



# Navy Times and navytimes.com

Navy Times and navytimes.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. Navy and Coast Guard Personnel.

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

Primary URL: <http://www.navytimes.com>.

Published by Gannett Government Media Corporation

Frequency: 52 times/year

ABC Member # 04-0780-0

## 1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
<b>Paid &amp; Verified Circulation:</b> (See Par. 6)					
<b>Subscriptions:</b>					
Paid					
Print	33,082	59.1			
Digital (Replica)	969	1.7			
<b>Total Paid Subscriptions</b>	<b>34,051</b>	<b>60.8</b>			
Verified					
Print	12,997	23.2			
<b>Total Verified Subscriptions</b>	<b>12,997</b>	<b>23.2</b>			
<b>Total Paid &amp; Verified Subscriptions</b>	<b>47,048</b>	<b>84.0</b>			
Single Copy Sales					
Print	8,966	16.0			
<b>Total Single Copy Sales</b>	<b>8,966</b>	<b>16.0</b>			
<b>Total Paid &amp; Verified Circulation</b>	<b>56,014</b>	<b>100.0</b>	<b>None Claimed</b>		

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	1,390,814	46,360	51,625	31,881
Unique Users	323,405	16,432	18,019	12,070

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		\$43.91	\$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	32,874	892	33,766	12,702	12,702	46,468	8,566	8,566	54,142	892	55,034
	10	33,109	906	34,015	12,698	12,698	46,713	8,530	8,530	54,337	906	55,243
	17	33,214	923	34,137	12,694	12,694	46,831	8,937	8,937	54,845	923	55,768
	24	33,062	804	33,866	12,688	12,688	46,554	8,888	8,888	54,638	804	55,442
	31	32,887	796	33,683	12,679	12,679	46,362	8,584	8,584	54,150	796	54,946
Feb.	7	33,001	812	33,813	12,676	12,676	46,489	8,238	8,238	53,915	812	54,727
	14	33,277	828	34,105	12,673	12,673	46,778	8,212	8,212	54,162	828	54,990
	21	32,765	813	33,578	12,640	12,640	46,218	8,581	8,581	53,986	813	54,799
	28	33,176	820	33,996	12,637	12,637	46,633	8,812	8,812	54,625	820	55,445
Mar.	7	33,093	929	34,022	12,626	12,626	46,648	9,535	9,535	55,254	929	56,183
	14	33,442	939	34,381	12,613	12,613	46,994	10,492	10,492	56,547	939	57,486
	21	33,330	957	34,287	13,262	13,262	47,549	8,233	8,233	54,825	957	55,782
Apr.	28	33,467	947	34,414	13,269	13,269	47,683	10,786	10,786	57,522	947	58,469
	4	33,118	956	34,074	13,269	13,269	47,343	7,812	7,812	54,199	956	55,155
	11	33,233	977	34,210	13,275	13,275	47,485	9,800	9,800	56,308	977	57,285
	18	33,353	991	34,344	13,266	13,266	47,610	8,592	8,592	55,211	991	56,202
May	25	33,355	998	34,353	13,264	13,264	47,617	10,021	10,021	56,640	998	57,638
	2	33,103	985	34,088	13,255	13,255	47,343	12,097	12,097	58,455	985	59,440
	9	32,838	1,003	33,841	13,267	13,267	47,108	8,732	8,732	54,837	1,003	55,840
	16	32,990	1,024	34,014	13,245	13,245	47,259	7,419	7,419	53,654	1,024	54,678
	23	33,257	1,014	34,271	13,230	13,230	47,501	9,232	9,232	55,719	1,014	56,733
June	30	33,326	1,031	34,357	13,206	13,206	47,563	9,153	9,153	55,685	1,031	56,716
	6	32,861	1,037	33,898	13,205	13,205	47,103	7,959	7,959	54,025	1,037	55,062
	13	33,059	1,055	34,114	13,201	13,201	47,315	8,133	8,133	54,393	1,055	55,448
	20	32,542	1,041	33,583	13,194	13,194	46,777	7,515	7,515	53,251	1,041	54,292
	27	33,064	1,063	34,127	13,186	13,186	47,313	10,260	10,260	56,510	1,063	57,573

### 4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

### 5. TREND ANALYSIS

	2006	%	2007	%	2008	%	2009	%	2010	%
Subscriptions:										
Paid	41,600	80.1	41,355	79.2	38,586	73.0	36,362	67.3	34,821	63.1
Verified	208	0.4	1,836	3.5	4,793	9.1	8,044	14.9	11,686	21.1
<b>Total Paid &amp; Verified Subscriptions</b>	<b>41,808</b>	<b>80.5</b>	<b>43,191</b>	<b>82.7</b>	<b>43,379</b>	<b>82.1</b>	<b>44,406</b>	<b>82.2</b>	<b>46,507</b>	<b>84.2</b>
Single Copy Sales	10,111	19.5	9,061	17.3	9,475	17.9	9,601	17.8	8,707	15.8
<b>Total Paid &amp; Verified Circulation</b>	<b>51,919</b>	<b>100.0</b>	<b>52,252</b>	<b>100.0</b>	<b>52,854</b>	<b>100.0</b>	<b>54,007</b>	<b>100.0</b>	<b>55,214</b>	<b>100.0</b>
Year Over Year Percent of Change		1.0		0.6		1.2		2.2		2.2
Avg. Annualized Subscription Price	\$46.14		\$44.34		\$44.50		\$44.97		\$44.41	

## 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
<b>PAID SUBSCRIPTIONS</b>				
Individual Subscriptions*	33,031	969	34,000	60.7
Subscriptions for Military Personnel*	51		51	0.1
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>33,082</b>	<b>969</b>	<b>34,051</b>	<b>60.8</b>
<b>VERIFIED SUBSCRIPTIONS</b>				
Public Place (See Par. 6A)	12,997		12,997	23.2
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>	<b>12,997</b>		<b>12,997</b>	<b>23.2</b>
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>46,079</b>	<b>969</b>	<b>47,048</b>	<b>84.0</b>
<b>SINGLE COPY SALES</b>				
Single Issue Sales	8,966		8,966	16.0
<b>TOTAL SINGLE COPY SALES</b>	<b>8,966</b>		<b>8,966</b>	<b>16.0</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>55,045</b>	<b>969</b>	<b>56,014</b>	<b>100.0</b>

\*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	12,997		12,997

## 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 2.4% 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	384	7	391	150	150	541	4	4	538	7	545
Arizona	476	9	485	225	225	710	16	16	717	9	726
Arkansas	226	3	229	96	96	325	5	5	327	3	330
California	4,058	167	4,225	898	898	5,123	1,075	1,075	6,031	167	6,198
Colorado	385	10	395	151	151	546	20	20	556	10	566
Connecticut	442	14	456	162	162	618	63	63	667	14	681
Delaware	95	7	102	44	44	146	2	2	141	7	148
District of Columbia	301		301	39	39	340	78	78	418		418
Florida	2,855	77	2,932	662	662	3,594	571	571	4,088	77	4,165
Georgia	712	22	734	266	266	1,000	101	101	1,079	22	1,101
Idaho	129	4	133	69	69	202	1	1	199	4	203
Illinois	944	23	967	519	519	1,486	116	116	1,579	23	1,602
Indiana	393	5	398	593	593	991	4	4	990	5	995
Iowa	238	3	241	200	200	441			438	3	441
Kansas	231	4	235	150	150	385	13	13	394	4	398
Kentucky	274	4	278	129	129	407	4	4	407	4	411
Louisiana	310	9	319	165	165	484	35	35	510	9	519
Maine	269	6	275	136	136	411	35	35	440	6	446
Maryland	1,237	54	1,291	320	320	1,611	288	288	1,845	54	1,899
Massachusetts	643	18	661	336	336	997	19	19	998	18	1,016
Michigan	686	8	694	484	484	1,178	13	13	1,183	8	1,191
Minnesota	365	8	373	511	511	884	14	14	890	8	898
Mississippi	319	7	326	112	112	438	120	120	551	7	558
Missouri	484	6	490	231	231	721	7	7	722	6	728
Montana	99	1	100	78	78	178	2	2	179	1	180
Nebraska	162	2	164	102	102	266	22	22	286	2	288
Nevada	269	8	277	57	57	334	48	48	374	8	382
New Hampshire	182	2	184	137	137	321	15	15	334	2	336
New Jersey	658	18	676	259	259	935	26	26	943	18	961
New Mexico	151	3	154	109	109	263	16	16	276	3	279
New York	1,141	18	1,159	794	794	1,953	62	62	1,997	18	2,015
North Carolina	847	18	865	270	270	1,135	83	83	1,200	18	1,218
North Dakota	40		40	57	57	97			97		97
Ohio	766	13	779	717	717	1,496	19	19	1,502	13	1,515
Oklahoma	291	4	295	135	135	430	14	14	440	4	444
Oregon	330	5	335	144	144	479	11	11	485	5	490
Pennsylvania	1,119	11	1,130	1,139	1,139	2,269	22	22	2,280	11	2,291
Rhode Island	252	8	260	30	30	290	115	115	397	8	405
South Carolina	638	11	649	138	138	787	127	127	903	11	914
South Dakota	52	3	55	98	98	153			150	3	153
Tennessee	625	12	637	159	159	796	60	60	844	12	856
Texas	1,480	32	1,512	610	610	2,122	185	185	2,275	32	2,307
Utah	91	4	95	57	57	152	11	11	159	4	163
Vermont	53	1	54	74	74	128			127	1	128
Virginia	3,611	172	3,783	289	289	4,072	957	957	4,857	172	5,029
Washington	1,199	44	1,243	233	233	1,476	396	396	1,828	44	1,872
West Virginia	153	2	155	147	147	302	2	2	302	2	304
Wisconsin	461	9	470	309	309	779	3	3	773	9	782
Wyoming	53	2	55	51	51	106	4	4	108	2	110
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>31,179</b>	<b>878</b>	<b>32,057</b>	<b>12,841</b>	<b>12,841</b>	<b>44,898</b>	<b>4,804</b>	<b>4,804</b>	<b>48,824</b>	<b>878</b>	<b>49,702</b>
Alaska	64	2	66	56	56	122	4	4	124	2	126
Hawaii	573	34	607	60	60	667	513	513	1,146	34	1,180
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>637</b>	<b>36</b>	<b>673</b>	<b>116</b>	<b>116</b>	<b>789</b>	<b>517</b>	<b>517</b>	<b>1,270</b>	<b>36</b>	<b>1,306</b>
<b>TOTAL UNITED STATES</b>	<b>31,816</b>	<b>914</b>	<b>32,730</b>	<b>12,957</b>	<b>12,957</b>	<b>45,687</b>	<b>5,321</b>	<b>5,321</b>	<b>50,094</b>	<b>914</b>	<b>51,008</b>
Poss. & Other Areas	113	10	123	88	88	211	4	4	205	10	215
<b>U.S. &amp; POSS., etc.</b>	<b>31,929</b>	<b>924</b>	<b>32,853</b>	<b>13,045</b>	<b>13,045</b>	<b>45,898</b>	<b>5,325</b>	<b>5,325</b>	<b>50,299</b>	<b>924</b>	<b>51,223</b>
Canada											
International	23	1	24	10	10	34	2,094	2,094	2,127	1	2,128
Other Unclassified											
Military or Civilian Personnel Overseas	1,038	99	1,137	190	190	1,327			1,228	99	1,327
<b>GRAND TOTAL</b>	<b>32,990</b>	<b>1,024</b>	<b>34,014</b>	<b>13,245</b>	<b>13,245</b>	<b>47,259</b>	<b>7,419</b>	<b>7,419</b>	<b>53,654</b>	<b>1,024</b>	<b>54,678</b>

## 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).....	4,987	28.3	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	16,386	93.1
(b) Seven to eleven months (27 to 48 issues) .....	39	0.2	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	1,221	6.9
(c) Twelve months (49 to 52 issues).....	11,230	63.8	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	None	
(d) Thirteen to twenty-four months.....	654	3.7	(d) Subscriptions as part of membership in an organization .....	None	
(e) Twenty-five months and more .....	697	4.0			
Total Subscriptions Sold in Period.....	17,607	100.0	Total Subscriptions Sold in Period .....	17,607	100.0
<b>B. USE OF PREMIUMS</b>					
(a) Ordered without premium .....	15,181	86.2			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums, See Par. 9 .....	2,426	13.8			
Total Subscriptions Sold in Period.....	17,607	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: 1,290 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 2,752 or 5.8% 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.navytimes.com](http://www.navytimes.com).

(e) Subscriptions for Military Personnel: The average of 51 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, flannel blankets, towels, books 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 ARMY TIMES, AIR FORCE TIMES and MARINE CORPS TIMES, published by the same interest.

(h) It is the publisher's policy to expire all subscription 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 week-days and weekends respectively.

## 10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2010; Variation from Publisher's Statements

Audit Period Ended <sup>^</sup>	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	54,758	54,980	-222	-0.4
06-30-09	None Claimed	53,337	53,337		
06-30-08	None Claimed	52,220	52,220		
06-30-07	None Claimed	52,031	52,031		
06-30-06	None Claimed	51,965	51,965		

<sup>^</sup>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.

NAVY 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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Established: 1951

ABC Member since: 1953

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	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	