



Army Times and armytimes.com

For the six months ended June 30, 2011

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Army Times and armytimes.com

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

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					
Print	57,801	57.0			
Digital (Replica)	2,013	2.0			
Total Paid Subscriptions	59,814	59.0			
Verified					
Print	13,127	13.0			
Total Verified Subscriptions	13,127	13.0			
Total Paid & Verified Subscriptions	72,941	72.0			
Single Copy Sales					
Print	28,309	28.0			
Total Single Copy Sales	28,309	28.0			
Total Paid & Verified Circulation	101,250	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	2,311,269	77,043	86,064	52,231
Unique Users	603,381	26,635	28,986	20,171

Website activity audited by ABCi (See Par. 9)

2. PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy Subscription	\$3.25		
Average Subscription Price Annualized (52 issue frequency)	\$55.00		
Average Subscription Price per Copy		\$43.19	\$0.83

(1) For the Statement period

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

For six months ended June 30, 2011

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	57,237	1,817	59,054	12,894	12,894	71,948	29,092	29,092	99,223	1,817	101,040
	10	57,604	1,850	59,454	12,896	12,896	72,350	26,440	26,440	96,940	1,850	98,790
	17	57,717	1,895	59,612	12,897	12,897	72,509	31,705	31,705	102,319	1,895	104,214
	24	57,742	1,876	59,618	12,836	12,836	72,454	28,674	28,674	99,252	1,876	101,128
	31	56,929	1,871	58,800	12,835	12,835	71,635	21,850	21,850	91,614	1,871	93,485
Feb.	7	57,303	1,915	59,218	12,832	12,832	72,050	20,510	20,510	90,645	1,915	92,560
	14	57,745	1,940	59,685	12,832	12,832	72,517	27,650	27,650	98,227	1,940	100,167
	21	56,605	1,922	58,527	12,810	12,810	71,337	27,714	27,714	97,129	1,922	99,051
	28	57,544	1,955	59,499	12,745	12,745	72,244	22,350	22,350	92,639	1,955	94,594
Mar.	7	57,670	1,936	59,606	12,737	12,737	72,343	38,312	38,312	108,719	1,936	110,655
	14	58,252	1,968	60,220	12,734	12,734	72,954	27,966	27,966	98,952	1,968	100,920
	21	58,264	2,039	60,303	13,392	13,392	73,695	32,884	32,884	104,540	2,039	106,579
Apr.	28	58,298	2,011	60,309	13,391	13,391	73,700	25,046	25,046	96,735	2,011	98,746
	4	57,341	2,009	59,350	13,394	13,394	72,744	34,641	34,641	105,376	2,009	107,385
	11	58,304	2,067	60,371	13,414	13,414	73,785	29,004	29,004	100,722	2,067	102,789
	18	58,226	2,109	60,335	13,410	13,410	73,745	27,792	27,792	99,428	2,109	101,537
May	25	58,001	2,109	60,110	13,355	13,355	73,465	22,983	22,983	94,339	2,109	96,448
	2	57,229	2,073	59,302	13,353	13,353	72,655	30,147	30,147	100,729	2,073	102,802
	9	58,378	2,090	60,468	13,353	13,353	73,821	29,045	29,045	100,776	2,090	102,866
	16	58,557	2,135	60,692	13,334	13,334	74,026	26,802	26,802	98,693	2,135	100,828
June	23	58,761	2,124	60,885	13,310	13,310	74,195	32,375	32,375	104,446	2,124	106,570
	30	58,836	2,136	60,972	13,308	13,308	74,280	23,091	23,091	95,235	2,136	97,371
	6	57,246	2,113	59,359	13,312	13,312	72,671	27,305	27,305	97,863	2,113	99,976
	13	57,678	2,136	59,814	13,314	13,314	73,128	24,263	24,263	95,255	2,136	97,391
	20	56,902	2,110	59,012	13,312	13,312	72,324	33,582	33,582	103,796	2,110	105,906
	27	58,466	2,141	60,607	13,305	13,305	73,912	34,820	34,820	106,591	2,141	108,732

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2006	%	2007	%	2008	%	2009	%	2010	%
Subscriptions:										
Paid	80,353	74.1	77,685	71.3	72,034	67.6	65,098	62.3	61,090	59.9
Verified	221	0.2	3,037	2.8	5,212	4.9	10,422	10.0	12,990	12.7
Total Paid & Verified Subscriptions	80,574	74.3	80,722	74.1	77,246	72.5	75,520	72.3	74,080	72.6
Single Copy Sales	27,850	25.7	28,255	25.9	29,252	27.5	28,986	27.7	27,950	27.4
Total Paid & Verified Circulation	108,424	100.0	108,977	100.0	106,498	100.0	104,506	100.0	102,030	100.0
Year Over Year Percent of Change		-6.0		0.5		-2.3		-1.9		-2.4
Avg. Annualized Subscription Price	\$45.29		\$43.89		\$43.86		\$44.13		\$43.49	

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*	57,659	2,013	59,672	58.9
Subscriptions for Military Personnel*	142		142	0.1
TOTAL PAID SUBSCRIPTIONS	57,801	2,013	59,814	59.0
VERIFIED SUBSCRIPTIONS				
Public Place (See Par. 6A)	13,127		13,127	13.0
TOTAL VERIFIED SUBSCRIPTIONS	13,127		13,127	13.0
TOTAL PAID & VERIFIED SUBSCRIPTIONS	70,928	2,013	72,941	72.0
SINGLE COPY SALES				
Single Issue Sales	28,309		28,309	28.0
TOTAL SINGLE COPY SALES	28,309		28,309	28.0
TOTAL PAID & VERIFIED CIRCULATION	99,237	2,013	101,250	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	13,127		13,127

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 0.4% less than the total average paid & verified circulation.

State	PAID SUBSCRIPTIONS			VERIFIED SUBSCRIPTIONS			SINGLE COPY SALES			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	Total Paid & Verified Circulation Print		
Alabama	1,587	39	1,626	154	154	1,780	367	367	2,108	39	2,147
Arizona	982	36	1,018	475	475	1,493	367	367	1,824	36	1,860
Arkansas	444	14	458	93	93	551	45	45	582	14	596
California	3,040	96	3,136	868	868	4,004	592	592	4,500	96	4,596
Colorado	1,270	72	1,342	149	149	1,491	656	656	2,075	72	2,147
Connecticut	449	14	463	157	157	620	15	15	621	14	635
Delaware	172	10	182	43	43	225	3	3	218	10	228
District of Columbia	330	4	334	36	36	370	80	80	446	4	450
Florida	2,822	61	2,883	654	654	3,537	248	248	3,724	61	3,785
Georgia	3,009	128	3,137	262	262	3,399	2,454	2,454	5,725	128	5,853
Idaho	197	6	203	65	65	268	9	9	271	6	277
Illinois	1,381	38	1,419	507	507	1,926	45	45	1,933	38	1,971
Indiana	947	21	968	599	599	1,567	100	100	1,646	21	1,667
Iowa	478	9	487	201	201	688	15	15	694	9	703
Kansas	1,112	48	1,160	150	150	1,310	707	707	1,969	48	2,017
Kentucky	1,376	41	1,417	132	132	1,549	1,382	1,382	2,890	41	2,931
Louisiana	740	41	781	162	162	943	488	488	1,390	41	1,431
Maine	245	7	252	129	129	381	12	12	386	7	393
Maryland	1,619	67	1,686	311	311	1,997	446	446	2,376	67	2,443
Massachusetts	925	24	949	339	339	1,288	77	77	1,341	24	1,365
Michigan	1,253	22	1,275	472	472	1,747	31	31	1,756	22	1,778
Minnesota	700	16	716	510	510	1,226	74	74	1,284	16	1,300
Mississippi	507	12	519	112	112	631	110	110	729	12	741
Missouri	1,149	27	1,176	228	228	1,404	416	416	1,793	27	1,820
Montana	175		175	72	72	247	2	2	249		249
Nebraska	282	4	286	99	99	385	20	20	401	4	405
Nevada	353	13	366	54	54	420	30	30	437	13	450
New Hampshire	299	6	305	136	136	441	3	3	438	6	444
New Jersey	1,191	22	1,213	254	254	1,467	144	144	1,589	22	1,611
New Mexico	314	4	318	106	106	424	64	64	484	4	488
New York	2,423	76	2,499	777	777	3,276	665	665	3,865	76	3,941
North Carolina	2,892	139	3,031	278	278	3,309	1,574	1,574	4,744	139	4,883
North Dakota	154	1	155	57	57	212	4	4	215	1	216
Ohio	1,445	27	1,472	710	710	2,182	62	62	2,217	27	2,244
Oklahoma	910	41	951	139	139	1,090	383	383	1,432	41	1,473
Oregon	476	14	490	136	136	626	15	15	627	14	641
Pennsylvania	1,962	41	2,003	1,124	1,124	3,127	118	118	3,204	41	3,245
Rhode Island	220	5	225	27	27	252	21	21	268	5	273
South Carolina	1,246	42	1,288	132	132	1,420	406	406	1,784	42	1,826
South Dakota	145	4	149	98	98	247			243	4	247
Tennessee	1,510	65	1,575	155	155	1,730	101	101	1,766	65	1,831
Texas	4,969	237	5,206	603	603	5,809	3,358	3,358	8,930	237	9,167
Utah	276	9	285	56	56	341	82	82	414	9	423
Vermont	160	3	163	73	73	236			233	3	236
Virginia	4,079	135	4,214	278	278	4,492	1,001	1,001	5,358	135	5,493
Washington	1,571	72	1,643	226	226	1,869	1,318	1,318	3,115	72	3,187
West Virginia	333	3	336	145	145	481			478	3	481
Wisconsin	937	18	955	300	300	1,255	167	167	1,404	18	1,422
Wyoming	85		85	48	48	133	9	9	142		142
TOTAL 48 CONTERMINOUS STATES	55,141	1,834	56,975	12,891	12,891	69,866	18,286	18,286	86,318	1,834	88,152
Alaska	373	26	399	93	93	492	470	470	936	26	962
Hawaii	896	54	950	63	63	1,013	860	860	1,819	54	1,873
TOTAL ALASKA & HAWAII	1,269	80	1,349	156	156	1,505	1,330	1,330	2,755	80	2,835
U.S. Unclassified											
TOTAL UNITED STATES	56,410	1,914	58,324	13,047	13,047	71,371	19,616	19,616	89,073	1,914	90,987
Poss. & Other Areas	277	7	284	85	85	369	13	13	375	7	382
U.S. & POSS., etc.	56,687	1,921	58,608	13,132	13,132	71,740	19,629	19,629	89,448	1,921	91,369
Canada											
International	33		33	9	9	42	7,173	7,173	7,215		7,215
Other Unclassified											
Military or Civilian Personnel Overseas	1,837	214	2,051	193	193	2,244			2,030	214	2,244
GRAND TOTAL	58,557	2,135	60,692	13,334	13,334	74,026	26,802	26,802	98,693	2,135	100,828

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).....	10,787	33.4	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	31,042	95.9
(b) Seven to eleven months (27 to 48 issues)	71	0.2	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	1,335	4.1
(c) Twelve months (49 to 52 issues).....	19,266	59.5	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	None	
(d) Thirteen to twenty-four months.....	1,083	3.3	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	1,170	3.6		None	
Total Subscriptions Sold in Period.....	32,377	100.0	Total Subscriptions Sold in Period	32,377	100.0
B. USE OF PREMIUMS					
(a) Ordered without premium	27,119	83.8			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums, See Par. 9	5,258	16.2			
Total Subscriptions Sold in Period.....	32,377	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: 2,306 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 5,266 or 7.2% 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.armytimes.com.

(e) Subscriptions for Military Personnel: The average of 142 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: Dress socks, boot socks, backpacks, headlites, knives, novelty buttons, flannel fleece blanket or 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 NAVY TIMES, AIR FORCE 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 issues more than entitled to, but no offer of this kind is 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	103,873	103,951	-78	-0.1
06-30-09	None Claimed	104,927	104,927		
06-30-08	None Claimed	107,940	107,940		
06-30-07	None Claimed	107,924	107,924		
06-30-06	None Claimed	112,526	112,526		

[^]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.

ARMY 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: 1944

04-0075-0	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	