



Air Force Times and airforcetimes.com

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airforcetimes.com

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

Subject to Audit

For the six months ended June 30, 2011

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 Gannett Government Media Corporation

Frequency: 52 times/year

ABC Member # 04-0010-0

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	32,170	57.8			
Digital (Replica)	863	1.5			
Total Paid Subscriptions	33,033	59.3			
Verified					
Print	12,915	23.2			
Total Verified Subscriptions	12,915	23.2			
Total Paid & Verified Subscriptions	45,948	82.5			
Single Copy Sales					
Print	9,757	17.5			
Total Single Copy Sales	9,757	17.5			
Total Paid & Verified Circulation	55,705	100.0	None Claimed		

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

1A. WEB SITE ACTIVITY for the month of June 2011

	Total	Daily	Mon. to Fri.	Sat. & Sun.
Page Impressions	1,095,673	36,522	39,255	29,007
Unique Users	294,488	13,613	14,598	10,906

Website activity audited by ABCi (See Par. 9)

For six months ended June 30, 2011

2. PRICES

	Suggested	Average Price (2)	
	Retail Prices (1)	Net	Gross (Optional)
Average Single Copy Subscription	\$3.25		
Average Subscription Price Annualized (52 issue frequency)	\$55.00	\$44.25	
Average Subscription Price per Copy		\$0.85	

(1) For the Statement period

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

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

Issue	Paid Subscriptions			Verified Subscriptions			Single Copy Sales			Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital (Replica)	Total Paid & Verified Circulation
	Print	Digital (Replica)	Total Paid Subscriptions	Print	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Total Single Copy Sales				
Jan.	3	32,063	773	32,836	12,625	12,625	45,461	10,640	10,640	55,328	773	56,101
	10	32,161	787	32,948	12,624	12,624	45,572	10,387	10,387	55,172	787	55,959
	17	32,211	804	33,015	12,620	12,620	45,635	11,687	11,687	56,518	804	57,322
	24	32,221	783	33,004	12,598	12,598	45,602	11,664	11,664	56,483	783	57,266
	31	31,895	771	32,666	12,594	12,594	45,260	10,412	10,412	54,901	771	55,672
Feb.	7	32,008	784	32,792	12,592	12,592	45,384	8,493	8,493	53,093	784	53,877
	14	32,202	801	33,003	12,593	12,593	45,596	11,737	11,737	56,532	801	57,333
	21	31,745	797	32,542	12,566	12,566	45,108	8,528	8,528	52,839	797	53,636
	28	32,081	818	32,899	12,555	12,555	45,454	9,287	9,287	53,923	818	54,741
Mar.	7	32,200	824	33,024	12,544	12,544	45,568	10,453	10,453	55,197	824	56,021
	14	32,450	842	33,292	12,532	12,532	45,824	10,879	10,879	55,861	842	56,703
	21	32,517	863	33,380	13,185	13,185	46,565	10,686	10,686	56,388	863	57,251
	28	32,583	863	33,446	13,191	13,191	46,637	11,000	11,000	56,774	863	57,637
Apr.	4	32,154	866	33,020	13,193	13,193	46,213	9,356	9,356	54,703	866	55,569
	11	32,473	891	33,364	13,202	13,202	46,566	9,790	9,790	55,465	891	56,356
	18	32,332	913	33,245	13,193	13,193	46,438	9,321	9,321	54,846	913	55,759
	25	32,445	925	33,370	13,192	13,192	46,562	8,133	8,133	53,770	925	54,695
May	2	32,191	919	33,110	13,187	13,187	46,297	9,668	9,668	55,046	919	55,965
	9	32,190	928	33,118	13,183	13,183	46,301	8,378	8,378	53,751	928	54,679
	16	32,385	942	33,327	13,180	13,180	46,507	8,736	8,736	54,301	942	55,243
	23	32,428	928	33,356	13,141	13,141	46,497	8,721	8,721	54,290	928	55,218
June	30	32,521	935	33,456	13,118	13,118	46,574	7,659	7,659	53,298	935	54,233
	6	31,613	914	32,527	13,104	13,104	45,631	9,692	9,692	54,409	914	55,323
	13	31,863	923	32,786	13,101	13,101	45,887	8,957	8,957	53,921	923	54,844
	20	31,525	909	32,434	13,094	13,094	45,528	8,141	8,141	52,760	909	53,669
	27	31,947	933	32,880	13,087	13,087	45,967	11,287	11,287	56,321	933	57,254

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2006	%	2007	%	2008	%	2009	%	2010	%
Subscriptions:										
Paid	43,236	77.7	42,322	76.6	38,818	71.4	36,126	64.9	34,043	60.7
Verified	224	0.4	1,966	3.6	4,968	9.1	8,104	14.6	11,624	20.7
Total Paid & Verified Subscriptions	43,460	78.1	44,288	80.2	43,786	80.5	44,230	79.5	45,667	81.4
Single Copy Sales	12,208	21.9	10,930	19.8	10,627	19.5	11,379	20.5	10,423	18.6
Total Paid & Verified Circulation	55,668	100.0	55,218	100.0	54,413	100.0	55,609	100.0	56,090	100.0
Year Over Year Percent of Change		-2.5		-0.8		-1.5		2.2		0.9
Avg. Annualized Subscription Price	\$46.36		\$43.94		\$44.67		\$45.26		\$45.11	

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*	32,112	863	32,975	59.2
Subscriptions for Military Personnel*	58		58	0.1
TOTAL PAID SUBSCRIPTIONS	32,170	863	33,033	59.3
VERIFIED SUBSCRIPTIONS				
Public Place (See Par. 6A)	12,915		12,915	23.2
TOTAL VERIFIED SUBSCRIPTIONS	12,915		12,915	23.2
TOTAL PAID & VERIFIED SUBSCRIPTIONS	45,085	863	45,948	82.5
SINGLE COPY SALES				
Single Issue Sales	9,757		9,757	17.5
TOTAL SINGLE COPY SALES	9,757		9,757	17.5
TOTAL PAID & VERIFIED CIRCULATION	54,842	863	55,705	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:	Fitness/ Recreational Facilities	Other	Total Public Place Copies
Public Place	12,915		12,915

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 16, 2011 issue

Total paid & verified circulation of this issue was 0.8% less than the total average paid & verified circulation.

State	PAID SUBSCRIPTIONS			VERIFIED SUBSCRIPTIONS			SINGLE COPY SALES			Total Paid & Verified Circulation (Replica)	Total Paid & Verified Circulation
	Print	Digital (Replica)	Total Paid Subscriptions	Print	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Total Single Copy Sales	Total Paid & Verified Circulation Print		
Alabama	699	22	721	150	150	871	139	139	988	22	1,010
Arizona	834	27	861	341	341	1,202	215	215	1,390	27	1,417
Arkansas	388	5	393	93	93	486	92	92	573	5	578
California	2,106	55	2,161	867	867	3,028	387	387	3,360	55	3,415
Colorado	911	28	939	146	146	1,085	104	104	1,161	28	1,189
Connecticut	206	3	209	156	156	365	2	2	364	3	367
Delaware	228	5	233	43	43	276	64	64	335	5	340
District of Columbia	236	7	243	36	36	279	88	88	360	7	367
Florida	2,419	62	2,481	788	788	3,269	478	478	3,685	62	3,747
Georgia	1,034	27	1,061	267	267	1,328	187	187	1,488	27	1,515
Idaho	197	4	201	64	64	265	50	50	311	4	315
Illinois	953	20	973	505	505	1,478	117	117	1,575	20	1,595
Indiana	456	1	457	591	591	1,048	18	18	1,065	1	1,066
Iowa	239	2	241	196	196	437			435	2	437
Kansas	318	10	328	148	148	476	13	13	479	10	489
Kentucky	289		289	126	126	415	5	5	420		420
Louisiana	431	9	440	159	159	599	136	136	726	9	735
Maine	187	3	190	129	129	319	6	6	322	3	325
Maryland	751	25	776	308	308	1,084	262	262	1,321	25	1,346
Massachusetts	461	7	468	331	331	799	42	42	834	7	841
Michigan	540	5	545	471	471	1,016	22	22	1,033	5	1,038
Minnesota	370	2	372	508	508	880	29	29	907	2	909
Mississippi	410	9	419	109	109	528	97	97	616	9	625
Missouri	560	7	567	226	226	793	78	78	864	7	871
Montana	149	5	154	72	72	226	18	18	239	5	244
Nebraska	349	11	360	99	99	459	105	105	553	11	564
Nevada	558	12	570	51	51	621	170	170	779	12	791
New Hampshire	182	3	185	134	134	319	1	1	317	3	320
New Jersey	494	8	502	255	255	757	67	67	816	8	824
New Mexico	486	24	510	105	105	615	224	224	815	24	839
New York	807	6	813	779	779	1,592	72	72	1,658	6	1,664
North Carolina	918	16	934	267	267	1,201	53	53	1,238	16	1,254
North Dakota	211	10	221	54	54	275	118	118	383	10	393
Ohio	1,195	42	1,237	706	706	1,943	102	102	2,003	42	2,045
Oklahoma	609	20	629	131	131	760	139	139	879	20	899
Oregon	269	9	278	138	138	416	16	16	423	9	432
Pennsylvania	896	25	921	1,123	1,123	2,044	30	30	2,049	25	2,074
Rhode Island	85		85	27	27	112	14	14	126		126
South Carolina	719	14	733	129	129	862	136	136	984	14	998
South Dakota	163	7	170	97	97	267	61	61	321	7	328
Tennessee	601	3	604	150	150	754	28	28	779	3	782
Texas	2,833	67	2,900	587	587	3,487	564	564	3,984	67	4,051
Utah	202	12	214	54	54	268	102	102	358	12	370
Vermont	84		84	73	73	157			157		157
Virginia	1,899	70	1,969	269	269	2,238	176	176	2,344	70	2,414
Washington	691	13	704	219	219	923	158	158	1,068	13	1,081
West Virginia	157	4	161	144	144	305	5	5	306	4	310
Wisconsin	414	2	416	300	300	716	7	7	721	2	723
Wyoming	157	5	162	48	48	210	66	66	271	5	276
TOTAL 48 CONTERMINOUS STATES	30,351	733	31,084	12,769	12,769	43,853	5,063	5,063	48,183	733	48,916
Alaska	280	17	297	55	55	352	184	184	519	17	536
Hawaii	343	33	376	60	60	436	146	146	549	33	582
TOTAL ALASKA & HAWAII	623	50	673	115	115	788	330	330	1,068	50	1,118
U.S. Unclassified											
TOTAL UNITED STATES	30,974	783	31,757	12,884	12,884	44,641	5,393	5,393	49,251	783	50,034
Poss. & Other Areas	71	6	77	85	85	162	4	4	160	6	166
U.S. & POSS., etc.	31,045	789	31,834	12,969	12,969	44,803	5,397	5,397	49,411	789	50,200
Canada											
International	18		18	9	9	27	3,339	3,339	3,366		3,366
Other Unclassified											
Military or Civilian Personnel Overseas	1,322	153	1,475	202	202	1,677			1,524	153	1,677
GRAND TOTAL	32,385	942	33,327	13,180	13,180	46,507	8,736	8,736	54,301	942	55,243

ANALYSIS BY ABCD COUNTY SIZE for the May 16, 2011 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, 2011

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 26 issues).....	4,196	26.5	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	14,988	94.8
(b) Seven to eleven months (27 to 48 issues)	27	0.2	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	818	5.2
(c) Twelve months (49 to 52 issues).....	10,112	64.0	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	None	
(d) Thirteen to twenty-four months.....	627	4.0	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	844	5.3			
Total Subscriptions Sold in Period.....	15,806	100.0	Total Subscriptions Sold in Period	15,806	100.0
B. USE OF PREMIUMS					
(a) Ordered without premium	13,611	86.1			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums, See Par. 9	2,195	13.9			
Total Subscriptions Sold in Period.....	15,806	100.0			

9. EXPLANATORY

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

(b) Average non-analyzed non-paid circulation for the 6 month period: 1,438 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 2,609 or 5.7% of average paid subscription circulation.

(d) DESCRIPTION OF DIGITAL (Replica) - The Digital Edition is an exact replica of the print product in format and advertising content. The Digital Edition is available at www.airforcetimes.com.

(e) Subscriptions for Military Personnel: The average of 58 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.

(f) Use of Premiums: Boot socks, dress socks, headlites, backpacks, knives, towels, flannel blankets and coffee, with no advertised or stated values, were offered with 26 week subscriptions sold at \$19.95 and 52 week subscriptions sold at \$39.95.

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

(h) 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 cookie-based method to measure unique users. If cookies are not accepted, then the IP address & user-agent in combination based method is used 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, 2010; 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)
06-30-10	None Claimed	54,758	54,980	-222	-0.4
06-30-09	None Claimed	55,051	55,051		
06-30-08	None Claimed	54,383	54,383		
06-30-07	None Claimed	55,635	55,635		
06-30-06	None Claimed	56,182	56,182		

[^]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 Gannett Government Media Corporation • 6883 Commercial Drive • Springfield, VA 22159

DONNA PETERSON

ELAINE HOWARD

Date Signed: August 10, 2011

VP, Audience Development & Customer Care President & CEO

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ABC Member since: 1948

04-0010-0	Analyzed Issue Date	05/16/11
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	3.25
	Association Subscription Price	
	U.S. Subscription Price	55.00
	Canadian Subscription Price	
	International Subscription Price	