



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

*Subject to Audit*

**Army Times, Air Force Times, Navy Times, Marine Corps Times Combined Statement and armytimes.com, airforcetimes.com, navytimes.com, marinecorpstimes.com**

*For the six months ended June 30, 2009*

**Field Served:** U.S. Army, U.S. Air Force, U.S. Navy, U.S. Marine Corps and Coast Guard Personnel.

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

**Primary URL:** <http://www.armytimes.com>, [www.airforcetimes.com](http://www.airforcetimes.com), [www.navytimes.com](http://www.navytimes.com), [www.marinecorpstimes.com](http://www.marinecorpstimes.com)

Published by Army Times Publishing Company

Frequency: 52 times/year

ABC Member # 04-0075-1

Army Times, Air Force Times, Navy Times, Marine Corps Times Combined Statement and armytimes.com, airforcetimes.com, navytimes.com, marinecorpstimes.com

**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	157,670	64.3			
Digital (Replica)	995	0.4			
<b>Total Paid Subscriptions</b>	<b>158,665</b>	<b>64.7</b>			
Verified					
Print	27,431	11.2			
<b>Total Verified Subscriptions</b>	<b>27,431</b>	<b>11.2</b>			
<b>Total Paid &amp; Verified Subscriptions</b>	<b>186,096</b>	<b>75.9</b>			
Single Copy Sales					
Print	59,242	24.1			
<b>Total Single Copy Sales</b>	<b>59,242</b>	<b>24.1</b>			
<b>Total Paid &amp; Verified Circulation</b>	<b>245,338</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	5,315,246	177,174	197,501	121,276
Unique Users	787,213	58,895	64,141	43,812

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		
Average Subscription Price per Copy		\$44.32	\$0.85

(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	Digital (Replica)	Total Paid Subscriptions	Print	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Total Single Copy Sales	Total Paid & Verified Circulation Print	Digital (Replica)	Total Paid & Verified Circulation	
Jan.	5	159,995	350	160,345	27,214	27,214	187,559	59,745	59,745	246,954	350	247,304
	12	160,609	382	160,991	27,167	27,167	188,158	61,238	61,238	249,014	382	249,396
	19	159,366	433	159,799	27,161	27,161	186,960	67,862	67,862	254,389	433	254,822
	26	161,193	487	161,680	27,019	27,019	188,699	57,981	57,981	246,193	487	246,680
Feb.	2	157,724	526	158,250	26,589	26,589	184,839	55,122	55,122	239,435	526	239,961
	9	157,256	576	157,832	26,559	26,559	184,391	54,443	54,443	238,258	576	238,834
	16	155,709	629	156,338	26,553	26,553	182,891	56,220	56,220	238,482	629	239,111
	23	158,937	704	159,641	26,685	26,685	186,326	52,395	52,395	238,017	704	238,721
Mar.	2	155,951	749	156,700	26,732	26,732	183,432	57,073	57,073	239,756	749	240,505
	9	156,591	813	157,404	27,421	27,421	184,825	72,426	72,426	256,438	813	257,251
	16	160,598	868	161,466	26,977	26,977	188,443	63,674	63,674	251,249	868	252,117
	23	160,795	927	161,722	26,616	26,616	188,338	56,137	56,137	243,548	927	244,475
Apr.	30	161,402	958	162,360	26,601	26,601	188,961	53,075	53,075	241,078	958	242,036
	6	158,882	1,021	159,903	27,479	27,479	187,382	64,741	64,741	251,102	1,021	252,123
	13	159,707	1,085	160,792	27,549	27,549	188,341	63,324	63,324	250,580	1,085	251,665
	20	160,361	1,174	161,535	27,918	27,918	189,453	60,161	60,161	248,440	1,174	249,614
May	27	158,979	1,154	160,133	27,849	27,849	187,982	54,385	54,385	241,213	1,154	242,367
	4	154,960	1,215	156,175	27,876	27,876	184,051	62,838	62,838	245,674	1,215	246,889
	11	157,844	1,267	159,111	27,897	27,897	187,008	61,358	61,358	247,099	1,267	248,366
	18	158,298	1,355	159,653	27,945	27,945	187,598	56,835	56,835	243,078	1,355	244,433
June	25	157,345	1,407	158,752	27,903	27,903	186,655	55,140	55,140	240,388	1,407	241,795
	1	152,999	1,486	154,485	27,984	27,984	182,469	58,394	58,394	239,377	1,486	240,863
	8	154,085	1,524	155,609	28,386	28,386	183,995	54,401	54,401	236,872	1,524	238,396
	15	152,533	1,565	154,098	28,408	28,408	182,506	54,086	54,086	235,027	1,565	236,592
	22	153,530	1,601	155,131	28,355	28,355	183,486	65,057	65,057	246,942	1,601	248,543
	29	153,769	1,650	155,419	28,357	28,357	183,776	62,175	62,175	244,301	1,650	245,951

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

None

## 5. TREND ANALYSIS

	2004	%	2005	%	2006	%	2007	%	2008	%
Subscriptions:										
Paid	208,445	78.7	195,825	77.9	185,795	76.3	181,778	73.9	168,530	68.7
Verified	N/A		N/A		855	0.4	8,670	3.5	19,636	8.0
<b>Total Paid &amp; Verified Subscriptions</b>	<b>208,445</b>	<b>78.7</b>	<b>195,825</b>	<b>77.9</b>	<b>186,650</b>	<b>76.7</b>	<b>190,448</b>	<b>77.4</b>	<b>188,166</b>	<b>76.7</b>
Single Copy Sales	56,375	21.3	55,621	22.1	56,713	23.3	55,556	22.6	57,212	23.3
<b>Total Paid &amp; Verified Circulation</b>	<b>264,820</b>	<b>100.0</b>	<b>251,446</b>	<b>100.0</b>	<b>243,363</b>	<b>100.0</b>	<b>246,004</b>	<b>100.0</b>	<b>245,378</b>	<b>100.0</b>
Year Over Year Percent of Change		3.1		-5.1		-3.2		1.1		-0.3
Avg. Annualized Subscription Price	\$43.30		\$44.57		\$45.84		\$44.08		\$44.31	

## 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*	153,189	995	154,184	62.9
Subscriptions for Military Personnel*	4,481		4,481	1.8
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>157,670</b>	<b>995</b>	<b>158,665</b>	<b>64.7</b>
<b>VERIFIED SUBSCRIPTIONS</b>				
Public Place (See Par. 6A)	27,431		27,431	11.2
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>	<b>27,431</b>		<b>27,431</b>	<b>11.2</b>
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>185,101</b>	<b>995</b>	<b>186,096</b>	<b>75.9</b>
<b>SINGLE COPY SALES</b>				
Single Issue Sales	59,242		59,242	24.1
<b>TOTAL SINGLE COPY SALES</b>	<b>59,242</b>		<b>59,242</b>	<b>24.1</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>244,343</b>	<b>995</b>	<b>245,338</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	27,431		27,431

## 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 0.6% 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	3,237	15	3,252	249	249	3,501	648	648	4,134	15	4,149
Arizona	2,948	22	2,970	713	713	3,683	1,018	1,018	4,679	22	4,701
Arkansas	1,278	5	1,283	195	195	1,478	235	235	1,708	5	1,713
California	12,730	133	12,863	1,228	1,228	14,091	4,654	4,654	18,612	133	18,745
Colorado	2,915	20	2,935	315	315	3,250	1,073	1,073	4,303	20	4,323
Connecticut	1,378	10	1,388	144	144	1,532	156	156	1,678	10	1,688
Delaware	560	4	564	72	72	636	133	133	765	4	769
District of Columbia	1,210	4	1,214	72	72	1,286	399	399	1,681	4	1,685
Florida	9,744	67	9,811	3,391	3,391	13,202	2,221	2,221	15,356	67	15,423
Georgia	5,671	38	5,709	1,077	1,077	6,786	4,088	4,088	10,836	38	10,874
Idaho	620	3	623	260	260	883	158	158	1,038	3	1,041
Illinois	4,051	30	4,081	618	618	4,699	490	490	5,159	30	5,189
Indiana	2,159	9	2,168	269	269	2,437	141	141	2,569	9	2,578
Iowa	1,127	7	1,134	149	149	1,283	16	16	1,292	7	1,299
Kansas	1,969	17	1,986	274	274	2,260	1,131	1,131	3,374	17	3,391
Kentucky	2,165	14	2,179	256	256	2,435	1,707	1,707	4,128	14	4,142
Louisiana	1,939	11	1,950	191	191	2,141	1,063	1,063	3,193	11	3,204
Maine	840	4	844	156	156	1,000	17	17	1,013	4	1,017
Maryland	4,400	26	4,426	342	342	4,768	1,567	1,567	6,309	26	6,335
Massachusetts	2,572	10	2,582	401	401	2,983	275	275	3,248	10	3,258
Michigan	2,916	14	2,930	364	364	3,294	108	108	3,388	14	3,402
Minnesota	1,744	15	1,759	861	861	2,620	103	103	2,708	15	2,723
Mississippi	1,418	8	1,426	223	223	1,649	477	477	2,118	8	2,126
Missouri	2,652	18	2,670	362	362	3,032	687	687	3,701	18	3,719
Montana	490	2	492	136	136	628	43	43	669	2	671
Nebraska	975	10	985	136	136	1,121	145	145	1,256	10	1,266
Nevada	1,411	5	1,416	122	122	1,538	346	346	1,879	5	1,884
New Hampshire	860	3	863	99	99	962	36	36	995	3	998
New Jersey	2,980	14	2,994	302	302	3,296	641	641	3,923	14	3,937
New Mexico	1,132	4	1,136	232	232	1,368	459	459	1,823	4	1,827
New York	5,424	38	5,462	1,847	1,847	7,309	1,096	1,096	8,367	38	8,405
North Carolina	6,495	64	6,559	1,220	1,220	7,779	3,588	3,588	11,303	64	11,367
North Dakota	458	6	464	99	99	563	236	236	793	6	799
Ohio	4,129	17	4,146	615	615	4,761	369	369	5,113	17	5,130
Oklahoma	2,095	20	2,115	178	178	2,293	777	777	3,050	20	3,070
Oregon	1,338	13	1,351	224	224	1,575	45	45	1,607	13	1,620
Pennsylvania	4,868	21	4,889	693	693	5,582	208	208	5,769	21	5,790
Rhode Island	663	3	666	49	49	715	150	150	862	3	865
South Carolina	3,223	17	3,240	228	228	3,468	1,235	1,235	4,666	17	4,703
South Dakota	397	4	401	220	220	621	69	69	686	4	690
Tennessee	3,270	15	3,285	259	259	3,544	263	263	3,792	15	3,807
Texas	10,750	133	10,883	5,051	5,051	15,934	5,406	5,406	21,207	133	21,340
Utah	703	5	708	153	153	861	277	277	1,133	5	1,138
Vermont	358		358	86	86	444			444		444
Virginia	11,984	95	12,079	1,676	1,676	13,755	3,288	3,288	16,948	95	17,043
Washington	4,036	39	4,075	276	276	4,351	2,139	2,139	6,451	39	6,490
West Virginia	777	6	783	278	278	1,061	7	7	1,062	6	1,068
Wisconsin	2,103	13	2,116	265	265	2,381	205	205	2,573	13	2,586
Wyoming	312	1	313	115	115	428	122	122	549	1	550
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>143,474</b>	<b>1,052</b>	<b>144,526</b>	<b>26,741</b>	<b>26,741</b>	<b>171,267</b>	<b>43,715</b>	<b>43,715</b>	<b>213,930</b>	<b>1,052</b>	<b>214,982</b>
Alaska	830	19	849	96	96	945	821	821	1,747	19	1,766
Hawaii	2,153	25	2,178	245	245	2,423	2,567	2,567	4,965	25	4,990
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>2,983</b>	<b>44</b>	<b>3,027</b>	<b>341</b>	<b>341</b>	<b>3,368</b>	<b>3,388</b>	<b>3,388</b>	<b>6,712</b>	<b>44</b>	<b>6,756</b>
U.S. Unclassified	317	1	318	56	56	374	14	14	387	1	388
<b>TOTAL UNITED STATES</b>	<b>146,774</b>	<b>1,097</b>	<b>147,871</b>	<b>27,138</b>	<b>27,138</b>	<b>175,009</b>	<b>47,117</b>	<b>47,117</b>	<b>221,029</b>	<b>1,097</b>	<b>222,126</b>
Poss. & Other Areas	211	2	213	166	166	379	9	9	386	2	388
<b>U.S. &amp; POSS., etc.</b>	<b>146,985</b>	<b>1,099</b>	<b>148,084</b>	<b>27,304</b>	<b>27,304</b>	<b>175,388</b>	<b>47,126</b>	<b>47,126</b>	<b>221,415</b>	<b>1,099</b>	<b>222,514</b>
Canada	19		19			19			19		19
International	87	2	89	24	24	113	15,669	15,669	15,780	2	15,782
Other Unclassified											
Military or Civilian Personnel Overseas	7,869	114	7,983	548	548	8,531	43	43	8,460	114	8,574
<b>GRAND TOTAL</b>	<b>154,960</b>	<b>1,215</b>	<b>156,175</b>	<b>27,876</b>	<b>27,876</b>	<b>184,051</b>	<b>62,838</b>	<b>62,838</b>	<b>245,674</b>	<b>1,215</b>	<b>246,889</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) .....	18,081	25.4	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	68,841	96.4
(b) Seven to eleven months (27 to 51 issues) .....	106	0.1	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	2,583	3.6
(c) Twelve months (52 issues) .....	48,078	67.3	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	None	
(d) Thirteen to twenty-four months.....	2,420	3.4	(d) Subscriptions as part of membership in an organization .....	None	
(e) Twenty-five months and more .....	2,739	3.8		None	
Total Subscriptions Sold in Period .....	71,424	100.0	Total Subscriptions Sold in Period .....	71,424	100.0
B. USE OF PREMIUMS					
(a) Ordered without premium .....	61,738	86.4			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums, See Par. 9 .....	9,686	13.6			
Total Subscriptions Sold in Period .....	71,424	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: 5,439 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 13,160 or 8.3% 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.militarytimes.com](http://www.militarytimes.com).

(e) An average subscription price for the combined statement is based on the individual Publisher's Statements' average subscription price calculation as follows: Army Times, 84¢ per copy; Air Force Times, 86¢ per copy; Navy Times, 85¢ per copy; Marine Corps Times, 86¢ per copy.

(f) Subscriptions for Military Personnel: The average of 4,481 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.

(g) Use of Premiums: T-shirts, sweatshirts, helmet bags, socks, maglites, books, knives, multi-tool, flash drives and 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.

(h) Publisher's declared policy is to accept advertising copy for all editions, for various combinations of editions, or for one edition only.

(i) 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>A</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	244,962	244,962		
06-30-07	(a)	243,757	243,757		
06-30-06	251,000	248,270	248,270		
06-30-05	(b)	259,983	259,153	830	0.3
06-30-04	(c)	263,076	262,291	-215	-0.1

<sup>A</sup>Effective with the June, 2006 Publisher's Statements, publications were given the option of reporting verified circulation.

(a) Effective 01/01/07 changed from 251,000 to None Claimed

(c) Effective 01/01/04 changed from 242,000 to 248,000

(b) Effective 01/01/05 changed from 248,000 to 251,000

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, AIR FORCE TIMES, NAVY TIMES, MARINE CORPS TIMES COMBINED STATEMENT, published by Army Times Publishing Company • 6883 Commercial Drive • Springfield, VA 22159

RICHARD HOWLETT  
Assistant Vice President, Circulation

ELAINE HOWARD  
President & CEO

Date Signed: August 17, 2009

P: 703.750.8156 • F: 703.658.8410 • URL: [www.atpco.com](http://www.atpco.com)

Established: 1940 ABC Member since: 1962

04-0075-1	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	