



# Army Times and armytimes.com

Army Times and  
armytimes.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. Army Personnel.

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

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

Published by Army Times Publishing Company

Frequency: 52 times/year

ABC Member # 04-0075-0

## 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	66,524	63.9			
Digital (Replica)	476	0.5			
Total Paid Subscriptions	67,000	64.4			
Verified					
Print	7,077	6.8			
Total Verified Subscriptions	7,077	6.8			
<b>Total Paid &amp; Verified Subscriptions</b>	<b>74,077</b>	<b>71.2</b>			
Single Copy Sales					
Print	29,956	28.8			
Total Single Copy Sales	29,956	28.8			
<b>Total Paid &amp; Verified Circulation</b>	<b>104,033</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	2,177,493	72,583	81,757	47,356
Unique Users	388,336	18,850	20,828	13,411

Website activity audited by ABCi (See Par. 9)

## 2. PRICES

	Suggested	Average Price (2)	
	Retail Prices (1)	Net	Gross (Optional)
Average Single Copy	\$3.13		
Subscription	\$55.00		
Average Subscription Price Annualized (52 issue frequency)		\$43.83	
Average Subscription Price per Copy		\$0.84	

(1) For the Statement period

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

For six months ended June 30, 2009

### 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	68,061	170	68,231	7,011	7,011	75,242	28,580	28,580	103,652	170	103,822
	12	68,251	185	68,436	6,998	6,998	75,434	31,491	31,491	106,740	185	106,925
	19	67,932	215	68,147	7,015	7,015	75,162	33,613	33,613	108,560	215	108,775
	26	68,678	240	68,918	6,936	6,936	75,854	29,660	29,660	105,274	240	105,514
Feb.	2	66,959	256	67,215	6,829	6,829	74,044	26,494	26,494	100,282	256	100,538
	9	66,655	288	66,943	6,820	6,820	73,763	25,783	25,783	99,258	288	99,546
	16	65,795	313	66,108	6,824	6,824	72,932	28,458	28,458	101,077	313	101,390
	23	67,755	347	68,102	6,758	6,758	74,860	24,506	24,506	99,019	347	99,366
Mar.	2	65,806	365	66,171	6,813	6,813	72,984	28,346	28,346	100,965	365	101,330
	9	66,059	397	66,456	7,105	7,105	73,561	37,915	37,915	111,079	397	111,476
	16	67,772	413	68,185	6,896	6,896	75,081	31,273	31,273	105,941	413	106,354
	23	67,842	436	68,278	6,800	6,800	75,078	30,262	30,262	104,904	436	105,340
Apr.	30	67,861	450	68,311	6,802	6,802	75,113	28,675	28,675	103,338	450	103,788
	6	66,823	482	67,305	7,031	7,031	74,336	32,566	32,566	106,420	482	106,902
	13	67,353	514	67,867	7,066	7,066	74,933	32,006	32,006	106,425	514	106,939
	20	67,587	559	68,146	7,325	7,325	75,471	27,130	27,130	102,042	559	102,601
May	27	66,840	557	67,397	7,261	7,261	74,658	27,817	27,817	101,918	557	102,475
	4	64,872	588	65,460	7,274	7,274	72,734	32,284	32,284	104,430	588	105,018
	11	66,437	604	67,041	7,285	7,285	74,326	30,508	30,508	104,230	604	104,834
	18	66,738	638	67,376	7,301	7,301	74,677	32,069	32,069	106,108	638	106,746
June	25	66,103	659	66,762	7,265	7,265	74,027	26,548	26,548	99,916	659	100,575
	1	64,129	707	64,836	7,306	7,306	72,142	32,657	32,657	104,092	707	104,799
	8	64,548	723	65,271	7,322	7,322	72,593	26,393	26,393	98,263	723	98,986
	15	63,834	746	64,580	7,339	7,339	71,919	26,721	26,721	97,894	746	98,640
	22	64,335	758	65,093	7,305	7,305	72,398	33,664	33,664	105,304	758	106,062
	29	64,582	776	65,358	7,312	7,312	72,670	33,433	33,433	105,327	776	106,103

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

None

### 5. TREND ANALYSIS

	2004	%	2005	%	2006	%	2007	%	2008	%
Subscriptions:										
Paid	92,066	76.1	87,579	75.9	80,353	74.1	77,685	71.3	72,034	67.6
Verified	N/A		N/A		221	0.2	3,037	2.8	5,212	4.9
<b>Total Paid &amp; Verified Subscriptions</b>	<b>92,066</b>	<b>76.1</b>	<b>87,579</b>	<b>75.9</b>	<b>80,574</b>	<b>74.3</b>	<b>80,722</b>	<b>74.1</b>	<b>77,246</b>	<b>72.5</b>
Single Copy Sales	28,954	23.9	27,737	24.1	27,850	25.7	28,255	25.9	29,252	27.5
<b>Total Paid &amp; Verified Circulation</b>	<b>121,020</b>	<b>100.0</b>	<b>115,316</b>	<b>100.0</b>	<b>108,424</b>	<b>100.0</b>	<b>108,977</b>	<b>100.0</b>	<b>106,498</b>	<b>100.0</b>
Year Over Year Percent of Change		9.3		-4.7		-6.0		0.5		-2.3
Avg. Annualized Subscription Price	\$42.90		\$44.05		\$45.29		\$43.89		\$43.86	

## 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*	64,293	476	64,769	62.3
Subscriptions for Military Personnel*	2,231		2,231	2.1
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>66,524</b>	<b>476</b>	<b>67,000</b>	<b>64.4</b>
<b>VERIFIED SUBSCRIPTIONS</b>				
Public Place (See Par. 6A)	7,077		7,077	6.8
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>	<b>7,077</b>		<b>7,077</b>	<b>6.8</b>
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>73,601</b>	<b>476</b>	<b>74,077</b>	<b>71.2</b>
<b>SINGLE COPY SALES</b>				
Single Issue Sales	29,956		29,956	28.8
<b>TOTAL SINGLE COPY SALES</b>	<b>29,956</b>		<b>29,956</b>	<b>28.8</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>103,557</b>	<b>476</b>	<b>104,033</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	7,077		7,077

## 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 0.9% 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	1,784	10	1,794	78	78	1,872	478	478	2,340	10	2,350
Arizona	1,082	6	1,088	338	338	1,426	510	510	1,930	6	1,936
Arkansas	538	2	540	51	51	591	60	60	649	2	651
California	3,287	32	3,319	315	315	3,634	636	636	4,238	32	4,270
Colorado	1,247	15	1,262	82	82	1,344	814	814	2,143	15	2,158
Connecticut	530	4	534	36	36	570	17	17	583	4	587
Delaware	189	2	191	18	18	209	2	2	209	2	211
District of Columbia	413	2	415	18	18	433	166	166	597	2	599
Florida	3,065	27	3,092	816	816	3,908	327	327	4,208	27	4,235
Georgia	3,364	23	3,387	292	292	3,679	3,479	3,479	7,135	23	7,158
Idaho	197	3	200	64	64	264	6	6	267	3	270
Illinois	1,514	14	1,528	156	156	1,684	44	44	1,714	14	1,728
Indiana	1,023	6	1,029	71	71	1,100	114	114	1,208	6	1,214
Iowa	512	2	514	41	41	555	16	16	569	2	571
Kansas	1,224	12	1,236	74	74	1,310	1,007	1,007	2,305	12	2,317
Kentucky	1,425	12	1,437	67	67	1,504	1,686	1,686	3,178	12	3,190
Louisiana	919	7	926	56	56	982	781	781	1,756	7	1,763
Maine	261	3	264	39	39	303	4	4	304	3	307
Maryland	1,813	13	1,826	86	86	1,912	653	653	2,552	13	2,565
Massachusetts	1,043	5	1,048	103	103	1,151	133	133	1,279	5	1,284
Michigan	1,317	5	1,322	94	94	1,416	39	39	1,450	5	1,455
Minnesota	789	9	798	216	216	1,014	51	51	1,056	9	1,065
Mississippi	532	4	536	58	58	594	147	147	737	4	741
Missouri	1,248	9	1,257	96	96	1,353	478	478	1,822	9	1,831
Montana	181		181	33	33	214	2	2	216		216
Nebraska	320	4	324	33	33	357	9	9	362	4	366
Nevada	369	1	370	32	32	402	27	27	428	1	429
New Hampshire	357	1	358	26	26	384	1	1	384	1	385
New Jersey	1,285	5	1,290	76	76	1,366	341	341	1,702	5	1,707
New Mexico	349	2	351	61	61	412	82	82	492	2	494
New York	2,577	20	2,597	467	467	3,064	869	869	3,913	20	3,933
North Carolina	3,063	38	3,101	313	313	3,414	1,544	1,544	4,920	38	4,958
North Dakota	163	2	165	27	27	192	10	10	200	2	202
Ohio	1,541	8	1,549	156	156	1,705	109	109	1,806	8	1,814
Oklahoma	973	11	984	51	51	1,035	558	558	1,582	11	1,593
Oregon	508	7	515	58	58	573	16	16	582	7	589
Pennsylvania	2,142	8	2,150	177	177	2,327	112	112	2,431	8	2,439
Rhode Island	215	2	217	12	12	229	17	17	244	2	246
South Carolina	1,340	8	1,348	60	60	1,408	630	630	2,030	8	2,038
South Dakota	146		146	51	51	197	8	8	205		205
Tennessee	1,703	14	1,717	70	70	1,787	150	150	1,923	14	1,937
Texas	5,094	83	5,177	1,290	1,290	6,467	3,984	3,984	10,368	83	10,451
Utah	305	4	309	40	40	349	89	89	434	4	438
Vermont	185		185	23	23	208			208		208
Virginia	4,472	29	4,501	411	411	4,912	1,319	1,319	6,202	29	6,231
Washington	1,727	22	1,749	79	79	1,828	1,451	1,451	3,257	22	3,279
West Virginia	354	5	359	69	69	428			423	5	428
Wisconsin	981	9	990	66	66	1,056	186	186	1,233	9	1,242
Wyoming	97	1	98	28	28	126	5	5	130	1	131
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>59,763</b>	<b>511</b>	<b>60,274</b>	<b>6,974</b>	<b>6,974</b>	<b>67,248</b>	<b>23,167</b>	<b>23,167</b>	<b>89,904</b>	<b>511</b>	<b>90,415</b>
Alaska	386	12	398	30	30	428	351	351	767	12	779
Hawaii	922	11	933	65	65	998	1,257	1,257	2,244	11	2,255
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>1,308</b>	<b>23</b>	<b>1,331</b>	<b>95</b>	<b>95</b>	<b>1,426</b>	<b>1,608</b>	<b>1,608</b>	<b>3,011</b>	<b>23</b>	<b>3,034</b>
U.S. Unclassified	317	1	318	56	56	374	14	14	387	1	388
<b>TOTAL UNITED STATES</b>	<b>61,388</b>	<b>535</b>	<b>61,923</b>	<b>7,125</b>	<b>7,125</b>	<b>69,048</b>	<b>24,789</b>	<b>24,789</b>	<b>93,302</b>	<b>535</b>	<b>93,837</b>
Poss. & Other Areas											
<b>U.S. &amp; POSS., etc.</b>	<b>61,388</b>	<b>535</b>	<b>61,923</b>	<b>7,125</b>	<b>7,125</b>	<b>69,048</b>	<b>24,789</b>	<b>24,789</b>	<b>93,302</b>	<b>535</b>	<b>93,837</b>
Canada	6		6			6			6		6
International	40		40	6	6	46	7,495	7,495	7,541		7,541
Other Unclassified											
Military or Civilian Personnel Overseas	3,438	53	3,491	143	143	3,634			3,581	53	3,634
<b>GRAND TOTAL</b>	<b>64,872</b>	<b>588</b>	<b>65,460</b>	<b>7,274</b>	<b>7,274</b>	<b>72,734</b>	<b>32,284</b>	<b>32,284</b>	<b>104,430</b>	<b>588</b>	<b>105,018</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) .....	8,583	28.1	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	29,222	95.5
(b) Seven to eleven months (27 to 51 issues) .....	47	0.2	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	1,369	4.5
(c) Twelve months (52 issues) .....	19,949	65.2	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	None	
(d) Thirteen to twenty-four months.....	962	3.1	(d) Subscriptions as part of membership in an organization .....	None	
(e) Twenty-five months and more .....	1,050	3.4	Total Subscriptions Sold in Period .....	30,591	100.0
Total Subscriptions Sold in Period .....	30,591	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium .....	26,264	85.9			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums, See Par. 9 .....	4,327	14.1			
Total Subscriptions Sold in Period .....	30,591	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: 1,550 copies per issue.
- (c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 6,135 or 9.2% of average paid 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.armytimes.com](http://www.armytimes.com).
- (e) Subscriptions for Military Personnel: The average of 2,231 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: T-shirts, sweatshirts, helmet bags, socks, maglites, binoculars, knives, flash drives, multi-tool or field tools, 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 NAVY TIMES, AIR FORCE 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 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, 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	107,940	107,940		
06-30-07	None Claimed	107,924	107,924		
06-30-06	None Claimed	112,526	112,526		
06-30-05	None Claimed	119,500	118,888	612	0.5
06-30-04	None Claimed	117,512	117,409	103	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.

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

RICHARD HOWLETT

ELAINE HOWARD

Date Signed: August 17, 2009

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Established: 1940

ABC Member since: 1944

04-0075-0	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	