

5. TREND ANALYSIS

	2003	%	2004	%	2005	%	2006	%	2007	%
Subscriptions:										
Paid	794,673	87.4	756,365	86.3	744,178	87.2	604,255	84.9	603,738	84.9
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	794,673	87.4	756,365	86.3	744,178	87.2	604,255	84.9	603,738	84.9
Single Copy Sales	114,329	12.6	120,203	13.7	108,791	12.8	107,069	15.1	107,687	15.1
Total Paid & Verified Circulation	909,002	100.0	876,568	100.0	852,969	100.0	711,324	100.0	711,425	100.0
Year Over Year Percent of Change		-13.5		-3.6		-2.7		-16.6		0.0
Avg. Annualized Subscription Price	\$20.91		\$21.87		\$22.64		\$22.38		\$22.08	

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*	576,355	80.4
Sponsored Sales	25,000	3.5
TOTAL PAID SUBSCRIPTIONS	601,355	83.9
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	601,355	83.9
SINGLE COPY SALES		
Single Issue Sales	115,767	16.1
TOTAL SINGLE COPY SALES	115,767	16.1
TOTAL PAID & VERIFIED CIRCULATION	717,122	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:

None

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 January, 2008 issue

Total paid & verified circulation of this issue was 7.0% greater than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	5,825	5,825	925	6,750	
Arizona	12,135	12,135	3,049	15,184	
Arkansas	3,496	3,496	610	4,106	
California	75,462	75,462	19,506	94,968	
Colorado	15,535	15,535	2,756	18,291	
Connecticut	8,786	8,786	1,553	10,339	
Delaware	1,654	1,654	311	1,965	
District of Columbia	962	962	628	1,590	
Florida	28,591	28,591	7,803	36,394	
Georgia	12,661	12,661	4,433	17,094	
Idaho	3,477	3,477	629	4,106	
Illinois	23,511	23,511	5,455	28,966	
Indiana	10,620	10,620	2,254	12,874	
Iowa	6,810	6,810	782	7,592	
Kansas	6,329	6,329	792	7,121	
Kentucky	5,737	5,737	983	6,720	
Louisiana	4,663	4,663	1,072	5,735	
Maine	4,142	4,142	753	4,895	
Maryland	11,391	11,391	2,339	13,730	
Massachusetts	15,795	15,795	3,948	19,743	
Michigan	21,283	21,283	4,558	25,841	
Minnesota	13,358	13,358	2,641	15,999	
Mississippi	2,571	2,571	367	2,938	
Missouri	11,156	11,156	1,780	12,936	
Montana	3,021	3,021	544	3,565	
Nebraska	3,887	3,887	584	4,471	
Nevada	4,803	4,803	2,410	7,213	
New Hampshire	4,530	4,530	803	5,333	
New Jersey	15,135	15,135	3,963	19,098	
New Mexico	5,198	5,198	815	6,013	
New York	31,455	31,455	7,800	39,255	
North Carolina	13,388	13,388	3,107	16,495	
North Dakota	1,498	1,498	219	1,717	
Ohio	23,521	23,521	4,305	27,826	
Oklahoma	5,123	5,123	1,029	6,152	
Oregon	12,169	12,169	2,065	14,234	
Pennsylvania	24,730	24,730	5,860	30,590	
Rhode Island	1,996	1,996	525	2,521	
South Carolina	5,285	5,285	1,221	6,506	
South Dakota	1,774	1,774	257	2,031	
Tennessee	8,601	8,601	1,734	10,335	
Texas	32,371	32,371	9,810	42,181	

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Utah	5,161	5,161	1,178	6,339	
Vermont	2,245	2,245	325	2,570	
Virginia	15,501	15,501	3,205	18,706	
Washington	20,743	20,743	4,514	25,257	
West Virginia	2,482	2,482	360	2,842	
Wisconsin	12,848	12,848	1,858	14,706	
Wyoming	1,571	1,571	220	1,791	
TOTAL 48 CONTERMINOUS STATES	564,986	564,986	128,638	693,624	
Alaska	2,874	2,874	995	3,869	
Hawaii	2,433	2,433	563	2,996	
TOTAL ALASKA & HAWAII	5,307	5,307	1,558	6,865	
U.S. Unclassified					
TOTAL UNITED STATES	570,293	570,293	130,196	700,489	
Poss. & Other Areas	774	774	521	1,295	
U.S. & POSS., etc.	571,067	571,067	130,717	701,784	
CANADA					
Alberta	3,360	3,360	5,835	9,195	
British Columbia	3,950	3,950	6,000	9,950	
Manitoba	981	981	1,042	2,023	
New Brunswick	461	461	328	789	
Newfoundland/Labrador	212	212	224	436	
Northwest Territories	59	59	64	123	
Nova Scotia	565	565	791	1,356	
Nunavut	9	9	22	31	
Ontario	11,383	11,383	10,088	21,471	
Prince Edward Island	147	147	101	248	
Quebec	1,086	1,086	1,321	2,407	
Saskatchewan	1,157	1,157	992	2,149	
Yukon Territory	48	48	95	143	
Canadian Unclassified					
TOTAL CANADA	23,418	23,418	26,903	50,321	
International	2,652	2,652	9,105	11,757	
Other Unclassified					
Military or Civilian Personnel Overseas	1,001	1,001	2,575	3,576	
GRAND TOTAL	598,138	598,138	169,300	767,438	

ANALYSIS BY ABCD COUNTY SIZE for the January, 2008 issue

County Size	% of Households	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	301,613	43.5	109
B	30	212,451	30.6	102
C	15	101,471	14.6	97
D	15	78,089	11.3	75

County Size Group Definitions by the A.C. Nielsen Company- Data for the conterminous 48 states.

PROOF COPY - PROOF COPY - PROOF COPY

04-0239-1	Analyzed Issue Date	01/01/08
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.99
	Association Subscription Price	
	U.S. Subscription Price	29.95
	Canadian Subscription Price	41.95
	International Subscription Price	48.95