



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

Subject to Audit

Army Times, Air Force Times, Navy Times, Marine Corps Times Combined Statement and armytimes.com, airforcetimes.com, navytimes.com, marinecorpstimes.com

For the six months ended June 30, 2008

Field Served: U.S. Army, U.S. Air Force, U.S. Navy, U.S. Marine Corps and Coast Guard Personnel.

Publisher's Description of Web Site: Same as Field Served.

Primary URL: http://www.armytimes.com, www.airforcetimes.com, www.navytimes.com, www.marinecorpstimes.com

Published by Army Times Publishing Company

Frequency: 52 times/year

ABC Member # 04-0075-1

Army Times, Air Force Times, Navy Times, Marine Corps Times Combined Statement and armytimes.com, airforcetimes.com, navytimes.com, marinecorpstimes.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	172,082	70.3			
Verified	15,862	6.5			
Total Paid & Verified Subscriptions	187,944	76.8			
Single Copy Sales	56,809	23.2			
Total Paid & Verified Circulation	244,753	100.0	None Claimed		

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

	Total	Daily	Mon. to Fri.	Sat. & Sun.
Page Impressions	4,697,924	156,597	183,436	93,975
Unique Users	730,380	40,133	44,347	30,299

Website activity audited by ABCi (See Par. 9)

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy Subscription	\$2.95		
Average Subscription Price Annualized (52 issue frequency)	\$55.00		
Average Subscription Price per Copy		\$44.36	\$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	170,881	12,246	183,127	57,263	240,390	Apr.	7	172,220	16,832	189,052	55,303	244,355
	14	171,125	12,258	183,383	60,521	243,904		14	174,218	16,810	191,028	51,036	242,064
	21	171,076	12,269	183,345	57,142	240,487		21	174,664	16,835	191,499	49,213	240,712
	28	173,225	12,238	185,463	49,420	234,883		28	172,594	16,836	189,430	54,820	244,250
Feb.	4	170,485	12,237	182,722	56,181	238,903	May	5	168,123	16,831	184,954	56,289	241,243
	11	172,457	13,158	185,615	60,935	246,550		12	170,986	16,852	187,838	61,840	249,678
	18	173,194	13,167	186,361	56,685	243,046		19	172,195	18,073	190,268	61,931	252,199
	25	174,367	13,149	187,516	57,107	244,623		26	174,439	19,314	193,753	64,122	257,875
Mar.	3	172,018	14,359	186,377	51,921	238,298	June	2	168,685	19,288	187,973	57,785	245,758
	10	171,759	14,403	186,162	50,760	236,922		9	170,109	19,300	189,409	61,198	250,607
	17	173,442	14,385	187,827	54,311	242,138		16	169,435	20,103	189,538	57,455	246,993
	24	173,546	14,402	187,948	55,351	243,299		23	170,960	20,039	190,999	55,914	246,913
	31	175,916	16,874	192,790	58,358	251,148		30	172,004	20,146	192,150	64,178	256,328

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2003	%	2004	%	2005	%	2006	%	2007	%
Subscriptions:										
Paid	207,945	80.9	208,445	78.7	195,825	77.9	185,795	76.3	181,778	73.9
Verified	N/A		N/A		N/A		855	0.4	8,670	3.5
Total Paid & Verified Subscriptions	207,945	80.9	208,445	78.7	195,825	77.9	186,650	76.7	190,448	77.4
Single Copy Sales	48,969	19.1	56,375	21.3	55,621	22.1	56,713	23.3	55,556	22.6
Total Paid & Verified Circulation	256,914	100.0	264,820	100.0	251,446	100.0	243,363	100.0	246,004	100.0
Year Over Year Percent of Change		4.1		3.1		-5.1		-3.2		1.1
Avg. Annualized Subscription Price	N/A		\$43.30		\$44.57		\$45.84		\$44.08	

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*	166,205	67.9
Subscriptions for Military Personnel*	5,877	2.4
TOTAL PAID SUBSCRIPTIONS	172,082	70.3
VERIFIED SUBSCRIPTIONS		
Public Place (See Par. 6A)	15,862	6.5
TOTAL VERIFIED SUBSCRIPTIONS	15,862	6.5
TOTAL PAID & VERIFIED SUBSCRIPTIONS	187,944	76.8
SINGLE COPY SALES		
Single Issue Sales	56,809	23.2
TOTAL SINGLE COPY SALES	56,809	23.2
TOTAL PAID & VERIFIED CIRCULATION	244,753	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:

	Fitness/ Recreational		Total Public
Verified Subscription:	Facilities	Other	Place Copies
Public Place	15,862		15,862

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 2.0% 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	3,410	227	3,637	619	4,256
Arizona	3,142	308	3,450	948	4,398
Arkansas	1,374	177	1,551	239	1,790
California	13,710	1,152	14,862	4,736	19,598
Colorado	3,030	292	3,322	900	4,222
Connecticut	1,481	132	1,613	150	1,763
Delaware	609	67	676	96	772
District of Columbia	1,386	82	1,468	385	1,853
Florida	10,296	1,681	11,977	2,294	14,271
Georgia	6,127	262	6,389	3,054	9,443
Idaho	662	66	728	148	876
Illinois	4,392	562	4,954	553	5,507
Indiana	2,288	265	2,553	143	2,696
Iowa	1,169	147	1,316	16	1,332
Kansas	2,246	260	2,506	1,133	3,639
Kentucky	2,345	241	2,586	1,254	3,840
Louisiana	2,044	169	2,213	908	3,121
Maine	911	143	1,054	14	1,068
Maryland	4,813	306	5,119	1,729	6,848
Massachusetts	2,715	377	3,092	223	3,315
Michigan	3,195	332	3,527	129	3,656
Minnesota	1,877	279	2,156	108	2,264
Mississippi	1,540	202	1,742	473	2,215
Missouri	2,841	357	3,198	760	3,958
Montana	550	143	693	54	747
Nebraska	1,056	134	1,190	52	1,242
Nevada	1,521	110	1,631	388	2,019
New Hampshire	883	88	971	52	1,023
New Jersey	3,313	280	3,593	597	4,190
New Mexico	1,179	209	1,388	434	1,822
New York	5,964	933	6,897	902	7,799
North Carolina	7,095	278	7,373	3,533	10,906
North Dakota	465	88	553	201	754
Ohio	4,349	577	4,926	274	5,200
Oklahoma	2,310	156	2,466	804	3,270
Oregon	1,419	231	1,650	44	1,694
Pennsylvania	5,165	648	5,813	226	6,039
Rhode Island	747	44	791	191	982
South Carolina	3,451	206	3,657	1,095	4,752
South Dakota	450	200	650	56	706
Tennessee	3,446	231	3,677	203	3,880
Texas	11,777	1,693	13,470	5,518	18,988
Utah	797	111	908	286	1,194
Vermont	392	77	469		469
Virginia	12,952	379	13,331	3,008	16,339
Washington	4,315	254	4,569	1,809	6,378
West Virginia	812	253	1,065	7	1,072
Wisconsin	2,238	248	2,486	173	2,659
Wyoming	317	121	438	105	543
TOTAL 48 CONTER-MINOUS STATES	154,566	15,778	170,344	41,024	211,368
Alaska	1,027	87	1,114	1,067	2,181
Hawaii	2,368	218	2,586	2,238	4,824
TOTAL ALASKA & HAWAII	3,395	305	3,700	3,305	7,005
U.S. Unclassified					
TOTAL UNITED STATES	157,961	16,083	174,044	44,329	218,373
Poss. & Other Areas	564	204	768	42	810
U.S. & POSS., etc.	158,525	16,287	174,812	44,371	219,183
Canada	28		28		28
International	79	22	101	17,427	17,528
Other Unclassified					
Military or Civilian					
Personnel Overseas	12,354	543	12,897	42	12,939
GRAND TOTAL	170,986	16,852	187,838	61,840	249,678

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)	18,995	22.8	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	71,248	86.0
(b) Seven to eleven months (27 to 51 issues)	266	0.3	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	11,629	14.0
(c) Twelve months (52 issues)	55,821	67.4	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	None	
(d) Thirteen to twenty-four months.....	3,111	3.8	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	4,684	5.7			
Total Subscriptions Sold in Period	82,877	100.0	Total Subscriptions Sold in Period	82,877	100.0
B. USE OF PREMIUMS					
(a) Ordered without premium	65,797	79.4			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums, See Par. 9	17,080	20.6			
Total Subscriptions Sold in Period	82,877	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: 5,508 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 11,942 or 6.9% of average paid subscription circulation.

(d) An average subscription price for the combined statement is based on the individual Publisher's Statements' average subscription price calculation as follows: Army Times, 84¢ per copy; Air Force Times, 84¢ per copy; Navy Times, 85¢ per copy; Marine Corps Times, 86¢ per copy.

(e) Subscriptions for Military Personnel: The average of 5,877 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: T-shirts, sweatshirts, maglites, books, knives, flash drives and field tools, with no advertised or stated values, were offered with 52 week subscriptions sold at \$39.95.

(g) Publisher's declared policy is to accept advertising copy for all editions, for various combinations of editions, or for one edition only.

(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 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	(a)	243,757	243,757		
06-30-06	251,000	248,270	248,270		
06-30-05	(b)	259,983	259,153	830	0.3
06-30-04	(c)	263,076	262,291	-215	-0.1
06-30-03	(d)	251,723	251,243	480	0.2

[^]Effective with the June, 2006 Publisher's Statements, publications were given the option of reporting verified circulation.

(a) Effective 01/01/07 changed from 251,000 to None Claimed

(c) Effective 01/01/04 changed from 242,000 to 248,000

(b) Effective 01/01/05 changed from 248,000 to 251,000

(d) Effective 01/01/03 changed from 237,000 to 242,000

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, AIR FORCE TIMES, NAVY TIMES, MARINE CORPS TIMES COMBINED STATEMENT, published by Army Times Publishing Company • 6883 Commercial Drive • Springfield, VA 22159

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ELAINE HOWARD

Date Signed: August 15, 2008

Assistant Vice President, Circulation

President & CEO

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Established: 1940 ABC Member since: 1962

04-0075-1	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	