



Audit Bureau
of Circulations

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

Subject to Audit

Marine Corps Times and marinescorpstimes.com

For the six months ended June 30, 2008

Field Served: U.S. Marine Corps Personnel.

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

Published by Army Times Publishing Company

Frequency: 52 times/year

ABC Member # 04-0617-5

Marine Corps Times
and marinescorpstimes.com

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

For six months ended June 30, 2008

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	19,527	63.1			
Verified	3,558	11.5			
Total Paid & Verified Subscriptions	23,085	74.6			
Single Copy Sales	7,844	25.4			
Total Paid & Verified Circulation	30,929	100.0	None Claimed		

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

	Total	Daily	Mon. to Fri.	Sat. & Sun.
Page Impressions	537,434	17,915	20,578	11,700
Unique Users	109,191	5,644	6,384	3,917

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 \$55.00		
Average Subscription Price Annualized (52 issue frequency)		\$44.84	
Average Subscription Price per Copy		\$0.86	

(1) For the Statement period

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

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	19,243	3,023	22,266	7,289	29,555	Apr.	7	19,632	3,263	22,895	7,491	30,386
	14	19,386	3,023	22,409	8,590	30,999		14	19,829	3,258	23,087	7,204	30,291
	21	19,380	3,023	22,403	7,300	29,703		21	19,894	3,258	23,152	9,145	32,297
	28	19,628	3,020	22,648	6,091	28,739		28	19,500	3,261	22,761	9,411	32,172
Feb.	4	19,319	3,020	22,339	8,133	30,472	May	5	18,826	3,258	22,084	8,057	30,141
	11	19,528	3,251	22,779	8,003	30,782		12	19,335	3,261	22,596	7,744	30,340
	18	19,682	3,252	22,934	8,001	30,935		19	19,572	4,472	24,044	8,624	32,668
	25	19,857	3,251	23,108	5,908	29,016		26	19,708	4,469	24,177	8,593	32,770
Mar.	3	19,491	3,249	22,740	6,797	29,537	June	2	19,188	4,458	23,646	7,974	31,620
	10	19,336	3,258	22,594	7,177	29,771		9	19,457	4,454	23,911	8,285	32,196
	17	19,619	3,253	22,872	8,294	31,166		16	19,249	4,649	23,898	6,627	30,525
	24	19,848	3,263	23,111	7,347	30,458		23	19,526	4,642	24,168	8,702	32,870
	31	20,041	3,272	23,313	8,857	32,170		30	19,633	4,642	24,275	8,299	32,574

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2003	%	2004	%	2005	%	2006	%	2007	%
Subscriptions:										
Paid	21,420	79.2	21,620	76.8	21,258	77.0	20,608	75.4	20,415	69.1
Verified	N/A		N/A		N/A		202	0.7	1,830	6.2
Total Paid & Verified Subscriptions	21,420	79.2	21,620	76.8	21,258	77.0	20,810	76.1	22,245	75.3
Single Copy Sales	5,624	20.8	6,542	23.2	6,341	23.0	6,543	23.9	7,312	24.7
Total Paid & Verified Circulation	27,044	100.0	28,162	100.0	27,599	100.0	27,353	100.0	29,557	100.0
Year Over Year Percent of Change		10.2		4.1		-2.0		-0.9		8.1
Avg. Annualized Subscription Price	\$44.55		\$44.04		\$44.98		\$46.22		\$44.62	

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*	18,682	60.4
Subscriptions for Military Personnel*	845	2.7
TOTAL PAID SUBSCRIPTIONS	19,527	63.1
VERIFIED SUBSCRIPTIONS		
Public Place (See Par. 6A)	3,558	11.5
TOTAL VERIFIED SUBSCRIPTIONS	3,558	11.5
TOTAL PAID & VERIFIED SUBSCRIPTIONS	23,085	74.6
SINGLE COPY SALES		
Single Issue Sales	7,844	25.4
TOTAL SINGLE COPY SALES	7,844	25.4
TOTAL PAID & VERIFIED CIRCULATION	30,929	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: Public Place	Fitness/ Recreational Facilities	Other	Total Public Place Copies
	3,558		3,558

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 1.9% less than the total average paid & verified circulation.

STATE	PAID SUBSCRIP- TIONS	VERIFIED SUBSCRIP- TIONS	TOTAL PAID & VERIFIED SUBSCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	194	38	232	4	236
Arizona	476	56	532	130	662
Arkansas	93	32	125	6	131
California	2,850	216	3,066	1,771	4,837
Colorado	231	53	284	12	296
Connecticut	169	24	193	6	199
Delaware	44	13	57		57
District of Columbia	120	18	138	49	187
Florida	977	369	1,346	160	1,506
Georgia	469	46	515	51	566
Idaho	78	12	90		90
Illinois	519	105	624	25	649
Indiana	238	49	287	1	288
Iowa	92	27	119		119
Kansas	132	46	178	3	181
Kentucky	159	44	203	6	209
Louisiana	190	30	220	41	261
Maine	73	26	99	2	101
Maryland	445	59	504	134	638
Massachusetts	319	71	390	33	423
Michigan	349	60	409	18	427
Minnesota	174	60	234	9	243
Mississippi	95	37	132	22	154
Missouri	307	66	373	75	448
Montana	54	26	80		80
Nebraska	86	24	110	1	111
Nevada	148	20	168	7	175
New Hampshire	90	16	106	1	107
New Jersey	414	51	465	23	488
New Mexico	120	38	158	8	166
New York	724	173	897	42	939
North Carolina	1,660	51	1,711	1,732	3,443
North Dakota	14	16	30		30

STATE	PAID SUBSCRIP- TIONS	VERIFIED SUBSCRIP- TIONS	TOTAL PAID & VERIFIED SUBSCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Ohio	432	109	541	26	567
Oklahoma	169	28	197	14	211
Oregon	175	42	217		217
Pennsylvania	625	115	740	19	759
Rhode Island	80	8	88	16	104
South Carolina	452	34	486	184	670
South Dakota	30	36	66		66
Tennessee	255	42	297	7	304
Texas	982	368	1,350	112	1,462
Utah	71	20	91	11	102
Vermont	28	14	42		42
Virginia	1,586	79	1,665	478	2,143
Washington	303	46	349	22	371
West Virginia	71	46	117		117
Wisconsin	231	45	276	1	277
Wyoming	27	22	49		49
TOTAL 48 CONTER- MINOUS STATES	17,620	3,026	20,646	5,262	25,908
Alaska	35	15	50	13	63
Hawaii	268	44	312	320	632
TOTAL ALASKA & HAWAII	303	59	362	333	695
U.S. Unclassified					
TOTAL UNITED STATES	17,923	3,085	21,008	5,595	26,603
Poss. & Other Areas	34	38	72	5	77
U.S. & POSS., etc.	17,957	3,123	21,080	5,600	26,680
Canada	6		6		6
International	5	4	9	2,107	2,116
Other Unclassified Military or Civilian					
Personnel Overseas	1,367	134	1,501	37	1,538
GRAND TOTAL	19,335	3,261	22,596	7,744	30,340

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).....	2,539	26.8	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	7,974	83.9
(b) Seven to eleven months (27 to 51 issues).....	37	0.4	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	1,532	16.1
(c) Twelve months (52 issues).....	6,098	64.1	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	None	
(d) Thirteen to twenty-four months.....	365	3.8	(d) Subscriptions as part of membership in an organization.....	None	
(e) Twenty-five months and more.....	467	4.9			
Total Subscriptions Sold in Period.....	9,506	100.0	Total Subscriptions Sold in Period.....	9,506	100.0
B. USE OF PREMIUMS					
(a) Ordered without premium.....	7,956	83.7			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums, See Par. 9.....	1,550	16.3			
Total Subscriptions Sold in Period.....	9,506	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: 1,077 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 1,441 or 7.4% of average paid subscription circulation.

(d) Subscriptions for Military Personnel: The average of 845 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: Sweatshirts, t-shirts, binoculars, maglites, knives, flash drives and a field tool, 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 ARMY TIMES, AIR FORCE TIMES and NAVY TIMES, published by the same interest.

(g) 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 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	28,166	28,166		
06-30-06	None Claimed	27,596	27,596		
06-30-05	None Claimed	28,043	28,152	-109	-0.4
06-30-04	None Claimed	27,662	27,971	-309	-1.1
06-30-03	None Claimed	25,481	25,380	101	0.4

[^]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 Army Times Publishing Company • 6883 Commercial Drive • Springfield, VA 22159

RICHARD HOWLETT

ELAINE HOWARD

Date Signed: August 15, 2008

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Established: 1999

ABC Member since: 1999

04-0617-5	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	