	Total Average Analyzed Non-Paid and Paid Circulation:			43,975
	Combined Rate Base/Circulation Guarantee:	None Claimed		
	% Above/Below Rate Base (+/-)			

PRICES

2 Prices effective during the six month period ending December 31, 2002

Publisher's Suggested 1 year price	\$25.95
Single Copy cover price	\$5.50

2A AVERAGE PRICE

Represents the price of individual subscriptions sold during the 12 month period ending June 30, 2002

Average subscription price:	Net	Gross
Per Copy	\$3.91	(optional)
Annualized (6 issue frequency)	\$23.46	(optional)

Publisher's Suggested 1 year price in effect for average price period, \$25.95.

2B SUPPLEMENTAL ANALYSIS OF PRICES

Gross individual subscriptions sold in the six month period ended December 31, 2002 at below 35% of average net price.
None Claimed

ANALYSIS OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS

3

Total gross individual subscriptions (new and renewal) sold in the six month period ended December 31, 2002

<p>A. DURATION</p> <table border="0" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">(a) One to six months (1 to 3 issues).....</td> <td style="width: 10%; text-align: right;">4</td> <td style="width: 10%; text-align: right;">0.0</td> </tr> <tr> <td>(b) Seven to eleven months (4 to 5 issues).....</td> <td style="text-align: right;">None</td> <td></td> </tr> <tr> <td>(c) Twelve months (6 issues).....</td> <td style="text-align: right;">7,457</td> <td style="text-align: right;">83.2</td> </tr> <tr> <td>(d) Thirteen to twenty-four months.....</td> <td style="text-align: right;">1,378</td> <td style="text-align: right;">15.4</td> </tr> <tr> <td>(e) Twenty-five months and more</td> <td style="text-align: right;">124</td> <td style="text-align: right;">1.4</td> </tr> <tr> <td>Total Subscriptions Sold in Period.....</td> <td style="text-align: right; border-top: 1px solid black;">8,963</td> <td style="text-align: right; border-top: 1px solid black;">100.0</td> </tr> </table> <p>B. USE OF PREMIUMS</p> <table border="0" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">(a) Ordered without premium.....</td> <td style="width: 10%; text-align: right;">8,085</td> <td style="width: 10%; text-align: right;">90.2</td> </tr> <tr> <td>(b) Ordered with material reprinted from this publication.....</td> <td style="text-align: right;">None</td> <td></td> </tr> <tr> <td>(c) Ordered with other premiums, See Par.9(c).....</td> <td style="text-align: right;">878</td> <td style="text-align: right;">9.8</td> </tr> <tr> <td>Total Subscriptions Sold in Period.....</td> <td style="text-align: right; border-top: 1px solid black;">8,963</td> <td style="text-align: right; border-top: 1px solid black;">100.0</td> </tr> </table>	(a) One to six months (1 to 3 issues).....	4	0.0	(b) Seven to eleven months (4 to 5 issues).....	None		(c) Twelve months (6 issues).....	7,457	83.2	(d) Thirteen to twenty-four months.....	1,378	15.4	(e) Twenty-five months and more	124	1.4	Total Subscriptions Sold in Period.....	8,963	100.0	(a) Ordered without premium.....	8,085	90.2	(b) Ordered with material reprinted from this publication.....	None		(c) Ordered with other premiums, See Par.9(c).....	878	9.8	Total Subscriptions Sold in Period.....	8,963	100.0	<p>C. CHANNELS</p> <table border="0" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">(a) Ordered by mail and/or direct request (may include direct mail, renewal mail, insert cards, television, direct mail agents, Internet and e-mail, etc.)</td> <td style="width: 10%; text-align: right;">8,926</td> <td style="width: 10%; text-align: right;">99.6</td> </tr> <tr> <td>(b) Ordered through salespeople:</td> <td></td> <td></td> </tr> <tr> <td> 1. Catalog agencies and individual agents - includes institutional and library subscriptions....</td> <td style="text-align: right;">35</td> <td style="text-align: right;">0.4</td> </tr> <tr> <td> 2. Publisher's own and independent salespeople - includes sales through both direct personal contact and telemarketing efforts for consumer and trade subscriptions</td> <td style="text-align: right;">2</td> <td style="text-align: right;">0.0</td> </tr> <tr> <td> 3. Members of schools, churches, fraternal and similar organizations - includes fund raising programs directed to individuals</td> <td style="text-align: right;">None</td> <td></td> </tr> <tr> <td>(c) Association members</td> <td style="text-align: right;">None</td> <td></td> </tr> <tr> <td>Total Subscriptions Sold in Period</td> <td style="text-align: right; border-top: 1px solid black;">8,963</td> <td style="text-align: right; border-top: 1px solid black;">100.0</td> </tr> </table>	(a) Ordered by mail and/or direct request (may include direct mail, renewal mail, insert cards, television, direct mail agents, Internet and e-mail, etc.)	8,926	99.6	(b) Ordered through salespeople:			1. Catalog agencies and individual agents - includes institutional and library subscriptions....	35	0.4	2. Publisher's own and independent salespeople - includes sales through both direct personal contact and telemarketing efforts for consumer and trade subscriptions	2	0.0	3. Members of schools, churches, fraternal and similar organizations - includes fund raising programs directed to individuals	None		(c) Association members	None		Total Subscriptions Sold in Period	8,963	100.0
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ANALYSIS OF AVERAGE CIRCULATION

4A

Analyzed Non-Paid and Paid by Issues

Issue	Direct Request	Other Than Direct Request	Subtotal	Market Coverage (See Par. 9(d))	Delivered with Host Products	Non-Paid Bulk	Total Analyzed Non-Paid	Paid Circulation		Total Analyzed Non-Paid and Paid Circulation	
								Subs.	Single Copy Sales		Total Paid
July/Aug.	212		212	20,529			20,741	23,084	850	23,934	44,675
Sept./Oct.	225		225	20,459			20,684	22,588	592	23,180	43,864
Nov./Dec.	228		228	20,436			20,664	21,810	910	22,720	43,384
Average	222		222	20,475			20,697	22,494	784	23,278	43,975

4A1

Analyzed Non-Paid Circulation by Issues and Analyzed Non-Paid Removals and Additions

Issue	Direct Request	Other Than Direct Request	Subtotal	Market Coverage Copies	Delivered With Host Products	Non-Paid Bulk	Total Analyzed Non-Paid	Analyzed Non-Paid Removed	Analyzed Non-Paid Added
July/Aug.	212		212	20,529			20,741	3	18
Sept./Oct.	225		225	20,459			20,684	9	22
Nov./Dec.	228		228	20,436			20,664	13	16

4B Supplemental Analysis of Average Paid Circulation

Analysis not required

AVERAGE CIRCULATION of Regional, Metro and Demographic Editions

5

None

POST EXPIRATION COPIES

6

(a) Average number of copies served on subscriptions not more than three months after expiration.

None

GEOGRAPHIC DATA for the November/December, 2002 Issue

7A

Analyzed non-paid circulation of this issue was 0.2% less than the total average analyzed non-paid circulation.

Paid circulation of this issue was 2.4% less than the total average paid circulation.

Analysis by ABCD County

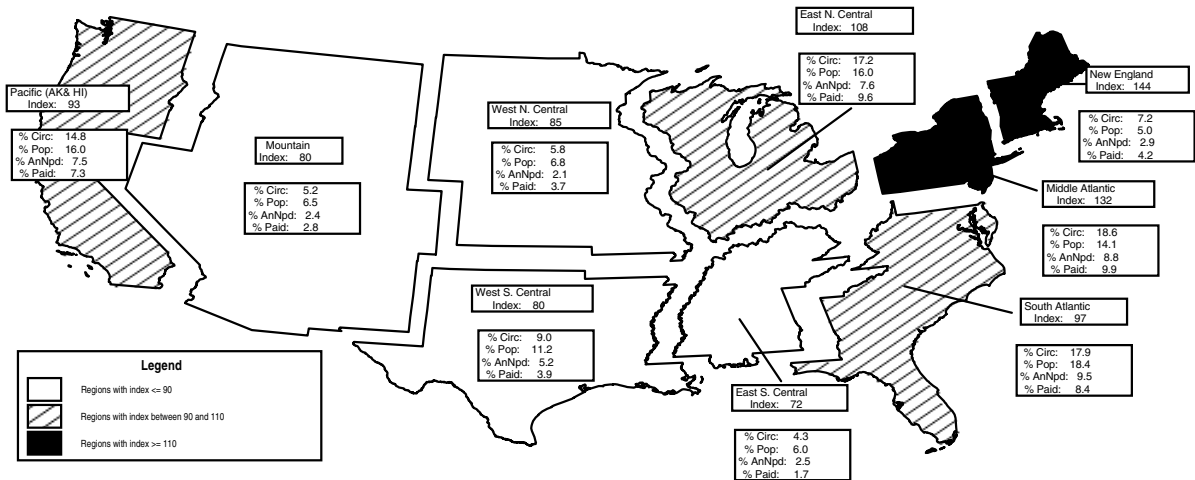
Magazines of less than 500,000 total average analyzed non-paid and paid circulation not required to answer this paragraph.

Analysis by State/Province

STATE	DIRECT REQUEST & OTHER THAN DIRECT REQUEST	OTHER NON-PAID	TOTAL ANALYZED NON-PAID	TOTAL PAID	TOTAL ANALYZED NON-PAID AND PAID	% OF CIRC.
Maine	3	79	82	103	185	
New Hampshire	1	74	75	142	217	
Vermont		50	50	50	100	
Massachusetts	9	555	564	950	1,514	
Rhode Island	1	84	85	91	176	
Connecticut	3	391	394	475	869	
NEW ENGLAND	17	1,233	1,250	1,811	3,061	7.2
New York	17	1,903	1,920	1,830	3,750	
New Jersey	6	929	935	1,337	2,272	
Pennsylvania	10	876	886	1,042	1,928	
MIDDLE ATLANTIC	33	3,708	3,741	4,209	7,950	18.6
Ohio	4	947	951	977	1,928	
Indiana	6	358	364	440	804	
Illinois	6	914	920	1,386	2,306	
Michigan	13	722	735	859	1,594	
Wisconsin	3	253	256	447	703	
EAST N. CENTRAL	32	3,194	3,226	4,109	7,335	17.2
Minnesota	5	150	155	530	685	
Iowa	1	98	99	220	319	
Missouri	5	303	308	386	694	
North Dakota		33	33	47	80	
South Dakota	1	34	35	51	86	
Nebraska	1	92	93	144	237	
Kansas	4	158	162	217	379	
WEST N. CENTRAL	17	868	885	1,595	2,480	5.8
Delaware	1		1	78	79	
Maryland	5	632	637	551	1,188	
District of Columbia....	1	96	97	26	123	
Virginia	9	592	601	631	1,232	
West Virginia	3	157	160	77	237	
North Carolina	5	460	465	568	1,033	
South Carolina	2	252	254	179	433	
Georgia	3	535	538	507	1,045	
Florida	10	1,273	1,283	975	2,258	
SOUTH ATLANTIC	39	3,997	4,036	3,592	7,628	17.9

STATE	DIRECT REQUEST & OTHER THAN DIRECT REQUEST	OTHER NON-PAID	TOTAL ANALYZED NON-PAID	TOTAL PAID	TOTAL ANALYZED NON-PAID AND PAID	% OF CIRC.
Kentucky	3	270	273	204	477	
Tennessee	3	377	380	285	665	
Alabama	3	276	279	182	461	
Mississippi	1	146	147	73	220	
EAST S. CENTRAL	10	1,069	1,079	744	1,823	4.3
Arkansas		116	116	102	218	
Louisiana	3	385	388	195	583	
Oklahoma	13	185	198	152	350	
Texas	8	1,498	1,506	1,212	2,718	
WEST S. CENTRAL	24	2,184	2,208	1,661	3,869	9.0
Montana		40	40	42	82	
Idaho		53	53	76	129	
Wyoming		23	23	24	47	
Colorado	6	246	252	479	731	
New Mexico	2	92	94	71	165	
Arizona	6	298	304	284	588	
Utah	2	155	157	118	275	
Nevada		115	115	108	223	
MOUNTAIN	16	1,022	1,038	1,202	2,240	5.2
Alaska		23	23	56	79	
Washington	5	366	371	446	817	
Oregon	6	193	199	243	442	
California	16	2,424	2,440	2,331	4,771	
Hawaii		150	150	48	198	
PACIFIC	27	3,156	3,183	3,124	6,307	14.8
U.S. Unclassified						
UNITED STATES	215	20,431	20,646	22,047	42,693	100.0
U.S. Circ. Percent of Grand Total						98.4
Poss. & Other Areas...		3	3	27	30	0.1
U.S. & POSS., etc.	215	20,434	20,649	22,074	42,723	98.5
Canada	10		10	407	417	1.0
International	3	2	5	212	217	0.5
Other Unclassified						
Military or Civilian Personnel Overseas				27	27	0.0
GRAND TOTAL	228	20,436	20,664	22,720	43,384	100.0

Index = Geographic Distribution of % Circulation ÷ % Population



	New England	Middle Atlantic	East N. Central	West N. Central	South Atlantic	East S. Central	West S. Central	Mountain	Pacific
% of Analyzed Non-Paid	40.8	47.1	44.0	35.7	52.9	59.2	57.1	46.3	50.5
% of Paid	59.2	52.9	56.0	64.3	47.1	40.8	42.9	53.7	49.5
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

ANALYSIS OF ANALYZED NON-PAID CIRCULATION for the November/December, 2002 Issue

Recipient

Classification by Business & Industry	Direct Request	Other Non-Paid	Total Analyzed Non-Paid	% of Total
OB/GYN	2		2	0.0
Pediatrician	4		4	0.0
Family Practice Physician	2		2	0.0
Other Physician	8		8	0.1
Obstetric Nurse	14		14	0.1
Maternity Nurse	16		16	0.1
Neonatal Nurse	2		2	0.0
Other Nurse	22		22	0.1
Juvenile Product Manufacturing	1		1	0.0
Juvenile Product Marketing	6		6	0.0
Juvenile Product Retail	5		5	0.0
Other Juvenile Product	2		2	0.0
Childbirth Educator	85		85	0.4
Midwife	5		5	0.0
Other Childbirth Specialist	23		23	0.1
Parent Educator	15		15	0.1
Mother of Twins Club	4		4	0.0
OB/GYN 50-99/Week	12		12	0.1
Fertility Specialist				
Non-Paid Circulation Subtotal	228		228	1.1
Other Non-Paid (Market Coverage, Host Products and Bulk)		20,436	20,436	98.9
Total Analyzed Non-Paid Circulation	228	20,436	20,664	100.0

8B Age of Source

SOURCE	Qualified Within							
	1 Year	%	2 Years	%	3 Years	%	Total	%
Analyzed Non-Paid Circulation:								
Direct Request from Recipient:	132	100.0	96	100.0			228	100.0
Other Than Direct Request from Recipient:								
Directories								
Lists								
Other Sources								
Total Analyzed Non-Paid Circulation (Excluding Market Coverage, Host Products and Bulk Copies)	132	100.0	96	100.0			228	100.0
Percent	57.9		42.1				100.0	

EXPLANATORY

9

- (a) Publisher's Suggested Prices: Subscriptions: Canada and International, 1 yr. \$35.95.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 210 copies per issue.

(c) "Childhood Memories and Lullabies", a compact disc featuring lullabies, with a value of \$11.95, "Hugs & Kisses" or "A Day of Fun" books, each with a value of \$5.95 and "Biting and Fighting", a special report, were offered with 1 yr. or 2 yr. subscriptions sold at publisher's suggested prices.

(d) Market coverage, averaging 20,475 copies per issue, represent copies delivered to individual addresses on an issue to issue basis. Consecutive issuance is not measured.

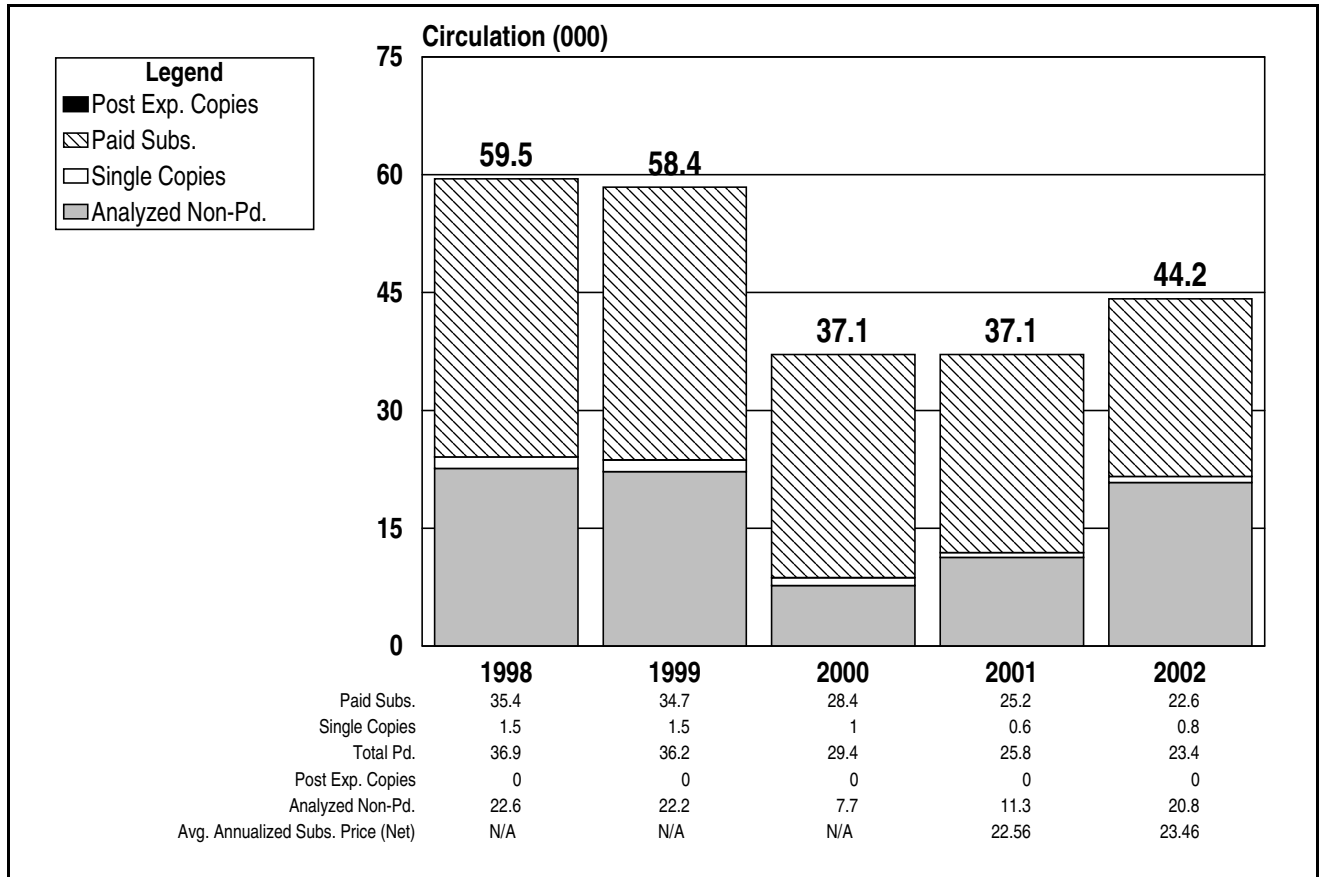
SUPPLEMENTAL ANALYSIS OF AVERAGE PAID CIRCULATION

Analysis not required

FIVE YEAR ANNUAL TRENDS

10

Total average analyzed non-paid and paid circulation as reported in June and December Publisher's Statements



VARIANCE

11

Latest released Audit Report for 12 months ended December 31, 2001; Variation from Publisher's Statements

Audit Period Ended	Rate Base (Analyzed Non-Paid)	Audit Report (Analyzed Non-Paid)	Publisher's Statements (Analyzed Non-Paid)	Difference (Analyzed Non-Paid)	Percent of Difference (Analyzed Non-Paid)	Rate Base (Paid)	Audit Report (Paid)	Publisher's Statements (Paid)	Difference (Paid)	Percentage of Difference (Paid)
12-31-01	None Claimed	22,080	11,282	10,798	95.7	None Claimed	25,624	25,761	-137	-0.5
12-31-00	None Claimed	7,682	7,682			None Claimed	37,229	37,119	110	0.3
12-31-99	None Claimed	22,418	22,221	197	0.9	None Claimed	35,096	36,205	-1,109	-3.1
12-31-98	None Claimed	22,590	22,641	-51	-0.2	None Claimed	36,541	36,930	-389	-1.1
12-31-97	None Claimed	21,218	21,218			None Claimed	34,709	34,795	-86	-.2

Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)
12-31-01	None Claimed	47,704	37,043	10,661	28.8
12-31-00	None Claimed	44,911	44,801	110	0.2
12-31-99	None Claimed	57,514	58,426	-912	-1.6

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: The Business Word

KARI S. ZOETEWEY
Mail List Administrator

RICHARD RHINEHART
Circulation Manager

Date Signed: February 21 2003 04-1303-0

04-1303-0	Analyzed Issue Date	11-12/01/02
	Analyzed Issue Text (for double month issue date)	
	Single Copy Price	5.50
	Association Subscription Price	
	U.S. Subscription Price	25.95
	Canadian Subscription Price	35.95
	International Subscription Price	35.95