



Marine Corps Times and marinecorpstimes.com

Marine Corps Times
and marinecorpstimes.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. Marine Corps Personnel.

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

Published by Gannett Government Media Corporation

Frequency: 52 times/year

ABC Member # 04-0617-5

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	17,343	50.6			
Digital (Replica)	595	1.7			
Total Paid Subscriptions	17,938	52.3			
Verified					
Print	8,640	25.2			
Total Verified Subscriptions	8,640	25.2			
Total Paid & Verified Subscriptions	26,578	77.5			
Single Copy Sales					
Print	7,733	22.5			
Total Single Copy Sales	7,733	22.5			
Total Paid & Verified Circulation	34,311	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	712,138	23,738	25,947	17,662
Unique Users	192,503	8,854	9,626	6,729

Website activity audited by ABCi (See Par. 9)

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$3.25		
Subscription	\$55.00		
Average Subscription Price Annualized (52 issue frequency)		\$43.43	
Average Subscription Price per Copy		\$0.84	

(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	17,083	512	17,595	8,440	8,440	26,035	6,709	6,709	32,232	512	32,744
	10	17,160	521	17,681	8,437	8,437	26,118	7,067	7,067	32,664	521	33,185
	17	17,241	536	17,777	8,434	8,434	26,211	8,879	8,879	34,554	536	35,090
	24	16,885	527	17,412	8,430	8,430	25,842	5,627	5,627	30,942	527	31,469
	31	16,660	530	17,190	8,429	8,429	25,619	7,521	7,521	32,610	530	33,140
Feb.	7	16,923	534	17,457	8,426	8,426	25,883	8,076	8,076	33,425	534	33,959
	14	17,009	558	17,567	8,424	8,424	25,991	8,471	8,471	33,904	558	34,462
	21	16,361	540	16,901	8,403	8,403	25,304	7,940	7,940	32,704	540	33,244
	28	16,840	556	17,396	8,399	8,399	25,795	7,299	7,299	32,538	556	33,094
Mar.	7	17,128	554	17,682	8,392	8,392	26,074	7,875	7,875	33,395	554	33,949
	14	17,514	571	18,085	8,383	8,383	26,468	9,721	9,721	35,618	571	36,189
	21	17,588	584	18,172	8,818	8,818	26,990	7,854	7,854	34,260	584	34,844
Apr.	28	17,528	588	18,116	8,827	8,827	26,943	7,568	7,568	33,923	588	34,511
	4	17,423	594	18,017	8,827	8,827	26,844	9,042	9,042	35,292	594	35,886
	11	17,269	603	17,872	8,831	8,831	26,703	9,018	9,018	35,118	603	35,721
May	18	17,528	629	18,157	8,824	8,824	26,981	7,997	7,997	34,349	629	34,978
	25	17,615	623	18,238	8,823	8,823	27,061	9,428	9,428	35,866	623	36,489
	2	17,555	628	18,183	8,815	8,815	26,998	6,578	6,578	32,948	628	33,576
	9	17,874	643	18,517	8,815	8,815	27,332	7,591	7,591	34,280	643	34,923
June	16	17,982	659	18,641	8,805	8,805	27,446	7,979	7,979	34,766	659	35,425
	23	17,891	656	18,547	8,795	8,795	27,342	9,129	9,129	35,815	656	36,471
	30	17,882	668	18,550	8,779	8,779	27,329	5,972	5,972	32,633	668	33,301
	6	17,218	665	17,883	8,772	8,772	26,655	7,171	7,171	33,161	665	33,826
	13	17,669	671	18,340	8,772	8,772	27,112	6,755	6,755	33,196	671	33,867
	20	17,185	659	17,844	8,766	8,766	26,610	6,789	6,789	32,740	659	33,399
	27	17,910	669	18,579	8,763	8,763	27,342	6,992	6,992	33,665	669	34,334

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2006	%	2007	%	2008	%	2009	%	2010	%
Subscriptions:										
Paid	20,608	75.4	20,415	69.1	19,093	60.4	17,372	55.9	17,360	53.2
Verified	202	0.7	1,830	6.2	4,664	14.7	5,735	18.5	7,379	22.6
Total Paid & Verified Subscriptions	20,810	76.1	22,245	75.3	23,757	75.1	23,107	74.4	24,739	75.8
Single Copy Sales	6,543	23.9	7,312	24.7	7,856	24.9	7,967	25.6	7,910	24.2
Total Paid & Verified Circulation	27,353	100.0	29,557	100.0	31,613	100.0	31,074	100.0	32,649	100.0
Year Over Year Percent of Change		-0.9		8.1		7.0		-1.7		5.1
Avg. Annualized Subscription Price	\$46.22		\$44.62		\$44.91		\$45.01		\$44.31	

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*	17,300	595	17,895	52.2
Subscriptions for Military Personnel*	43		43	0.1
TOTAL PAID SUBSCRIPTIONS	17,343	595	17,938	52.3
VERIFIED SUBSCRIPTIONS				
Public Place (See Par. 6A)	8,640		8,640	25.2
TOTAL VERIFIED SUBSCRIPTIONS	8,640		8,640	25.2
TOTAL PAID & VERIFIED SUBSCRIPTIONS	25,983	595	26,578	77.5
SINGLE COPY SALES				
Single Issue Sales	7,733		7,733	22.5
TOTAL SINGLE COPY SALES	7,733		7,733	22.5
TOTAL PAID & VERIFIED CIRCULATION	33,716	595	34,311	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	8,640		8,640

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 3.2% greater 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	174	5	179	98	98	277	3	3	275	5	280
Arizona	418	16	434	150	150	584	153	153	721	16	737
Arkansas	118	4	122	62	62	184	9	9	189	4	193
California	2,664	115	2,779	597	597	3,376	2,085	2,085	5,346	115	5,461
Colorado	227	4	231	100	100	331	5	5	332	4	336
Connecticut	189	5	194	104	104	298	24	24	317	5	322
Delaware	40	5	45	30	30	75	3	3	73	5	78
District of Columbia	93		93	29	29	122	54	54	176		176
Florida	1,050	30	1,080	442	442	1,522	122	122	1,614	30	1,644
Georgia	418	15	433	176	176	609	72	72	666	15	681
Idaho	67	3	70	44	44	114			111	3	114
Illinois	569	14	583	342	342	925	12	12	923	14	937
Indiana	267	6	273	398	398	671	2	2	667	6	673
Iowa	135	3	138	131	131	269			266	3	269
Kansas	134	1	135	101	101	236	1	1	236	1	237
Kentucky	165	4	169	84	84	253	4	4	253	4	257
Louisiana	198	8	206	106	106	312	46	46	350	8	358
Maine	81	1	82	86	86	168	5	5	172	1	173
Maryland	402	19	421	213	213	634	122	122	737	19	756
Massachusetts	350	15	365	225	225	590	21	21	596	15	611
Michigan	387	8	395	314	314	709	14	14	715	8	723
Minnesota	208	8	216	347	347	563	9	9	564	8	572
Mississippi	105	3	108	76	76	184	21	21	202	3	205
Missouri	305	6	311	153	153	464	55	55	513	6	519
Montana	64	1	65	48	48	113			112	1	113
Nebraska	102	2	104	66	66	170	9	9	177	2	179
Nevada	142	4	146	34	34	180	4	4	180	4	184
New Hampshire	95	2	97	90	90	187	3	3	188	2	190
New Jersey	415	11	426	171	171	597	23	23	609	11	620
New Mexico	118	1	119	70	70	189	8	8	196	1	197
New York	749	21	770	524	524	1,294	45	45	1,318	21	1,339
North Carolina	1,509	86	1,595	183	183	1,778	2,159	2,159	3,851	86	3,937
North Dakota	20		20	36	36	56			56		56
Ohio	509	10	519	479	479	998	18	18	1,006	10	1,016
Oklahoma	165	2	167	87	87	254	10	10	262	2	264
Oregon	158		158	95	95	253			253		253
Pennsylvania	713	8	721	748	748	1,469	17	17	1,478	8	1,486
Rhode Island	73		73	18	18	91	8	8	99		99
South Carolina	394	10	404	87	87	491	176	176	657	10	667
South Dakota	30		30	66	66	96			96		96
Tennessee	264	1	265	100	100	365	9	9	373	1	374
Texas	907	41	948	405	405	1,353	97	97	1,409	41	1,450
Utah	57	2	59	36	36	95	16	16	109	2	111
Vermont	36		36	50	50	86			86		86
Virginia	1,374	70	1,444	194	194	1,638	498	498	2,066	70	2,136
Washington	254	9	263	149	149	412	17	17	420	9	429
West Virginia	77	1	78	97	97	175			174	1	175
Wisconsin	284	8	292	202	202	494	2	2	488	8	496
Wyoming	29	3	32	32	32	64	1	1	62	3	65
TOTAL 48 CONTERMINOUS STATES	17,302	591	17,893	8,475	8,475	26,368	5,962	5,962	31,739	591	32,330
Alaska	32	2	34	36	36	70	5	5	73	2	75
Hawaii	230	22	252	46	46	298	297	297	573	22	595
TOTAL ALASKA & HAWAII	262	24	286	82	82	368	302	302	646	24	670
TOTAL UNITED STATES	17,564	615	18,179	8,557	8,557	26,736	6,264	6,264	32,385	615	33,000
Poss. & Other Areas	30	2	32	58	58	90			88	2	90
U.S. & POSS., etc.	17,594	617	18,211	8,615	8,615	26,826	6,264	6,264	32,473	617	33,090
Canada											
International	12	3	15	6	6	21	1,715	1,715	1,733	3	1,736
Other Unclassified											
Military or Civilian Personnel Overseas	376	39	415	184	184	599			560	39	599
GRAND TOTAL	17,982	659	18,641	8,805	8,805	27,446	7,979	7,979	34,766	659	35,425

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).....	4,392	41.7	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	9,942	94.5
(b) Seven to eleven months (27 to 48 issues)	19	0.2	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	580	5.5
(c) Twelve months (49 to 52 issues).....	5,495	52.2	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	None	
(d) Thirteen to twenty-four months.....	292	2.8	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	324	3.1			
Total Subscriptions Sold in Period.....	10,522	100.0	Total Subscriptions Sold in Period	10,522	100.0
B. USE OF PREMIUMS					
(a) Ordered without premium	7,872	74.8			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums, See Par. 9	2,650	25.2			
Total Subscriptions Sold in Period.....	10,522	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: 1,163 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 1,702 or 6.4% 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.marinecorpstimes.com.

(e) Subscriptions for Military Personnel: The average of 43 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, flannel blankets, towels, novelty buttons or coffee, with no advertised or stated value, were offered with subscriptions sold at 26 wks. \$19.95; 52 wks. \$39.95.

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

(h) It is the publisher's policy to expire all subscriptions on a monthly basis; therefore, some new subscribers may receive from one to four more issues 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	30,381	30,840	-459	-1.5
06-30-09	None Claimed	32,354	32,354		
06-30-08	None Claimed	30,418	30,418		
06-30-07	None Claimed	28,166	28,166		
06-30-06	None Claimed	27,596	27,596		

[^]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.

MARINE CORPS 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 and CEO

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Established: 1999

ABC Member since: 1999

04-0617-5	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	