



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

Subject to Audit

Army Times and armytimes.com

For the six months ended June 30, 2008

Field Served: U.S. Army Personnel.

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

Published by Army Times Publishing Company

Frequency: 52 times/year

ABC Member # 04-0075-0

Army Times and
armytimes.com

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	73,656	68.8			
Verified	4,340	4.0			
Total Paid & Verified Subscriptions	77,996	72.8			
Single Copy Sales	29,175	27.2			
Total Paid & Verified Circulation	107,171	100.0	None Claimed		

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

	Total	Daily	Mon. to Fri.	Sat. & Sun.
Page Impressions	1,889,635	62,988	72,696	40,336
Unique Users	335,762	17,934	20,159	12,741

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)		\$43.99	
Average Subscription Price per Copy		\$0.85	

(1) For the Statement period

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

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

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	72,830	3,126	75,956	30,884	106,840	Apr. 7	73,614	4,566	78,180	30,376	108,556
14	72,945	3,131	76,076	30,987	107,063	14	74,763	4,562	79,325	26,691	106,016
21	72,876	3,142	76,018	29,704	105,722	21	74,962	4,586	79,548	23,806	103,354
28	73,865	3,126	76,991	25,013	102,004	28	73,918	4,585	78,503	26,230	104,733
Feb. 4	72,948	3,124	76,072	27,671	103,743	May 5	72,037	4,593	76,630	27,557	104,187
11	73,782	3,353	77,135	31,615	108,750	12	73,530	4,605	78,135	30,724	108,859
18	73,786	3,360	77,146	27,296	104,442	19	73,974	4,618	78,592	31,602	110,194
25	74,565	3,347	77,912	33,118	111,030	26	75,300	5,248	80,548	34,288	114,836
Mar. 3	73,559	4,563	78,122	28,807	106,929	June 2	72,471	5,245	77,716	29,077	106,793
10	73,416	4,578	77,994	25,500	103,494	9	72,961	5,264	78,225	30,764	108,989
17	74,032	4,572	78,604	27,794	106,398	16	72,360	5,466	77,826	31,134	108,960
24	73,901	4,564	78,465	29,465	107,930	23	73,260	5,449	78,709	26,514	105,223
31	75,426	4,573	79,999	30,735	110,734	30	73,973	5,499	79,472	31,192	110,664

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2003	%	2004	%	2005	%	2006	%	2007	%
Subscriptions:										
Paid	86,676	78.3	92,066	76.1	87,579	75.9	80,353	74.1	77,685	71.3
Verified	N/A		N/A		N/A		221	0.2	3,037	2.8
Total Paid & Verified Subscriptions	86,676	78.3	92,066	76.1	87,579	75.9	80,574	74.3	80,722	74.1
Single Copy Sales	24,055	21.7	28,954	23.9	27,737	24.1	27,850	25.7	28,255	25.9
Total Paid & Verified Circulation	110,731	100.0	121,020	100.0	115,316	100.0	108,424	100.0	108,977	100.0
Year Over Year Percent of Change		7.6		9.3		-4.7		-6.0		0.5
Avg. Annualized Subscription Price	\$43.58		\$42.90		\$44.05		\$45.29		\$43.89	

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
PAID SUBSCRIPTIONS		
Individual Subscriptions*	70,547	65.9
Subscriptions for Military Personnel*	3,109	2.9
TOTAL PAID SUBSCRIPTIONS	73,656	68.8
VERIFIED SUBSCRIPTIONS		
Public Place (See Par. 6A)	4,340	4.0
TOTAL VERIFIED SUBSCRIPTIONS	4,340	4.0
TOTAL PAID & VERIFIED SUBSCRIPTIONS	77,996	72.8
SINGLE COPY SALES		
Single Issue Sales	29,175	27.2
TOTAL SINGLE COPY SALES	29,175	27.2
TOTAL PAID & VERIFIED CIRCULATION	107,171	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	4,340		4,340

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 1.6% greater than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	1,916	75	1,991	455	2,446
Arizona	1,134	84	1,218	448	1,666
Arkansas	560	48	608	62	670
California	3,637	313	3,950	842	4,792
Colorado	1,307	81	1,388	631	2,019
Connecticut	581	36	617	12	629
Delaware	200	18	218	10	228
District of Columbia	513	22	535	160	695
Florida	3,346	441	3,787	336	4,123
Georgia	3,583	82	3,665	2,507	6,172
Idaho	211	18	229	11	240
Illinois	1,717	153	1,870	57	1,927
Indiana	1,120	72	1,192	116	1,308
Iowa	545	40	585	16	601
Kansas	1,430	73	1,503	1,000	2,503
Kentucky	1,577	65	1,642	1,237	2,879
Louisiana	951	49	1,000	595	1,595
Maine	289	39	328	5	333
Maryland	1,977	82	2,059	713	2,772
Massachusetts	1,160	102	1,262	107	1,369
Michigan	1,437	92	1,529	52	1,581
Minnesota	891	73	964	55	1,019
Mississippi	615	55	670	141	811
Missouri	1,401	99	1,500	513	2,013
Montana	227	39	266	4	270
Nebraska	350	38	388	6	394
Nevada	421	30	451	34	485
New Hampshire	378	24	402	8	410
New Jersey	1,449	76	1,525	325	1,850
New Mexico	366	57	423	63	486
New York	2,941	257	3,198	712	3,910
North Carolina	3,311	80	3,391	1,506	4,897
North Dakota	170	24	194	11	205

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Ohio	1,667	158	1,825	61	1,886
Oklahoma	1,102	44	1,146	561	1,707
Oregon	542	63	605	16	621
Pennsylvania	2,312	179	2,491	114	2,605
Rhode Island	258	12	270	22	292
South Carolina	1,418	55	1,473	540	2,013
South Dakota	176	54	230	6	236
Tennessee	1,839	66	1,905	83	1,988
Texas	5,732	448	6,180	4,066	10,246
Utah	350	31	381	80	461
Vermont	210	21	231		231
Virginia	4,785	101	4,886	1,143	6,029
Washington	1,894	74	1,968	1,145	3,113
West Virginia	381	69	450		450
Wisconsin	1,070	70	1,140	155	1,295
Wyoming	99	33	132	8	140
TOTAL 48 CONTERMINOUS STATES	65,546	4,315	69,861	20,750	90,611
Alaska	541	28	569	679	1,248
Hawaii	1,014	60	1,074	950	2,024
TOTAL ALASKA & HAWAII	1,555	88	1,643	1,629	3,272
U.S. Unclassified					
TOTAL UNITED STATES	67,101	4,403	71,504	22,379	93,883
Poss. & Other Areas	334	55	389	22	411
U.S. & POSS., etc.	67,435	4,458	71,893	22,401	94,294
Canada	8		8		8
International	37	6	43	8,323	8,366
Other Unclassified					
Military or Civilian					
Personnel Overseas	6,050	141	6,191		6,191
GRAND TOTAL	73,530	4,605	78,135	30,724	108,859

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)	9,853	26.6	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	30,859	83.3
(b) Seven to eleven months (27 to 51 issues)	106	0.3	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	6,203	16.7
(c) Twelve months (52 issues)	24,070	64.9	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	None	
(d) Thirteen to twenty-four months	1,247	3.4	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	1,786	4.8	Total Subscriptions Sold in Period	37,062	100.0
Total Subscriptions Sold in Period	37,062	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	29,028	78.3			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums, See Par. 9	8,034	21.7			
Total Subscriptions Sold in Period	37,062	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: 1,570 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 5,520 or 7.5% of average paid subscription circulation.

(d) Subscriptions for Military Personnel: The average of 3,109 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: T-shirts, sweatshirts, maglites, binoculars, knives, flash drives or field tools, 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 NAVY TIMES, AIR FORCE 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 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 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 [^]	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	107,924	107,924		
06-30-06	None Claimed	112,526	112,526		
06-30-05	None Claimed	119,500	118,888	612	0.5
06-30-04	None Claimed	117,512	117,409	103	0.1
06-30-03	None Claimed	106,608	106,255	353	0.3

[^]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.

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ELAINE HOWARD

President & CEO

Date Signed: August 15, 2008

Established: 1940

ABC Member since: 1944

04-0075-0	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	