



# Air Force Times and airforcetimes.com

Air Force Times and  
airforcetimes.com

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

*Subject to Audit*

*For the six months ended June 30, 2009*

Field Served: U.S. Air Force Personnel.

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

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

Published by Army Times Publishing Company

Frequency: 52 times/year

ABC Member # 04-0010-0

## 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	36,719	66.2			
Digital (Replica)	180	0.3			
<b>Total Paid Subscriptions</b>	<b>36,899</b>	<b>66.5</b>			
Verified					
Print	6,907	12.5			
<b>Total Verified Subscriptions</b>	<b>6,907</b>	<b>12.5</b>			
<b>Total Paid &amp; Verified Subscriptions</b>	<b>43,806</b>	<b>79.0</b>			
Single Copy Sales					
Print	11,622	21.0			
<b>Total Single Copy Sales</b>	<b>11,622</b>	<b>21.0</b>			
<b>Total Paid &amp; Verified Circulation</b>	<b>55,428</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 30, 2009

	Total	Daily	Mon. to Fri.	Sat. & Sun.
Page Impressions	1,152,661	38,422	42,382	27,530
Unique Users	206,543	7,941	8,866	5,398

Website activity audited by ABCi (See Par. 9)

For six months ended June 30, 2009

## 2. PRICES

	Suggested	Average Price (2)	
	Retail Prices (1)	Net	Gross (Optional)
Average Single Copy Subscription	\$3.13		
Average Subscription Price Annualized (52 issue frequency)	\$55.00	\$44.76	
Average Subscription Price per Copy		\$0.86	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2008

## 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.	5	37,131	46	37,177	6,762	6,762	43,939	13,297	13,297	57,190	46	57,236
	12	37,324	52	37,376	6,751	6,751	44,127	11,925	11,925	56,000	52	56,052
	19	36,956	63	37,019	6,748	6,748	43,767	13,797	13,797	57,501	63	57,564
	26	37,299	72	37,371	6,725	6,725	44,096	11,379	11,379	55,403	72	55,475
Feb.	2	36,681	81	36,762	6,618	6,618	43,380	10,551	10,551	53,850	81	53,931
	9	36,536	87	36,623	6,611	6,611	43,234	10,595	10,595	53,742	87	53,829
	16	36,125	102	36,227	6,611	6,611	42,838	8,820	8,820	51,556	102	51,658
	23	36,646	123	36,769	6,764	6,764	43,533	10,026	10,026	53,436	123	53,559
Mar.	2	36,462	131	36,593	6,741	6,741	43,334	11,382	11,382	54,585	131	54,716
	9	36,598	141	36,739	6,825	6,825	43,564	13,353	13,353	56,776	141	56,917
	16	37,225	154	37,379	6,805	6,805	44,184	12,438	12,438	56,468	154	56,622
	23	37,326	164	37,490	6,736	6,736	44,226	10,226	10,226	54,288	164	54,452
Apr.	30	37,498	172	37,670	6,735	6,735	44,405	9,562	9,562	53,795	172	53,967
	6	37,159	178	37,337	6,953	6,953	44,290	12,128	12,128	56,240	178	56,418
	13	37,143	187	37,330	6,969	6,969	44,299	11,925	11,925	56,037	187	56,224
	20	37,240	204	37,444	7,091	7,091	44,535	12,961	12,961	57,292	204	57,496
May	27	37,186	202	37,388	7,085	7,085	44,473	9,856	9,856	54,127	202	54,329
	4	36,393	212	36,605	7,095	7,095	43,700	14,249	14,249	57,737	212	57,949
	11	36,778	233	37,011	7,105	7,105	44,116	12,649	12,649	56,532	233	56,765
	18	36,880	263	37,143	7,119	7,119	44,262	9,697	9,697	53,696	263	53,959
June	25	36,604	276	36,880	7,107	7,107	43,987	11,500	11,500	55,211	263	55,487
	1	35,873	289	36,162	7,117	7,117	43,279	10,109	10,109	53,099	289	53,388
	8	35,916	298	36,214	7,128	7,128	43,342	12,066	12,066	55,110	298	55,408
	15	35,785	306	36,091	7,130	7,130	43,221	10,617	10,617	53,532	306	53,838
	22	35,985	318	36,303	7,129	7,129	43,432	14,519	14,519	57,633	318	57,951
	29	35,923	332	36,255	7,132	7,132	43,387	12,555	12,555	55,610	332	55,942

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

None

## 5. TREND ANALYSIS

	2004	%	2005	%	2006	%	2007	%	2008	%
Subscriptions:										
Paid	49,960	80.8	45,085	79.0	43,236	77.7	42,322	76.6	38,818	71.4
Verified	N/A		N/A		224	0.4	1,966	3.6	4,968	9.1
<b>Total Paid &amp; Verified Subscriptions</b>	<b>49,960</b>	<b>80.8</b>	<b>45,085</b>	<b>79.0</b>	<b>43,460</b>	<b>78.1</b>	<b>44,288</b>	<b>80.2</b>	<b>43,786</b>	<b>80.5</b>
Single Copy Sales	11,850	19.2	12,018	21.0	12,208	21.9	10,930	19.8	10,627	19.5
<b>Total Paid &amp; Verified Circulation</b>	<b>61,810</b>	<b>100.0</b>	<b>57,103</b>	<b>100.0</b>	<b>55,668</b>	<b>100.0</b>	<b>55,218</b>	<b>100.0</b>	<b>54,413</b>	<b>100.0</b>
Year Over Year Percent of Change		-2.8		-7.6		-2.5		-0.8		-1.5
Avg. Annualized Subscription Price	\$43.45		\$45.17		\$46.36		\$43.94		\$44.67	

## 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*	35,922	180	36,102	65.1
Subscriptions for Military Personnel*	797		797	1.4
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>36,719</b>	<b>180</b>	<b>36,899</b>	<b>66.5</b>
<b>VERIFIED SUBSCRIPTIONS</b>				
Public Place (See Par. 6A)	6,907		6,907	12.5
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>	<b>6,907</b>		<b>6,907</b>	<b>12.5</b>
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>43,626</b>	<b>180</b>	<b>43,806</b>	<b>79.0</b>
<b>SINGLE COPY SALES</b>				
Single Issue Sales	11,622		11,622	21.0
<b>TOTAL SINGLE COPY SALES</b>	<b>11,622</b>		<b>11,622</b>	<b>21.0</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>55,248</b>	<b>180</b>	<b>55,428</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 Print
Public Place	6,907		6,907

## 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 4, 2009 issue

Total paid & verified circulation of this issue was 4.5% greater than the total average paid & verified circulation.

State	PAID SUBSCRIPTIONS			VERIFIED SUBSCRIPTIONS			SINGLE COPY SALES				Total Paid & Verified Circulation (Digital)	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	793	3	796	57	57	853	158	158	1,008	3	1,011	
Arizona	905	6	911	210	210	1,121	361	361	1,476	6	1,482	
Arkansas	405	2	407	48	48	455	162	162	615	2	617	
California	2,427	11	2,438	305	305	2,743	553	553	3,285	11	3,296	
Colorado	1,018	2	1,020	83	83	1,103	223	223	1,324	2	1,326	
Connecticut	234	1	235	36	36	271	3	3	273	1	274	
Delaware	250	2	252	18	18	270	127	127	395	2	397	
District of Columbia	321		321	18	18	339	110	110	449		449	
Florida	2,595	14	2,609	968	968	3,577	1,045	1,045	4,608	14	4,622	
Georgia	1,133	7	1,140	268	268	1,408	431	431	1,832	7	1,839	
Idaho	219		219	67	67	286	150	150	436		436	
Illinois	1,046	8	1,054	154	154	1,208	223	223	1,423	8	1,431	
Indiana	477	1	478	66	66	544	22	22	565	1	566	
Iowa	271	2	273	36	36	309			307	2	309	
Kansas	379	3	382	68	68	450	105	105	552	3	555	
Kentucky	308	1	309	63	63	372	3	3	374	1	375	
Louisiana	462	1	463	45	45	508	214	214	721	1	722	
Maine	191		191	39	39	230	10	10	240		240	
Maryland	855	1	856	86	86	942	511	511	1,452	1	1,453	
Massachusetts	534	1	535	100	100	635	76	76	710	1	711	
Michigan	609	3	612	90	90	702	39	39	738	3	741	
Minnesota	396		396	214	214	610	32	32	642		642	
Mississippi	428	3	431	56	56	487	200	200	684	3	687	
Missouri	600	1	601	89	89	690	140	140	829	1	830	
Montana	163	1	164	34	34	198	40	40	237	1	238	
Nebraska	389	5	394	37	37	431	127	127	553	5	558	
Nevada	593	3	596	30	30	626	279	279	902	3	905	
New Hampshire	226	1	227	25	25	252	10	10	261	1	262	
New Jersey	560	4	564	76	76	640	213	213	849	4	853	
New Mexico	492	1	493	57	57	550	347	347	896	1	897	
New York	965	4	969	461	461	1,430	88	88	1,514	4	1,518	
North Carolina	979	4	983	304	304	1,287	244	244	1,527	4	1,531	
North Dakota	235	4	239	24	24	263	226	226	485	4	489	
Ohio	1,360	6	1,366	155	155	1,521	206	206	1,721	6	1,727	
Oklahoma	680	6	686	43	43	729	190	190	913	6	919	
Oregon	307	3	310	56	56	366	18	18	381	3	384	
Pennsylvania	966	4	970	174	174	1,144	41	41	1,181	4	1,185	
Rhode Island	91		91	13	13	104	13	13	117		117	
South Carolina	823	3	826	60	60	886	325	325	1,208	3	1,211	
South Dakota	167	2	169	67	67	236	61	61	295	2	297	
Tennessee	647	1	648	64	64	712	34	34	745	1	746	
Texas	3,131	25	3,156	1,254	1,254	4,410	1,177	1,177	5,562	25	5,587	
Utah	238	1	239	39	39	278	172	172	449	1	450	
Vermont	87		87	21	21	108			108		108	
Virginia	2,159	12	2,171	400	400	2,571	374	374	2,933	12	2,945	
Washington	762	4	766	68	68	834	258	258	1,088	4	1,092	
West Virginia	188		188	70	70	258	5	5	263		263	
Wisconsin	420	1	421	67	67	488	9	9	496	1	497	
Wyoming	145		145	31	31	176	113	113	289		289	
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>33,629</b>	<b>168</b>	<b>33,797</b>	<b>6,814</b>	<b>6,814</b>	<b>40,611</b>	<b>9,468</b>	<b>9,468</b>	<b>49,911</b>	<b>168</b>	<b>50,079</b>	
Alaska	335	6	341	22	22	363	460	460	817	6	823	
Hawaii	330	4	334	60	60	394	286	286	676	4	680	
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>665</b>	<b>10</b>	<b>675</b>	<b>82</b>	<b>82</b>	<b>757</b>	<b>746</b>	<b>746</b>	<b>1,493</b>	<b>10</b>	<b>1,503</b>	
U.S. Unclassified												
<b>TOTAL UNITED STATES</b>	<b>34,294</b>	<b>178</b>	<b>34,472</b>	<b>6,896</b>	<b>6,896</b>	<b>41,368</b>	<b>10,214</b>	<b>10,214</b>	<b>51,404</b>	<b>178</b>	<b>51,582</b>	
Poss. & Other Areas	86		86	56	56	142	4	4	146		146	
<b>U.S. &amp; POSS., etc.</b>	<b>34,380</b>	<b>178</b>	<b>34,558</b>	<b>6,952</b>	<b>6,952</b>	<b>41,510</b>	<b>10,218</b>	<b>10,218</b>	<b>51,550</b>	<b>178</b>	<b>51,728</b>	
Canada	4		4			4			4		4	
International	15		15	6	6	21	4,031	4,031	4,052		4,052	
Other Unclassified												
Military or Civilian Personnel Overseas	1,994	34	2,028	137	137	2,165			2,131	34	2,165	
<b>GRAND TOTAL</b>	<b>36,393</b>	<b>212</b>	<b>36,605</b>	<b>7,095</b>	<b>7,095</b>	<b>43,700</b>	<b>14,249</b>	<b>14,249</b>	<b>57,737</b>	<b>212</b>	<b>57,949</b>	

## ANALYSIS BY ABCD COUNTY SIZE for the May 4, 2009 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, 2009

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 26 issues) .....	3,162	20.2	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	15,232	97.4
(b) Seven to eleven months (27 to 51 issues) .....	28	0.2	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	404	2.6
(c) Twelve months (52 issues) .....	11,112	71.1	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	None	
(d) Thirteen to twenty-four months.....	624	4.0	(d) Subscriptions as part of membership in an organization .....	None	
(e) Twenty-five months and more .....	710	4.5			
Total Subscriptions Sold in Period .....	15,636	100.0	Total Subscriptions Sold in Period .....	15,636	100.0
<b>B. USE OF PREMIUMS</b>					
(a) Ordered without premium .....	13,708	87.7			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums, See Par. 9 .....	1,928	12.3			
Total Subscriptions Sold in Period .....	15,636	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: 1,523 copies per issue.
- (c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 2,567 or 7.0% 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.airforcetimes.com](http://www.airforcetimes.com).
- (e) Subscriptions for Military Personnel: The average of 797 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: Sweatshirts, t-shirts, binoculars, maglites, socks, helmet bag, field tool and a multi-tool, with no advertised or stated values, were offered with 52 week subscriptions sold at \$39.95 and 26 week subscriptions sold at \$19.95.
- (g) Advertising is accepted in various combinations with the editions of ARMY TIMES, NAVY TIMES and MARINE CORPS TIMES, published by the same interest.
- (h) It is the publisher's policy to expire all subscriptions on a monthly basis; therefore, some subscribers may receive from one to four more issues than entitled to, but no offer of this kind was 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, 2008; 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)
06-30-08	None Claimed	54,383	54,383		
06-30-07	None Claimed	55,635	55,635		
06-30-06	None Claimed	56,182	56,182		
06-30-05	None Claimed	59,559	59,485	74	0.1
06-30-04	None Claimed	63,172	63,210	-38	-0.1

<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.

AIR FORCE TIMES, published by Army Times Publishing Company • 6883 Commercial Drive • Springfield, VA 22159

RICHARD HOWLETT

ELAINE HOWARD

Date Signed: August 17, 2009

Assistant Vice President, Circulation

President & CEO

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Established: 1947

ABC Member since: 1948

04-0010-0	Analyzed Issue Date	05/04/09
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	3.13
	Association Subscription Price	
	U.S. Subscription Price	55.00
	Canadian Subscription Price	
	International Subscription Price	