



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

Subject to Audit

Navy Times and navytimes.com

For the six months ended June 30, 2008

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 Army Times Publishing Company

Frequency: 52 times/year

ABC Member # 04-0780-0

Navy Times and navytimes.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	39,246	74.8			
Verified	3,888	7.4			
Total Paid & Verified Subscriptions	43,134	82.2			
Single Copy Sales	9,367	17.8			
Total Paid & Verified Circulation	52,501	100.0	None Claimed		

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

	Total	Daily	Mon. to Fri.	Sat. & Sun.
Page Impressions	889,990	29,667	34,103	19,315
Unique Users	165,302	8,614	9,482	6,588

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)		\$44.53	
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	39,172	3,029	42,201	9,172	51,373	Apr.	7	39,247	4,481	43,728	8,529	52,257
	14	39,139	3,030	42,169	10,126	52,295		14	39,722	4,476	44,198	8,114	52,312
	21	39,233	3,030	42,263	10,122	52,385		21	39,759	4,476	44,235	8,276	52,511
	28	39,610	3,026	42,636	9,816	52,452		28	39,453	4,479	43,932	8,232	52,164
Feb.	4	38,604	3,026	41,630	10,633	52,263	May	5	38,473	4,474	42,947	8,151	51,098
	11	39,161	3,256	42,417	10,285	52,702		12	38,816	4,477	43,293	10,402	53,695
	18	39,469	3,257	42,726	10,856	53,582		19	39,243	4,477	43,720	10,294	54,014
	25	39,598	3,255	42,853	7,675	50,528		26	39,660	4,475	44,135	10,276	54,411
Mar.	3	39,127	3,253	42,380	7,474	49,854	June	2	38,411	4,465	42,876	10,519	53,395
	10	39,127	3,262	42,389	9,139	51,528		9	38,879	4,461	43,340	9,672	53,012
	17	39,698	3,259	42,957	9,610	52,567		16	38,719	4,657	43,376	8,073	51,449
	24	39,643	3,268	42,911	8,846	51,757		23	39,229	4,600	43,829	9,770	53,599
	31	39,977	4,494	44,471	8,795	53,266		30	39,223	4,649	43,872	10,681	54,553

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2003	%	2004	%	2005	%	2006	%	2007	%
Subscriptions:										
Paid	47,508	85.5	44,799	83.2	41,904	81.5	41,600	80.1	41,355	79.2
Verified	N/A		N/A		N/A		208	0.4	1,836	3.5
Total Paid & Verified Subscriptions	47,508	85.5	44,799	83.2	41,904	81.5	41,808	80.5	43,191	82.7
Single Copy Sales	8,051	14.5	9,029	16.8	9,526	18.5	10,111	19.5	9,061	17.3
Total Paid & Verified Circulation	55,559	100.0	53,828	100.0	51,430	100.0	51,919	100.0	52,252	100.0
Year Over Year Percent of Change		-0.2		-3.1		-4.5		1.0		0.6
Avg. Annualized Subscription Price	\$44.26		\$43.57		\$44.80		\$46.14		\$44.34	

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*	38,215	72.8
Subscriptions for Military Personnel*	1,031	2.0
TOTAL PAID SUBSCRIPTIONS	39,246	74.8
VERIFIED SUBSCRIPTIONS		
Public Place (See Par. 6A)	3,888	7.4
TOTAL VERIFIED SUBSCRIPTIONS	3,888	7.4
TOTAL PAID & VERIFIED SUBSCRIPTIONS	43,134	82.2
SINGLE COPY SALES		
Single Issue Sales	9,367	17.8
TOTAL SINGLE COPY SALES	9,367	17.8
TOTAL PAID & VERIFIED CIRCULATION	52,501	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
	3,888		3,888

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 2.3% greater 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	448	57	505	10	515
Arizona	562	84	646	23	669
Arkansas	264	48	312	6	318
California	4,625	313	4,938	1,554	6,492
Colorado	433	79	512	36	548
Connecticut	502	36	538	131	669
Delaware	95	18	113	2	115
District of Columbia	393	21	414	74	488
Florida	3,210	432	3,642	921	4,563
Georgia	804	67	871	159	1,030
Idaho	138	18	156	3	159
Illinois	1,041	152	1,193	282	1,475
Indiana	447	72	519	3	522
Iowa	258	40	298		298
Kansas	264	72	336	13	349
Kentucky	284	66	350	5	355
Louisiana	400	45	445	58	503
Maine	353	39	392	2	394
Maryland	1,445	83	1,528	398	1,926
Massachusetts	696	102	798	22	820
Michigan	748	90	838	17	855
Minnesota	404	73	477	14	491
Mississippi	378	55	433	159	592
Missouri	511	96	607	19	626
Montana	85	39	124	3	127
Nebraska	192	36	228	5	233
Nevada	314	30	344	47	391
New Hampshire	185	24	209	25	234
New Jersey	823	75	898	50	948
New Mexico	190	57	247	17	264
New York	1,279	250	1,529	76	1,605
North Carolina	1,037	73	1,110	92	1,202
North Dakota	43	24	67		67

STATE	PAID SUBSCRIP- TIONS	VERIFIED SUBSCRIP- TIONS	TOTAL PAID & VERIFIED SUBSCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Ohio	843	155	998	29	1,027
Oklahoma	328	42	370	50	420
Oregon	382	63	445	10	455
Pennsylvania	1,220	177	1,397	40	1,437
Rhode Island	313	12	325	142	467
South Carolina	718	52	770	139	909
South Dakota	63	54	117		117
Tennessee	690	61	751	87	838
Texas	1,693	435	2,128	287	2,415
Utah	104	30	134	13	147
Vermont	54	21	75		75
Virginia	4,244	100	4,344	1,137	5,481
Washington	1,317	67	1,384	419	1,803
West Virginia	168	69	237	2	239
Wisconsin	499	66	565	7	572
Wyoming	38	33	71	3	74
TOTAL 48 CONTER- MINOUS STATES	35,525	4,203	39,728	6,591	46,319
Alaska	86	22	108	10	118
Hawaii	705	57	762	778	1,540
TOTAL ALASKA & HAWAII	791	79	870	788	1,658
U.S. Unclassified					
TOTAL UNITED STATES Poss. & Other Areas	36,316	4,282	40,598	7,379	47,977
U.S. & POSS., etc.	36,419	4,337	40,756	7,388	48,144
Canada	7		7		7
International	22	6	28	3,009	3,037
Other Unclassified Military or Civilian Personnel Overseas	2,368	134	2,502	5	2,507
GRAND TOTAL	38,816	4,477	43,293	10,402	53,695

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)	3,599	19.4	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	16,504	88.7
(b) Seven to eleven months (27 to 51 issues)	71	0.4	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	2,105	11.3
(c) Twelve months (52 issues)	13,104	70.4	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	None	
(d) Thirteen to twenty-four months	728	3.9	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	1,107	5.9			
Total Subscriptions Sold in Period	18,609	100.0	Total Subscriptions Sold in Period	18,609	100.0
B. USE OF PREMIUMS					
(a) Ordered without premium	14,572	78.3			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums, See Par. 9	4,037	21.7			
Total Subscriptions Sold in Period	18,609	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: 1,319 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 2,582 or 6.6% of average paid subscription circulation.

(d) Subscriptions for Military Personnel: The average of 1,031 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, books, binoculars, maglites, 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 ARMY TIMES, AIR FORCE TIMES and MARINE CORPS TIMES, published by the same interest.

(g) 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 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	52,031	52,031		
06-30-06	None Claimed	51,965	51,965		
06-30-05	None Claimed	52,881	52,628	253	0.5
06-30-04	None Claimed	54,729	54,702	27	0.0
06-30-03	None Claimed	55,743	55,711	32	0.1

[^]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: 1951

ABC Member since: 1953

04-0780-0	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	