

## PAID & VERIFIED MAGAZINE

### PUBLISHER'S STATEMENT

Subject to Audit

For the six months ended June 30, 2009

**Field Served:** DISCOVER magazine provides access to startling developments in science, technology and medicine with a renewed emphasis on how those breakthroughs affect their world.

Published by Discover Media LLC.

Frequency: 12 times/year

ABC Member # 04-0239-1

## 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	577,940	81.6			
Verified	31,667	4.5			
<b>Total Paid &amp; Verified Subscriptions</b>	<b>609,607</b>	<b>86.1</b>			
Single Copy Sales	98,100	13.9			
<b>Total Paid &amp; Verified Circulation</b>	<b>707,707</b>	<b>100.0</b>	<b>700,000</b>	<b>7,707</b>	<b>1.1</b>

## 2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$4.99		
Subscription	\$29.95		
Average Subscription Price Annualized (12 issue frequency)		\$22.32	
Average Subscription Price per Copy		\$1.86	

(1) For the Statement period

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

## 3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan.	564,512		564,512	144,850	709,362
Feb.	580,280	30,000	610,280	80,250	690,530
Mar.+	572,864	30,000	602,864	100,500	703,364
Apr.+	577,557	30,000	607,557	94,000	701,557
May	582,560	50,000	632,560	83,500	716,060
June	589,862	50,000	639,862	85,500	725,362

+See Par. 9.

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

None

## 5. TREND ANALYSIS

	2004	%	2005	%	2006	%	2007	%	2008	%
Subscriptions:										
Paid	756,365	86.3	744,178	87.2	604,255	84.9	603,738	84.9	597,444	84.8
Verified	N/A		N/A		N/A		N/A		N/A	
<b>Total Paid &amp; Verified Subscriptions</b>	<b>756,365</b>	<b>86.3</b>	<b>744,178</b>	<b>87.2</b>	<b>604,255</b>	<b>84.9</b>	<b>603,738</b>	<b>84.9</b>	<b>597,444</b>	<b>84.8</b>
Single Copy Sales	120,203	13.7	108,791	12.8	107,069	15.1	107,687	15.1	106,792	15.2
<b>Total Paid &amp; Verified Circulation</b>	<b>876,568</b>	<b>100.0</b>	<b>852,969</b>	<b>100.0</b>	<b>711,324</b>	<b>100.0</b>	<b>711,425</b>	<b>100.0</b>	<b>704,236</b>	<b>100.0</b>
Year Over Year Percent of Change		-3.6		-2.7		-16.6		0.0		-1.0
Avg. Annualized Subscription Price	\$21.87		\$22.64		\$22.38		\$22.08		\$21.72	

## 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
<b>PAID SUBSCRIPTIONS</b>		
Individual Subscriptions*	552,940	78.1
Sponsored Sales	25,000	3.5
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>577,940</b>	<b>81.6</b>
<b>VERIFIED SUBSCRIPTIONS</b>		
Public Place (See Par. 6A)	31,667	4.5
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>	<b>31,667</b>	<b>4.5</b>
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>609,607</b>	<b>86.1</b>
<b>SINGLE COPY SALES</b>		
Single Issue Sales	98,100	13.9
<b>TOTAL SINGLE COPY SALES</b>	<b>98,100</b>	<b>13.9</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>707,707</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:	Doctor/Health Care		Total Public Place Copies
	Providers	Other	
Public Place	31,667		31,667

## 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, 2009 issue

Total paid & verified circulation of this issue was 0.2% 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	5,786	5,786	5,786	995	6,781
Arizona	11,505	11,505	11,505	2,644	14,149
Arkansas	3,373	3,373	3,373	589	3,962
California	69,757	69,757	69,757	16,492	86,249
Colorado	13,998	13,998	13,998	2,561	16,559
Connecticut	8,052	8,052	8,052	1,254	9,306
Delaware	1,609	1,609	1,609	274	1,883
District of Columbia	912	912	912	382	1,294
Florida	26,517	26,517	26,517	7,333	33,850
Georgia	12,115	12,115	12,115	3,366	15,481
Idaho	3,206	3,206	3,206	544	3,750
Illinois	21,966	21,966	21,966	4,794	26,760
Indiana	9,856	9,856	9,856	1,897	11,753
Iowa	6,981	6,981	6,981	782	7,763
Kansas	6,131	6,131	6,131	649	6,780
Kentucky	5,615	5,615	5,615	875	6,490
Louisiana	4,445	4,445	4,445	1,152	5,597
Maine	3,922	3,922	3,922	515	4,437
Maryland	10,678	10,678	10,678	1,745	12,423
Massachusetts	14,640	14,640	14,640	2,913	17,553
Michigan	20,001	20,001	20,001	2,887	22,888
Minnesota	13,003	13,003	13,003	2,181	15,184
Mississippi	2,390	2,390	2,390	411	2,801
Missouri	10,626	10,626	10,626	1,390	12,016
Montana	2,915	2,915	2,915	461	3,376
Nebraska	3,851	3,851	3,851	495	4,346
Nevada	4,425	4,425	4,425	1,882	6,307
New Hampshire	4,145	4,145	4,145	581	4,726
New Jersey	14,374	14,374	14,374	3,381	17,755
New Mexico	4,856	4,856	4,856	604	5,460
New York	29,548	29,548	29,548	6,591	36,139
North Carolina	12,433	12,433	12,433	2,823	15,256
North Dakota	1,510	1,510	1,510	160	1,670
Ohio	22,158	22,158	22,158	3,409	25,567
Oklahoma	4,960	4,960	4,960	876	5,836
Oregon	11,507	11,507	11,507	2,106	13,613
Pennsylvania	23,263	23,263	23,263	4,467	27,730
Rhode Island	1,773	1,773	1,773	353	2,126
South Carolina	5,182	5,182	5,182	971	6,153
South Dakota	1,809	1,809	1,809	191	2,000
Tennessee	8,412	8,412	8,412	1,668	10,080
Texas	30,871	30,871	30,871	7,930	38,801

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Utah	4,765	4,765	4,765	1,141	5,906
Vermont	2,101	2,101	2,101	223	2,324
Virginia	14,541	14,541	14,541	2,771	17,312
Washington	19,623	19,623	19,623	4,628	24,251
West Virginia	2,367	2,367	2,367	337	2,704
Wisconsin	12,227	12,227	12,227	1,369	13,596
Wyoming	1,470	1,470	1,470	219	1,689
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>532,170</b>	<b>532,170</b>	<b>532,170</b>	<b>108,262</b>	<b>640,432</b>
Alaska	2,795	2,795	2,795	819	3,614
Hawaii	2,230	2,230	2,230	558	2,788
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>5,025</b>	<b>5,025</b>	<b>5,025</b>	<b>1,377</b>	<b>6,402</b>
U.S. Unclassified					
<b>TOTAL UNITED STATES</b>	<b>537,195</b>	<b>537,195</b>	<b>537,195</b>	<b>109,639</b>	<b>646,834</b>
Poss. & Other Areas	740	740	740	740	740
<b>U.S. &amp; POSS., etc.</b>	<b>537,935</b>	<b>537,935</b>	<b>537,935</b>	<b>109,639</b>	<b>647,574</b>
<b>CANADA</b>					
Alberta	3,616	3,616	3,616	5,575	9,191
British Columbia	3,913	3,913	3,913	5,302	9,215
Manitoba	1,002	1,002	1,002	1,175	2,177
New Brunswick	458	458	458	351	809
Newfoundland/Labrador	148	148	148	328	476
Northwest Territories	44	44	44	79	123
Nova Scotia	581	581	581	874	1,455
Nunavut	13	13	13	4	17
Ontario	10,965	10,965	10,965	11,857	22,822
Prince Edward Island	131	131	131	113	244
Quebec	1,013	1,013	1,013	1,258	2,271
Saskatchewan	1,318	1,318	1,318	1,096	2,414
Yukon Territory	45	45	45	89	134
Canadian Unclassified					
<b>TOTAL CANADA</b>	<b>23,247</b>	<b>23,247</b>	<b>23,247</b>	<b>28,101</b>	<b>51,348</b>
International	2,528	2,528	2,528	7,110	9,638
Other Unclassified					
Military or Civilian Personnel Overseas	802	802	802		802
<b>GRAND TOTAL</b>	<b>564,512</b>	<b>564,512</b>	<b>564,512</b>	<b>144,850</b>	<b>709,362</b>

## ANALYSIS BY ABCD COUNTY SIZE for the January, 2009 issue

County Size	% of Households	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	277,642	43.3	108
B	30	196,369	30.7	102
C	15	93,900	14.7	98
D	15	72,521	11.3	75

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

## 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 6 issues).....	132	0.1	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	161,229	85.2
(b) Seven to eleven months (7 to 11 issues).....	2,844	1.5	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	11,083	5.9
(c) Twelve months (12 issues).....	150,023	79.3	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	16,822	8.9
(d) Thirteen to twenty-four months.....	20,236	10.7	(d) Subscriptions as part of membership in an organization.....	None	
(e) Twenty-five months and more.....	15,899	8.4	Total Subscriptions Sold in Period.....	189,134	100.0
Total Subscriptions Sold in Period.....	189,134	100.0			
<b>B. USE OF PREMIUMS</b>					
(a) Ordered without premium.....	184,517	97.6			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums, See Par. 9.....	4,617	2.4			
Total Subscriptions Sold in Period.....	189,134	100.0			

## 9. EXPLANATORY

- (a) Suggested Retail Prices: Subscriptions: Canada, 1 yr. \$41.95. International, 1 yr. \$48.95.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 7,318 copies per issue.
- (c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 15,378 or 2.5% of average paid subscription circulation.
- (d) Single Copy Sales for issues denoted in Par. 3 of this statement were impacted by the Anderson News closure.
- (e) PC MAGAZINE ceased publication with the January, 2009 issue. Effective with the June, 2009 issue, a total of 597 former PC MAGAZINE subscribers were served with DISCOVER for the balance of the subscription term. Subscribers of PC MAGAZINE who wished not to receive DISCOVER were offered a cash refund. Each subscriber received 1 issue of DISCOVER for every issue remaining of their PC MAGAZINE subscription. Included in Individual Subscriptions in Par. 6 is an average of 100 copies per issue served to former PC MAGAZINE subscribers.
- (f) Sponsored Subscription Sales: The average of 25,000 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more.
- (g) Use of Premiums: SIP, with a value of \$7.99, was offered with some subscriptions.

## 10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2007; 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)
12-31-07	700,000	710,908	711,426	-518	-0.1
12-31-06	(a)	708,597	711,324	-2,727	-0.4
12-31-05	850,000	834,729	852,969	-18,240	-2.1
12-31-04	850,000	876,705	876,568	137	0.0
12-31-03	(b)	913,314	909,002	4,312	0.5

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

(a) Effective 01/01/06 changed from 850,000 to 700,000

(b) Effective 01/01/03 changed from 1,000,000 to 850,000

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: Discover Media LLC

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LESLIE GUARNIERI

HENRY DONAHUE

Date Signed: July 23, 2009

Circulation Director

CEO & Publisher

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	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