



Audit Bureau  
of Circulations

**MULTIMEDIA  
PUBLISHER'S STATEMENT  
PAID & VERIFIED CIRCULATION  
PLUS WEB SITE ACTIVITY**

*Subject to Audit*

# Air Force Times and airforcetimes.com

*For the six months ended June 30, 2008*

**Field Served:** U.S. Air Force Personnel.

**Publisher's Description of Web Site:** Same as Field Served.  
Primary URL: <http://www.airforcetimes.com>

Published by Army Times Publishing Company

Frequency: 52 times/year

ABC Member # 04-0010-0

Air Force Times and  
airforcetimes.com

## 1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
<b>Paid &amp; Verified Circulation:</b> (See Par. 6)					
<b>Subscriptions:</b>					
Paid	39,653	73.3			
Verified	4,076	7.5			
<b>Total Paid &amp; Verified Subscriptions</b>	<b>43,729</b>	<b>80.8</b>			
Single Copy Sales	10,424	19.2			
<b>Total Paid &amp; Verified Circulation</b>	<b>54,153</b>	<b>100.0</b>	<b>None Claimed</b>		

Multimedia Publisher's Statement  
Paid & Verified Circulation Plus Web Site Activity

## 1A. WEB SITE ACTIVITY for the month of June, 2008

	Total	Daily	Mon. to Fri.	Sat. & Sun.
Page Impressions	1,380,865	46,029	56,060	22,624
Unique Users	221,503	11,354	12,840	7,886

Website activity audited by ABCi (See Par. 9)

## 2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$2.95		
Subscription	\$55.00		
Average Subscription Price Annualized (52 issue frequency)		\$44.64	
Average Subscription Price per Copy		\$0.86	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2007.

For six months ended June 30, 2008

### 3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan. 7	39,636	3,068	42,704	9,918	52,622	Apr. 7	39,727	4,522	44,249	8,907	53,156
14	39,655	3,074	42,729	10,818	53,547	14	39,904	4,514	44,418	9,027	53,445
21	39,587	3,074	42,661	10,016	52,677	21	40,049	4,515	44,564	7,986	52,550
28	40,122	3,066	43,188	8,500	51,688	28	39,723	4,511	44,234	10,947	55,181
Feb. 4	39,614	3,067	42,681	9,744	52,425	May 5	38,787	4,506	43,293	12,524	55,817
11	39,986	3,298	43,284	11,032	54,316	12	39,305	4,509	43,814	12,970	56,784
18	40,257	3,298	43,555	10,532	54,087	19	39,406	4,506	43,912	11,411	55,323
25	40,347	3,296	43,643	10,406	54,049	26	39,771	5,122	44,893	10,965	55,858
Mar. 3	39,841	3,294	43,135	8,843	51,978	June 2	38,615	5,120	43,735	10,215	53,950
10	39,880	3,305	43,185	8,944	52,129	9	38,812	5,121	43,933	12,477	56,410
17	40,093	3,301	43,394	8,613	52,007	16	39,107	5,331	44,438	11,621	56,059
24	40,154	3,307	43,461	9,693	53,154	23	38,945	5,348	44,293	10,928	55,221
31	40,472	4,535	45,007	9,971	54,978	30	39,175	5,356	44,531	14,006	58,537

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

None

### 5. TREND ANALYSIS

	2003	%	2004	%	2005	%	2006	%	2007	%
Subscriptions:										
Paid	52,342	82.3	49,960	80.8	45,085	79.0	43,236	77.7	42,322	76.6
Verified	N/A		N/A		N/A		224	0.4	1,966	3.6
<b>Total Paid &amp; Verified Subscriptions</b>	<b>52,342</b>	<b>82.3</b>	<b>49,960</b>	<b>80.8</b>	<b>45,085</b>	<b>79.0</b>	<b>43,460</b>	<b>78.1</b>	<b>44,288</b>	<b>80.2</b>
Single Copy Sales	11,239	17.7	11,850	19.2	12,018	21.0	12,208	21.9	10,930	19.8
<b>Total Paid &amp; Verified Circulation</b>	<b>63,581</b>	<b>100.0</b>	<b>61,810</b>	<b>100.0</b>	<b>57,103</b>	<b>100.0</b>	<b>55,668</b>	<b>100.0</b>	<b>55,218</b>	<b>100.0</b>
Year Over Year Percent of Change		-0.2		-2.8		-7.6		-2.5		-0.8
Avg. Annualized Subscription Price	\$44.04		\$43.45		\$45.17		\$46.36		\$43.94	

### 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
<b>PAID SUBSCRIPTIONS</b>		
Individual Subscriptions*	38,761	71.6
Subscriptions for Military Personnel*	892	1.7
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>39,653</b>	<b>73.3</b>
<b>VERIFIED SUBSCRIPTIONS</b>		
Public Place (See Par. 6A)	4,076	7.5
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>	<b>4,076</b>	<b>7.5</b>
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>43,729</b>	<b>80.8</b>
<b>SINGLE COPY SALES</b>		
Single Issue Sales	10,424	19.2
<b>TOTAL SINGLE COPY SALES</b>	<b>10,424</b>	<b>19.2</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>54,153</b>	<b>100.0</b>

\*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:	Fitness/ Recreational Facilities	Other	Total Public Place Copies
Public Place	4,076		4,076

## 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 May 12, 2008 issue

Total paid & verified circulation of this issue was 4.9% greater than the total average paid & verified circulation.

STATE	PAID SUBSCRIP- TIONS	VERIFIED SUBSCRIP- TIONS	TOTAL PAID & VERIFIED SUBSCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	852	57	909	151	1,060
Arizona	970	84	1,054	347	1,401
Arkansas	457	49	506	166	672
California	2,598	310	2,908	569	3,477
Colorado	1,059	79	1,138	221	1,359
Connecticut	229	36	265	2	267
Delaware	270	18	288	85	373
District of Columbia	360	21	381	102	483
Florida	2,762	439	3,201	877	4,078
Georgia	1,271	67	1,338	336	1,674
Idaho	235	18	253	134	387
Illinois	1,115	152	1,267	189	1,456
Indiana	483	72	555	23	578
Iowa	274	40	314		314
Kansas	420	69	489	118	607
Kentucky	325	66	391	6	397
Louisiana	503	45	548	215	763
Maine	196	39	235	5	240
Maryland	946	82	1,028	484	1,512
Massachusetts	539	102	641	61	702
Michigan	661	90	751	42	793
Minnesota	409	73	482	30	512
Mississippi	452	55	507	151	658
Missouri	622	96	718	153	871
Montana	184	39	223	46	269
Nebraska	428	36	464	40	504
Nevada	638	30	668	299	967
New Hampshire	230	24	254	18	272
New Jersey	628	78	706	199	905
New Mexico	504	57	561	347	908
New York	1,020	253	1,273	73	1,346
North Carolina	1,086	74	1,160	203	1,363
North Dakota	238	24	262	190	452

STATE	PAID SUBSCRIP- TIONS	VERIFIED SUBSCRIP- TIONS	TOTAL PAID & VERIFIED SUBSCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Ohio	1,407	155	1,562	158	1,720
Oklahoma	712	42	754	179	933
Oregon	319	63	382	17	399
Pennsylvania	1,007	177	1,184	52	1,236
Rhode Island	95	12	107	10	117
South Carolina	864	65	929	232	1,161
South Dakota	180	56	236	50	286
Tennessee	663	62	725	26	751
Texas	3,369	442	3,811	1,053	4,864
Utah	272	30	302	182	484
Vermont	99	21	120		120
Virginia	2,337	99	2,436	251	2,687
Washington	801	67	868	224	1,092
West Virginia	191	69	260	5	265
Wisconsin	437	67	504	11	515
Wyoming	152	33	185	94	279
<b>TOTAL 48 CONTER- MINOUS STATES</b>	<b>35,869</b>	<b>4,234</b>	<b>40,103</b>	<b>8,426</b>	<b>48,529</b>
Alaska	365	22	387	365	752
Hawaii	381	57	438	190	628
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>746</b>	<b>79</b>	<b>825</b>	<b>555</b>	<b>1,380</b>
U.S. Unclassified					
<b>TOTAL UNITED STATES</b>	<b>36,615</b>	<b>4,313</b>	<b>40,928</b>	<b>8,981</b>	<b>49,909</b>
Poss. & Other Areas	92	56	148	8	156
<b>U.S. &amp; POSS., etc.</b>	<b>36,707</b>	<b>4,369</b>	<b>41,076</b>	<b>8,989</b>	<b>50,065</b>
Canada	7		7		7
International	15	6	21	3,981	4,002
Other Unclassified					
Military or Civilian Personnel Overseas	2,576	134	2,710		2,710
<b>GRAND TOTAL</b>	<b>39,305</b>	<b>4,509</b>	<b>43,814</b>	<b>12,970</b>	<b>56,784</b>

## ANALYSIS BY ABCD COUNTY SIZE for the May 12, 2008 issue

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

## 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, 2008

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 26 issues) .....	3,004	16.9	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	15,911	89.9
(b) Seven to eleven months (27 to 51 issues) .....	52	0.3	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	1,789	10.1
(c) Twelve months (52 issues) .....	12,549	70.9	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	None	
(d) Thirteen to twenty-four months.....	771	4.4	(d) Subscriptions as part of membership in an organization .....	None	
(e) Twenty-five months and more .....	1,324	7.5		None	
Total Subscriptions Sold in Period .....	17,700	100.0	Total Subscriptions Sold in Period .....	17,700	100.0
B. USE OF PREMIUMS					
(a) Ordered without premium .....	14,241	80.5			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums, See Par. 9 .....	3,459	19.5			
Total Subscriptions Sold in Period .....	17,700	100.0			

## 9. EXPLANATORY

(a) Suggested Retail Prices: Subscriptions: U.S., 2 yrs. \$79.00, \$89.00, \$99.00; 3 yrs. \$110.00, \$129.00.

(b) Average non-analyzed non-paid circulation for the 6 month period: 1,541 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 2,398 or 6.0% of average paid subscription circulation.

(d) Subscriptions for Military Personnel: The average of 892 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased by individuals and various business concerns for deployed Military Personnel.

(e) Use of Premiums: Sweatshirts, t-shirts, binoculars, maglites, flash drives and a field tool, with no advertised or stated values, were offered with 52 week subscriptions sold at \$39.95.

(f) Advertising is accepted in various combinations with the editions of ARMY TIMES, NAVY TIMES and MARINE CORPS TIMES, published by the same interest.

(g) It is the publisher's policy to expire all subscriptions on a monthly basis; therefore, some subscribers may receive from one to four more issues than entitled to, but no offer of this kind was made to subscribers.

### ABC Interactive Definitions:

Page Impressions: The combination of one or more files presented to a viewer as a single document as a result of a single request received by the server.

### Unique Users:

This site uses the IP address & user-agent in combination based method to measure unique users.

Note: The Total number of Unique Users is adjusted to remove duplicate visits by the same user. In other words, regardless of the number of times that a user visited the site, they were considered a single Unique User for the period. The Daily average represents the number of Unique Users that visited the site each day added together and then divided by the number of days in the period. The Mon. to Fri. and the Sat. & Sun. averages are calculated in the same manner as the Daily average but limited to weekdays and weekends respectively.

## 10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2007; Variation from Publisher's Statements

Audit Period Ended <sup>^</sup>	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)
06-30-07	None Claimed	55,635	55,635		
06-30-06	None Claimed	56,182	56,182		
06-30-05	None Claimed	59,559	59,485	74	0.1
06-30-04	None Claimed	63,172	63,210	-38	-0.1
06-30-03	None Claimed	63,889	63,895	-6	-0.0

<sup>^</sup>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: Gannett Company, Inc.

AIR FORCE TIMES, published by Army Times Publishing Company • 6883 Commercial Drive • Springfield, VA 22159

RICHARD HOWLETT

ELAINE HOWARD

Date Signed: August 15, 2008

Assistant Vice President, Circulation

President & CEO

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Established: 1947

ABC Member since: 1948

04-0010-0	Analyzed Issue Date	05/12/08
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	2.95
	Association Subscription Price	
	U.S. Subscription Price	55.00
	Canadian Subscription Price	
	International Subscription Price	