



**5. TREND ANALYSIS**

	2004	%	2005	%	2006	%	2007	%	2008	%
Subscriptions:										
Paid	51,363	68.3	63,345	72.1	71,583	74.8	74,712	75.3	80,867	76.9
Verified	N/A		N/A		N/A		N/A		N/A	
<b>Total Paid &amp; Verified Subscriptions</b>	<b>51,363</b>	<b>68.3</b>	<b>63,345</b>	<b>72.1</b>	<b>71,583</b>	<b>74.8</b>	<b>74,712</b>	<b>75.3</b>	<b>80,867</b>	<b>76.9</b>
Single Copy Sales	23,823	31.7	24,487	27.9	24,127	25.2	24,447	24.7	24,264	23.1
<b>Total Paid &amp; Verified Circulation</b>	<b>75,186</b>	<b>100.0</b>	<b>87,832</b>	<b>100.0</b>	<b>95,710</b>	<b>100.0</b>	<b>99,159</b>	<b>100.0</b>	<b>105,131</b>	<b>100.0</b>
Year Over Year Percent of Change		1.8		16.8		9.0		3.6		6.0
Avg. Annualized Subscription Price	\$15.34		\$12.47		\$13.10		\$13.08		\$12.00	

**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*	76,797	75.9
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>76,797</b>	<b>75.9</b>
<b>VERIFIED SUBSCRIPTIONS</b>		
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>		
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>76,797</b>	<b>75.9</b>
<b>SINGLE COPY SALES</b>		
Single Issue Sales	24,398	24.1
<b>TOTAL SINGLE COPY SALES</b>	<b>24,398</b>	<b>24.1</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>101,195</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:

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

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## 7. GEOGRAPHIC DATA for the November, 2008 issue

Total paid & verified circulation of this issue was 1.6% 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	1,003		1,003	708	1,711
Arizona	2,207		2,207	517	2,724
Arkansas	913		913	276	1,189
California	5,705		5,705	2,738	8,443
Colorado	1,523		1,523	485	2,008
Connecticut	626		626	63	689
Delaware	213		213	7	220
District of Columbia	15		15	285	300
Florida	3,723		3,723	1,774	5,497
Georgia	1,576		1,576	2,272	3,848
Idaho	876		876	10	886
Illinois	2,557		2,557	2,867	5,424
Indiana	1,829		1,829	219	2,048
Iowa	965		965	323	1,288
Kansas	983		983	500	1,483
Kentucky	1,121		1,121	34	1,155
Louisiana	929		929	23	952
Maine	480		480	45	525
Maryland	909		909	47	956
Massachusetts	784		784	371	1,155
Michigan	2,748		2,748	1,074	3,822
Minnesota	1,785		1,785	236	2,021
Mississippi	620		620	8	628
Missouri	2,045		2,045	1,046	3,091
Montana	778		778	567	1,345
Nebraska	595		595	377	972
Nevada	943		943	150	1,093
New Hampshire	407		407	41	448
New Jersey	955		955	217	1,172
New Mexico	756		756	218	974
New York	2,523		2,523	280	2,803
North Carolina	2,071		2,071	221	2,292
North Dakota	343		343	80	423

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Ohio	3,178		3,178	603	3,781
Oklahoma	1,200		1,200	386	1,586
Oregon	1,615		1,615	25	1,640
Pennsylvania	3,473		3,473	2,374	5,847
Rhode Island	136		136	15	151
South Carolina	920		920	442	1,362
South Dakota	360		360	164	524
Tennessee	1,669		1,669	804	2,473
Texas	5,560		5,560	3,430	8,990
Utah	788		788	514	1,302
Vermont	294		294	7	301
Virginia	1,991		1,991	378	2,369
Washington	2,069		2,069	1,077	3,146
West Virginia	737		737	255	992
Wisconsin	1,626		1,626	115	1,741
Wyoming	507		507	5	512
<b>TOTAL 48 CONTER-MINOUIS STATES</b>	<b>71,629</b>		<b>71,629</b>	<b>28,673</b>	<b>100,302</b>
Alaska	435		435	277	712
Hawaii	198		198	106	304
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>633</b>		<b>633</b>	<b>383</b>	<b>1,016</b>
U.S. Unclassified					
<b>TOTAL UNITED STATES</b>	<b>72,262</b>		<b>72,262</b>	<b>29,056</b>	<b>101,318</b>
Poss. & Other Areas	104		104		104
<b>U.S. &amp; POSS., etc.</b>	<b>72,366</b>		<b>72,366</b>	<b>29,056</b>	<b>101,422</b>
Canada	70		70	11	81
International	266		266	1,005	1,271
Other Unclassified					
Military or Civilian					
Personnel Overseas	57		57		57
<b>GRAND TOTAL</b>	<b>72,759</b>		<b>72,759</b>	<b>30,072</b>	<b>102,831</b>

## ANALYSIS BY ABCD COUNTY SIZE for the November, 2008 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 December 31, 2008

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 6 issues).....	None		(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	12,605	100.0
(b) Seven to eleven months (7 to 11 issues).....	26	0.2	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	None	
(c) Twelve months (12 issues).....	8,068	64.0	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	None	
(d) Thirteen to twenty-four months.....	2,718	21.6	(d) Subscriptions as part of membership in an organization.....	None	
(e) Twenty-five months and more.....	1,793	14.2	<b>Total Subscriptions Sold in Period.....</b>	<b>12,605</b>	<b>100.0</b>
<b>Total Subscriptions Sold in Period.....</b>	<b>12,605</b>	<b>100.0</b>			
B. USE OF PREMIUMS					
(a) Ordered without premium.....	393	3.1			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums, See Par. 9.....	12,212	96.9			
<b>Total Subscriptions Sold in Period.....</b>	<b>12,605</b>	<b>100.0</b>			



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04-0394-5

Analyzed Issue Date	11/01/08
Analyzed Issue Text (for double month issue date)	
Average Single Copy Price	4.95
Association Subscription Price	
U.S. Subscription Price	24.95
Canadian Subscription Price	
International Subscription Price	