



Navy Times and navytimes.com

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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. 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

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					
Print	36,780	68.8			
Digital (Replica)	228	0.4			
Total Paid Subscriptions	37,008	69.2			
Verified					
Print	6,736	12.6			
Total Verified Subscriptions	6,736	12.6			
Total Paid & Verified Subscriptions	43,744	81.8			
Single Copy Sales					
Print	9,724	18.2			
Total Single Copy Sales	9,724	18.2			
Total Paid & Verified Circulation	53,468	100.0	None Claimed		

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	1,305,165	43,505	48,955	28,521
Unique Users	224,386	11,745	13,075	8,088

Website activity audited by ABCi (See Par. 9)

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy Subscription	\$3.13		
Average Subscription Price Annualized (52 issue frequency)	\$55.00		
Average Subscription Price per Copy		\$44.46	\$0.85

(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	36,929	101	37,030	6,661	6,661	43,691	10,197	10,197	53,787	101	53,888
	12	37,050	106	37,156	6,649	6,649	43,805	10,195	10,195	53,894	106	54,000
	19	36,656	112	36,768	6,639	6,639	43,407	11,295	11,295	54,590	112	54,702
	26	37,043	121	37,164	6,619	6,619	43,783	9,848	9,848	53,510	121	53,631
Feb.	2	36,392	128	36,520	6,511	6,511	43,031	10,075	10,075	52,978	128	53,106
	9	36,308	133	36,441	6,504	6,504	42,945	10,269	10,269	53,081	133	53,214
	16	36,356	143	36,499	6,499	6,499	42,998	10,573	10,573	53,428	143	53,571
Mar.	23	36,645	159	36,804	6,521	6,521	43,325	10,067	10,067	53,233	159	53,392
	2	36,230	171	36,401	6,549	6,549	42,950	9,107	9,107	51,886	171	52,057
	9	36,382	185	36,567	6,584	6,584	43,151	11,629	11,629	54,595	185	54,780
	16	37,358	198	37,556	6,598	6,598	44,154	10,722	10,722	54,678	198	54,876
Apr.	23	37,590	216	37,806	6,563	6,563	44,369	8,103	8,103	52,256	216	52,472
	30	38,020	223	38,243	6,555	6,555	44,798	7,857	7,857	52,432	223	52,655
	6	37,141	241	37,382	6,769	6,769	44,151	10,465	10,465	54,375	241	54,616
	13	37,347	257	37,604	6,779	6,779	44,383	10,690	10,690	54,816	257	55,073
	20	37,527	275	37,802	6,773	6,773	44,575	11,026	11,026	55,326	275	55,601
May	27	37,146	261	37,407	6,773	6,773	44,180	8,948	8,948	52,867	261	53,128
	4	36,570	273	36,843	6,775	6,775	43,618	8,464	8,464	51,809	273	52,082
	11	37,086	281	37,367	6,775	6,775	44,142	10,338	10,338	54,199	281	54,480
	18	36,889	302	37,191	6,784	6,784	43,975	8,255	8,255	51,928	302	52,230
June	25	36,964	311	37,275	6,787	6,787	44,062	10,195	10,195	53,946	311	54,257
	1	35,937	327	36,264	6,802	6,802	43,066	8,714	8,714	51,453	327	51,780
	8	36,380	339	36,719	7,168	7,168	43,887	9,780	9,780	53,328	339	53,667
	15	35,936	348	36,284	7,170	7,170	43,454	9,068	9,068	52,174	348	52,522
	22	36,201	359	36,560	7,161	7,161	43,721	9,283	9,283	52,645	359	53,004
	29	36,196	370	36,566	7,157	7,157	43,723	7,651	7,651	51,004	370	51,374

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2004	%	2005	%	2006	%	2007	%	2008	%
Subscriptions:										
Paid	44,799	83.2	41,904	81.5	41,600	80.1	41,355	79.2	38,586	73.0
Verified	N/A		N/A		208	0.4	1,836	3.5	4,793	9.1
Total Paid & Verified Subscriptions	44,799	83.2	41,904	81.5	41,808	80.5	43,191	82.7	43,379	82.1
Single Copy Sales	9,029	16.8	9,526	18.5	10,111	19.5	9,061	17.3	9,475	17.9
Total Paid & Verified Circulation	53,828	100.0	51,430	100.0	51,919	100.0	52,252	100.0	52,854	100.0
Year Over Year Percent of Change		-3.1		-4.5		1.0		0.6		1.2
Avg. Annualized Subscription Price	\$43.57		\$44.80		\$46.14		\$44.34		\$44.50	

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
PAID SUBSCRIPTIONS				
Individual Subscriptions*	35,929	228	36,157	67.6
Subscriptions for Military Personnel*	851		851	1.6
TOTAL PAID SUBSCRIPTIONS	36,780	228	37,008	69.2
VERIFIED SUBSCRIPTIONS				
Public Place (See Par. 6A)	6,736		6,736	12.6
TOTAL VERIFIED SUBSCRIPTIONS	6,736		6,736	12.6
TOTAL PAID & VERIFIED SUBSCRIPTIONS	43,516	228	43,744	81.8
SINGLE COPY SALES				
Single Issue Sales	9,724		9,724	18.2
TOTAL SINGLE COPY SALES	9,724		9,724	18.2
TOTAL PAID & VERIFIED CIRCULATION	53,240	228	53,468	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:	Fitness/ Recreational Facilities	Other	Total Public Place Copies Print
Public Place	6,736		6,736

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 2.8% 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	461	1	462	57	57	519	10	10	528	1	529
Arizona	525	6	531	82	82	613	20	20	627	6	633
Arkansas	237	1	238	48	48	286	7	7	292	1	293
California	4,467	52	4,519	305	305	4,824	1,492	1,492	6,264	52	6,316
Colorado	434	3	437	75	75	512	21	21	530	3	533
Connecticut	458	4	462	36	36	498	134	134	628	4	632
Delaware	82		82	18	18	100	3	3	103		103
District of Columbia	365	1	366	18	18	384	90	90	473	1	474
Florida	3,157	22	3,179	803	803	3,982	737	737	4,697	22	4,719
Georgia	790	6	796	259	259	1,055	127	127	1,176	6	1,182
Idaho	137		137	64	64	201	2	2	203		203
Illinois	992	6	998	154	154	1,152	207	207	1,353	6	1,359
Indiana	444	1	445	66	66	511	4	4	514	1	515
Iowa	251	3	254	36	36	290			287	3	290
Kansas	261	1	262	66	66	328	14	14	341	1	342
Kentucky	284		284	63	63	347	7	7	354		354
Louisiana	378	2	380	45	45	425	33	33	456	2	458
Maine	313	1	314	39	39	353	2	2	354	1	355
Maryland	1,329	9	1,338	86	86	1,424	275	275	1,690	9	1,699
Massachusetts	700	2	702	99	99	801	28	28	827	2	829
Michigan	681	6	687	90	90	777	14	14	785	6	791
Minnesota	405	3	408	216	216	624	10	10	631	3	634
Mississippi	376	1	377	55	55	432	105	105	536	1	537
Missouri	523	4	527	89	89	616	12	12	624	4	628
Montana	88	1	89	33	33	122	1	1	122	1	123
Nebraska	193		193	33	33	226	5	5	231		231
Nevada	305	1	306	30	30	336	32	32	367	1	368
New Hampshire	191	1	192	24	24	216	23	23	238	1	239
New Jersey	763	4	767	75	75	842	55	55	893	4	897
New Mexico	174	1	175	57	57	232	20	20	251	1	252
New York	1,250	10	1,260	458	458	1,718	93	93	1,801	10	1,811
North Carolina	994	4	998	302	302	1,300	63	63	1,359	4	1,363
North Dakota	42		42	24	24	66			66		66
Ohio	803	2	805	152	152	957	25	25	980	2	982
Oklahoma	294	2	296	42	42	338	17	17	353	2	355
Oregon	365		365	55	55	420	11	11	431		431
Pennsylvania	1,186	3	1,189	174	174	1,363	34	34	1,394	3	1,397
Rhode Island	289		289	12	12	301	104	104	405		405
South Carolina	666	5	671	54	54	725	102	102	822	5	827
South Dakota	57		57	51	51	108			108		108
Tennessee	664		664	62	62	726	69	69	795		795
Texas	1,645	15	1,660	1,258	1,258	2,918	166	166	3,069	15	3,084
Utah	90		90	37	37	127	10	10	137		137
Vermont	62		62	21	21	83			83		83
Virginia	3,908	42	3,950	447	447	4,397	1,047	1,047	5,402	42	5,444
Washington	1,278	10	1,288	65	65	1,353	400	400	1,743	10	1,753
West Virginia	170	1	171	69	69	240	2	2	241	1	242
Wisconsin	473	2	475	66	66	541	4	4	543	2	545
Wyoming	46		46	28	28	74	3	3	77		77
TOTAL 48 CONTERMINOUS STATES	34,046	239	34,285	6,498	6,498	40,783	5,640	5,640	46,184	239	46,423
Alaska	79	1	80	22	22	102	3	3	104	1	105
Hawaii	656	6	662	60	60	722	676	676	1,392	6	1,398
TOTAL ALASKA & HAWAII	735	7	742	82	82	824	679	679	1,496	7	1,503
TOTAL UNITED STATES	34,781	246	35,027	6,580	6,580	41,607	6,319	6,319	47,680	246	47,926
Poss. & Other Areas	97	2	99	55	55	154	5	5	157	2	159
U.S. & POSS., etc.	34,878	248	35,126	6,635	6,635	41,761	6,324	6,324	47,837	248	48,085
Canada	6		6			6			6		6
International	24	1	25	6	6	31	2,135	2,135	2,165	1	2,166
Other Unclassified											
Military or Civilian Personnel Overseas	1,662	24	1,686	134	134	1,820	5	5	1,801	24	1,825
GRAND TOTAL	36,570	273	36,843	6,775	6,775	43,618	8,464	8,464	51,809	273	52,082

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).....	3,881 22.8	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	16,581 97.4
(b) Seven to eleven months (27 to 51 issues).....	20 0.1	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	445 2.6
(c) Twelve months (52 issues).....	11,850 69.6	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	None
(d) Thirteen to twenty-four months.....	601 3.5	(d) Subscriptions as part of membership in an organization.....	None
(e) Twenty-five months and more.....	674 4.0	Total Subscriptions Sold in Period.....	17,026 100.0
Total Subscriptions Sold in Period.....	17,026 100.0		
B. USE OF PREMIUMS			
(a) Ordered without premium.....	14,670 86.2		
(b) Ordered with material reprinted from this publication.....	None		
(c) Ordered with other premiums, See Par. 9.....	2,356 13.8		
Total Subscriptions Sold in Period.....	17,026 100.0		

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: 1,303 copies per issue.
- (c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 2,769 or 7.5% 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.navytimes.com.
- (e) Subscriptions for Military Personnel: The average of 851 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, books, binoculars, magazines, knives, multi-tool, flash drives or field tools, with no advertised or stated values, were offered with 26 week subscriptions sold at \$19.95; 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 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 [^]	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	52,220	52,220		
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

[^]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 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: 1951

ABC Member since: 1953

04-0780-0	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	