



Marine Corps Times and marinescorpstimes.com

Marine Corps Times
and marinescorpstimes.com

**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. Marine Corps Personnel.

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

Primary URL: <http://www.marinescorpstimes.com>

Published by Army Times Publishing Company

Frequency: 52 times/year

ABC Member # 04-0617-5

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	17,649	54.5			
Digital (Replica)	111	0.3			
Total Paid Subscriptions	17,760	54.8			
Verified					
Print	6,711	20.7			
Total Verified Subscriptions	6,711	20.7			
Total Paid & Verified Subscriptions	24,471	75.5			
Single Copy Sales					
Print	7,940	24.5			
Total Single Copy Sales	7,940	24.5			
Total Paid & Verified Circulation	32,411	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	679,927	22,664	24,407	17,869
Unique Users	137,318	6,352	6,852	4,977

Website activity audited by ABCi (See Par. 9)

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$3.13		
Subscription	\$55.00		
Average Subscription Price Annualized (52 issue frequency)		\$44.97	
Average Subscription Price per Copy		\$0.86	

(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	17,874	33	17,907	6,780	6,780	24,687	7,671	7,671	32,325	33	32,358
	12	17,984	39	18,023	6,769	6,769	24,792	7,627	7,627	32,380	39	32,419
	19	17,822	43	17,865	6,759	6,759	24,624	9,157	9,157	33,738	43	33,781
Feb.	27	18,173	54	18,227	6,739	6,739	24,966	7,094	7,094	32,006	54	32,060
	2	17,692	61	17,753	6,631	6,631	24,384	8,002	8,002	32,325	61	32,386
	9	17,757	68	17,825	6,624	6,624	24,449	7,796	7,796	32,177	68	32,245
Mar.	16	17,433	71	17,504	6,619	6,619	24,123	8,369	8,369	32,421	71	32,492
	23	17,891	75	17,966	6,642	6,642	24,608	7,796	7,796	32,329	75	32,404
	2	17,453	82	17,535	6,629	6,629	24,164	8,238	8,238	32,320	82	32,402
Apr.	9	17,552	90	17,642	6,907	6,907	24,549	9,529	9,529	33,988	90	34,078
	16	18,243	103	18,346	6,678	6,678	25,024	9,241	9,241	34,162	103	34,265
	23	18,037	111	18,148	6,517	6,517	24,665	7,546	7,546	32,100	111	32,211
May	30	18,023	113	18,136	6,509	6,509	24,645	6,981	6,981	31,513	113	31,626
	6	17,759	120	17,879	6,726	6,726	24,605	9,582	9,582	34,067	120	34,187
	13	17,864	127	17,991	6,735	6,735	24,726	8,703	8,703	33,302	127	33,429
June	20	18,007	136	18,143	6,729	6,729	24,872	9,044	9,044	33,780	136	33,916
	27	17,807	134	17,941	6,730	6,730	24,671	7,764	7,764	32,301	134	32,435
	4	17,125	142	17,267	6,732	6,732	23,999	7,841	7,841	31,698	142	31,840
June	11	17,543	149	17,692	6,732	6,732	24,424	7,863	7,863	32,138	149	32,287
	18	17,791	152	17,943	6,741	6,741	24,684	6,814	6,814	31,346	152	31,498
	25	17,670	161	17,831	6,744	6,744	24,575	6,897	6,897	31,311	161	31,472
June	1	17,060	163	17,223	6,759	6,759	23,982	6,914	6,914	30,733	163	30,896
	9	17,241	164	17,405	6,768	6,768	24,173	6,162	6,162	30,171	164	30,335
	15	16,978	165	17,143	6,769	6,769	23,912	7,680	7,680	31,427	165	31,592
June	22	17,009	166	17,175	6,760	6,760	23,935	7,591	7,591	31,360	166	31,526
	30	17,068	172	17,240	6,756	6,756	23,996	8,536	8,536	32,360	172	32,532

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2004	%	2005	%	2006	%	2007	%	2008	%
Subscriptions:										
Paid	21,620	76.8	21,258	77.0	20,608	75.4	20,415	69.1	19,093	60.4
Verified	N/A		N/A		202	0.7	1,830	6.2	4,664	14.7
Total Paid & Verified Subscriptions	21,620	76.8	21,258	77.0	20,810	76.1	22,245	75.3	23,757	75.1
Single Copy Sales	6,542	23.2	6,341	23.0	6,543	23.9	7,312	24.7	7,856	24.9
Total Paid & Verified Circulation	28,162	100.0	27,599	100.0	27,353	100.0	29,557	100.0	31,613	100.0
Year Over Year Percent of Change		4.1		-2.0		-0.9		8.1		7.0
Avg. Annualized Subscription Price	\$44.04		\$44.98		\$46.22		\$44.62		\$44.91	

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*	17,047	111	17,158	52.9
Subscriptions for Military Personnel*	602		602	1.9
TOTAL PAID SUBSCRIPTIONS	17,649	111	17,760	54.8
VERIFIED SUBSCRIPTIONS				
Public Place (See Par. 6A)	6,711		6,711	20.7
TOTAL VERIFIED SUBSCRIPTIONS	6,711		6,711	20.7
TOTAL PAID & VERIFIED SUBSCRIPTIONS	24,360	111	24,471	75.5
SINGLE COPY SALES				
Single Issue Sales	7,940		7,940	24.5
TOTAL SINGLE COPY SALES	7,940		7,940	24.5
TOTAL PAID & VERIFIED CIRCULATION	32,300	111	32,411	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	6,711		6,711

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 1.8% 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	199	1	200	57	57	257	2	2	258	1	259
Arizona	436	4	440	83	83	523	127	127	646	4	650
Arkansas	98		98	48	48	146	6	6	152		152
California	2,549	38	2,587	303	303	2,890	1,973	1,973	4,825	38	4,863
Colorado	216		216	75	75	291	15	15	306		306
Connecticut	156	1	157	36	36	193	2	2	194	1	195
Delaware	39		39	18	18	57	1	1	58		58
District of Columbia	111	1	112	18	18	130	33	33	162	1	163
Florida	927	4	931	804	804	1,735	112	112	1,843	4	1,847
Georgia	384	2	386	258	258	644	51	51	693	2	695
Idaho	67		67	65	65	132			132		132
Illinois	499	2	501	154	154	655	16	16	669	2	671
Indiana	215	1	216	66	66	282	1	1	282	1	283
Iowa	93		93	36	36	129			129		129
Kansas	105	1	106	66	66	172	5	5	176	1	177
Kentucky	148	1	149	63	63	212	11	11	222	1	223
Louisiana	180	1	181	45	45	226	35	35	260	1	261
Maine	75		75	39	39	114	1	1	115		115
Maryland	403	3	406	84	84	490	128	128	615	3	618
Massachusetts	295	2	297	99	99	396	38	38	432	2	434
Michigan	309		309	90	90	399	16	16	415		415
Minnesota	154	3	157	215	215	372	10	10	379	3	382
Mississippi	82		82	54	54	136	25	25	161		161
Missouri	281	4	285	88	88	373	57	57	426	4	430
Montana	58		58	36	36	94			94		94
Nebraska	73	1	74	33	33	107	4	4	110	1	111
Nevada	144		144	30	30	174	8	8	182		182
New Hampshire	86		86	24	24	110	2	2	112		112
New Jersey	372	1	373	75	75	448	32	32	479	1	480
New Mexico	117		117	57	57	174	10	10	184		184
New York	632	4	636	461	461	1,097	46	46	1,139	4	1,143
North Carolina	1,459	18	1,477	301	301	1,778	1,737	1,737	3,497	18	3,515
North Dakota	18		18	24	24	42			42		42
Ohio	425	1	426	152	152	578	29	29	606	1	607
Oklahoma	148	1	149	42	42	191	12	12	202	1	203
Oregon	158	3	161	55	55	216			213	3	216
Pennsylvania	574	6	580	168	168	748	21	21	763	6	769
Rhode Island	68	1	69	12	12	81	16	16	96	1	97
South Carolina	394	1	395	54	54	449	178	178	626	1	627
South Dakota	27	2	29	51	51	80			78	2	80
Tennessee	256		256	63	63	319	10	10	329		329
Texas	880	10	890	1,249	1,249	2,139	79	79	2,208	10	2,218
Utah	70		70	37	37	107	6	6	113		113
Vermont	24		24	21	21	45			45		45
Virginia	1,445	12	1,457	418	418	1,875	548	548	2,411	12	2,423
Washington	269	3	272	64	64	336	30	30	363	3	366
West Virginia	65		65	70	70	135			135		135
Wisconsin	229	1	230	66	66	296	6	6	301	1	302
Wyoming	24		24	28	28	52	1	1	53		53
TOTAL 48 CONTERMINOUS STATES	16,036	134	16,170	6,455	6,455	22,625	5,440	5,440	27,931	134	28,065
Alaska	30		30	22	22	52	7	7	59		59
Hawaii	245	4	249	60	60	309	348	348	653	4	657
TOTAL ALASKA & HAWAII	275	4	279	82	82	361	355	355	712	4	716
U.S. Unclassified											
TOTAL UNITED STATES	16,311	138	16,449	6,537	6,537	22,986	5,795	5,795	28,643	138	28,781
Poss. & Other Areas	28		28	55	55	83			83		83
U.S. & POSS., etc.	16,339	138	16,477	6,592	6,592	23,069	5,795	5,795	28,726	138	28,864
Canada	3		3			3			3		3
International	8	1	9	6	6	15	2,008	2,008	2,022	1	2,023
Other Unclassified											
Military or Civilian Personnel Overseas	775	3	778	134	134	912	38	38	947	3	950
GRAND TOTAL	17,125	142	17,267	6,732	6,732	23,999	7,841	7,841	31,698	142	31,840

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).....	2,455	30.1	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	7,806	95.5
(b) Seven to eleven months (27 to 51 issues).....	11	0.1	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	365	4.5
(c) Twelve months (52 issues).....	5,167	63.2	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	None	
(d) Thirteen to twenty-four months.....	233	2.9	(d) Subscriptions as part of membership in an organization.....	None	
(e) Twenty-five months and more.....	305	3.7	Total Subscriptions Sold in Period.....	8,171	100.0
Total Subscriptions Sold in Period.....	8,171	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium.....	7,096	86.8			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums, See Par. 9.....	1,075	13.2			
Total Subscriptions Sold in Period.....	8,171	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: 1,063 copies per issue.
- (c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 1,689 or 9.6% 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.marinecorp.com.
- (e) Subscriptions for Military Personnel: The average of 602 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: Sweatshirts, t-shirts, helmet bags, socks, binoculars, maglites, knives, multi-tool, flash drives and a field tool, with no advertised or stated values, were offered with 52 week subscriptions sold at \$39.95 and 26 week subscriptions sold at \$19.95.
- (g) Advertising is accepted in various combinations with the editions of ARMY TIMES, AIR FORCE TIMES and NAVY TIMES, published by the same interest.
- (g) It is the publisher's policy to expire all subscriptions on a monthly basis; therefore, some new subscribers may receive from one to four more issues 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	30,418	30,418		
06-30-07	None Claimed	28,166	28,166		
06-30-06	None Claimed	27,596	27,596		
06-30-05	None Claimed	28,043	28,152	-109	-0.4
06-30-04	None Claimed	27,662	27,971	-309	-1.1

[^]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.

MARINE CORPS 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 and CEO

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Established: 1999

ABC Member since: 1999

04-0617-5	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	