



Audit Bureau
of Circulations

**PAID & VERIFIED
MAGAZINE
PUBLISHER'S STATEMENT**

Subject to Audit

Prototype Magazine

For the six months ended June 30, 2011

Field Served: Health.

Published by XYZ Publications

Frequency: 10 times/year

ABC Member # 04-0000-0

Prototype Magazine

Paid & Verified Magazine
Publisher's Statement

For six months ended June 30, 2011

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	630,209	78.2			
Digital (Replica)	70,000	8.7			
Total Paid Subscriptions	700,209	86.9			
Verified					
Print	57,000	7.1			
Digital (Replica)	1,000	0.1			
Total Verified Subscriptions	58,000	7.2			
Total Paid & Verified Subscriptions	758,209	94.1			
Single Copy Sales					
Print	46,028	5.7			
Digital (Replica)	2,000	0.2			
Total Single Copy Sales	48,028	5.9			
Total Paid & Verified Circulation	806,237	100.0	800,000	5,237	0.7
Digital (Non-Replica)					
Paid Subscriptions	50,000		50,000		
Verified Subscriptions					
Paid Single Copy Sales					
Total Digital (Non-Replica)	50,000		50,000		

2. PRICES

	Suggested	Average Price (2)	
	Retail Prices (1)	Net	Gross (Optional)
Average Single Copy	\$3.95		
Subscription	\$24.95		
Average Subscription Price Annualized (26 issue frequency)		\$15.80	\$21.00
Average Subscription Price per Copy		\$1.58	\$2.10

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2010

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	Digital (Replica)	Total Verified Subscriptions	Print	Digital (Replica)	Total Single Copy Sales				
Jan.	632,381	70,000	702,381	57,000	1,000	57,100	760,381	44,228	2,000	46,228	733,609	73,000	806,609
Feb.	631,848	70,000	701,848	57,000	1,000	57,100	758,948	44,601	2,000	46,601	733,449	73,000	806,449
Mar.	629,100	70,000	699,100	57,000	1,000	57,100	756,200	46,436	2,000	48,436	732,536	73,000	805,536
Apr.	626,899	70,000	696,899	57,000	1,000	57,100	753,999	49,602	2,000	51,602	733,501	73,000	806,501
May/June	630,818	70,000	700,818	57,000	1,000	57,100	757,918	45,273	2,000	47,273	733,091	73,000	806,091

3A. PAID & VERIFIED CIRCULATION BY MONTH OF DIGITAL NON-REPLICA

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan.	40,000		40,000		40,000
Feb.	40,000		40,000		40,000
Mar.	40,000		40,000		40,000
Apr.	60,000		60,000		60,000
May	60,000		60,000		60,000
June	60,000		60,000		60,000

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

Edition	Paid Subscriptions			Verified Subscriptions			Single Copy Sales			Total Paid & Verified Circulation Digital (Replica)	Total Paid & Verified Circulation	Rate Base
	Number of Issues	Print	Digital (Replica)	Print	Digital (Replica)	Total Verified Subscriptions	Print	Digital (Replica)	Total Single Copy Sales			
South	5	130,200				130,200				130,200	130,200	
Northeast	5	170,100				170,100				170,100	170,100	

5. TREND ANALYSIS

	2006	%	2007	%	2008	%	2009	%	2010	%
Subscriptions:										
Paid	750,211	94.9	755,025	95.0	755,312	94.9	750,105	93.7	757,212	94.0
Verified										
Total Paid & Verified Subscriptions	750,211	94.9	755,025	95.0	755,312	94.9	750,105	93.7	757,212	94.0
Single Copy Sales	40,101	5.1	40,210	5.0	45,311	5.1	50,101	6.3	48,211	6.0
Total Paid & Verified Circulation	790,312	100.0	795,235	100.0	800,623	100.0	800,206	100.0	805,423	100.0
Year Over Year Percent of Change		0.5		0.6		0.7		0.0		0.7
Avg. Annualized Subscription Price	\$15.90		\$15.40		\$15.75		\$15.23		\$15.80	

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	Digital (Non-Replica) Average for Period
PAID SUBSCRIPTIONS					
Individual Subscriptions*	542,492	59,000	601,492	74.7	41,000
Combination Subscriptions*	1,200		1,200	0.1	
Association:					
Deductible*	2,001		2,001	0.2	
Non-Deductible*	1,003		1,003	0.1	
Award Point*	2,003		2,003	0.3	
Club Membership:					
Deductible*	10,114		10,114	1.3	
Non-Deductible	1,001		1,001	0.1	
Deferred*	1,200		1,200	0.1	
Partnership:					
Deductible*	49,210	1,000	50,210	6.3	
Sponsored Sales	19,985	10,000	29,985	3.7	9,000
TOTAL PAID SUBSCRIPTIONS	630,209	70,000	700,209	86.9	50,000
VERIFIED SUBSCRIPTIONS					
Public Place (See Par. 6A)	50,000		50,000	6.2	
Individual Use (See Par. 6B)	7,000	1,000	8,000	1.0	
TOTAL VERIFIED SUBSCRIPTIONS	57,000	1,000	58,000	7.2	
TOTAL PAID & VERIFIED SUBSCRIPTIONS	687,209	71,000	758,209	94.1	50,000
SINGLE COPY SALES					
Single Issue Sales	41,306	2,000	43,306	5.4	
Combination Sales	1,201		1,201	0.1	
Partnership:					
Deductible	1,913		1,913	0.2	
Sponsored Sales	1,608		1,608	0.2	
TOTAL SINGLE COPY SALES	46,028	2,000	48,028	5.9	
TOTAL PAID & VERIFIED CIRCULATION	733,237	73,000	806,237	100.0	50,000

*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 Providers	Education/ Learning Facilities	Hotel/ Lodges	Personal Care Salons	Specialty Locations/ Retail	Other	Total Public Place Copies
Public Place	10,000	10,000	10,000	10,000	10,000		50,000

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:

Verified Subscription:	Charitable Donors	Season Pass Holders	Licenses Holders	Event Attendees	Executives	Other	Total Individual Use Copies
Individual Use							
Print	3,000	2,000	1,000	500	500		7,000
Digital	1,000						1,000

7. GEOGRAPHIC DATA for the _____, 2011 issue

Total paid & verified circulation of this issue was 0.0% greater than the total average paid & verified circulation.

State	PAID SUBSCRIPTIONS			VERIFIED SUBSCRIPTIONS				SINGLE COPY SALES			Total Paid & Verified Circulation	Total Paid & Verified Circulation (Replica)	Total Paid & Verified Circulation
	Print	Digital (Replica)	Total Paid Subscriptions	Print	Digital (Replica)	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Digital (Replica)	Total Single Copy Sales			
Alabama	8,547	1,000	9,547				9,547	380		380	8,927	1,000	9,927
Arizona	9,283	1,500	10,783				10,783	810	50	860	10,093	1,550	11,643
Arkansas	3,967	1,000	4,967				4,967	239		239	4,206	1,000	5,206
California	83,186	5,000	88,186	7,000		7,000	95,186	7,115	400	7,515	97,301	5,400	102,701
Colorado	10,928	500	11,428				11,428	706		706	11,634	500	12,134
Connecticut	12,084	500	12,584				12,584	779		779	12,863	500	13,363
Delaware	2,103	200	2,303				2,303	149		149	2,252	200	2,452
District of Columbia	1,431	100	1,531				1,531	152		152	1,583	100	1,683
Florida	31,893	3,000	34,893				34,893	2,471	60	2,531	34,364	3,060	37,424
Georgia	16,059	2,000	18,059				18,059	1,105		1,105	17,164	2,000	19,164
Idaho	2,410	500	2,910				2,910	70		70	2,480	500	2,980
Illinois	34,280	3,500	37,780				37,780	2,171	40	2,211	36,451	3,540	39,991
Indiana	13,590	1,000	14,590				14,590	850		850	14,440	1,000	15,440
Iowa	6,884	500	7,384				7,384	308		308	7,192	500	7,692
Kansas	7,362	200	7,562				7,562	444		444	7,806	200	8,006
Kentucky	7,663	600	8,263				8,263	419		419	8,082	600	8,682
Louisiana	9,085	800	9,885				9,885	396	10	406	9,481	810	10,291
Maine	3,562	200	3,762				3,762	321		321	3,883	200	4,083
Maryland	16,315	1,000	17,315				17,315	884	20	904	17,199	1,020	18,219
Massachusetts	19,535	1,000	20,535				20,535	1,421	200	1,621	20,956	1,200	22,156
Michigan	26,537	2,500	29,037				29,037	1,388	420	1,808	27,925	2,920	30,845
Minnesota	13,528	2,000	15,528				15,528	791		791	14,319	2,000	16,319
Mississippi	5,174	200	5,374				5,374	143		143	5,317	200	5,517
Missouri	12,645	1,800	14,445				14,445	675		675	13,320	1,800	15,120
Montana	2,192	100	2,292				2,292	91		91	2,283	100	2,383
Nebraska	4,165	200	4,365				4,365	188		188	4,353	200	4,553
Nevada	3,680	500	4,180				4,180	355		355	4,035	500	4,535
New Hampshire	3,630	500	4,130				4,130	424		424	4,054	500	4,554
New Jersey	24,377	2,000	26,377				26,377	1,361	100	1,461	25,738	2,100	27,838
New Mexico	3,802	300	4,102				4,102	193		193	3,995	300	4,295
New York	4,798	300	5,098	50,000	1,000	51,000	56,098	2,558	250	2,808	57,356	1,550	58,906
North Carolina	15,679	2,500	18,179				18,179	990		990	16,669	2,500	19,169
North Dakota	1,777	200	1,977				1,977	69		69	1,846	200	2,046
Ohio	26,478	3,000	29,478				29,478	1,747	100	1,847	28,225	3,100	31,325
Oklahoma	6,849	300	7,149				7,149	221		221	7,070	300	7,370
Oregon	8,803	800	9,603				9,603	1,068	50	1,118	9,871	850	10,721
Pennsylvania	30,435	2,500	32,935				32,935	1,296	50	1,346	31,731	2,550	34,281
Rhode Island	2,720	400	3,120				3,120	207		207	2,927	400	3,327
South Carolina	7,539	1,000	8,539				8,539	336		336	7,875	1,000	8,875
South Dakota	1,813	100	1,913				1,913	57		57	1,870	100	1,970
Tennessee	9,057	3,000	12,057				12,057	425		425	9,482	3,000	12,482
Texas	38,056	8,500	46,556				46,556	2,799	150	2,949	40,855	8,650	49,505
Utah	4,815	200	5,015				5,015	224		224	5,039	200	5,239
Vermont	1,842	100	1,942				1,942	157		157	1,999	100	2,099
Virginia	17,572	2,000	19,572				19,572	1,030	50	1,080	18,602	2,050	20,652
Washington	16,648	2,000	18,648				18,648	1,245	50	1,295	17,893	2,050	19,943
West Virginia	3,535	200	3,735				3,735	129		129	3,664	200	3,864
Wisconsin	13,631	3,000	16,631				16,631	588		588	14,219	3,000	17,219
Wyoming	1,004	200	1,204				1,204	47		47	1,051	200	1,251
TOTAL 48 CONTERMINOUS STATES	612,948	64,500	677,448	57,000	1,000	58,000	735,448	41,992	2,000	43,992	711,940	67,500	779,440
Alaska	2,080	500	2,580				2,580	261		261	2,341	500	2,841
Hawaii	3,286	1,400	4,686				4,686	294		294	3,580	1,400	4,980
TOTAL ALASKA & HAWAII	5,366	1,900	7,266				7,266	555		555	5,921	1,900	7,821
U.S. Unclassified													
TOTAL UNITED STATES	618,314	66,400	684,714	57,000	1,000	58,000	742,714	42,547	2,000	44,547	717,861	69,400	787,261
Poss. & Other Areas	750	500	1,250				1,250	4		4	754	500	1,254
U.S. & POSS., etc.	619,064	66,900	685,964	57,000	1,000	58,000	743,964	42,551	2,000	44,551	718,615	69,900	788,515
Canada	6,721	3,000	9,721				9,721	7,049		7,049	13,770	3,000	16,770
International	317	50	367				367	2		2	319	50	369
Other Unclassified		50	50				50					50	50
Military or Civilian Personnel Overseas	797		797				797				797		797
GRAND TOTAL	626,899	70,000	696,899	57,000	1,000	58,000	754,899	49,602	2,000	51,602	733,501	73,000	806,501

ANALYSIS BY ABCD COUNTY SIZE for the _____, 2011 issue

County Size	% of Households	Total Circulation Print	Total Paid & Verified Circulation Digital (Replica)	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	333,069	31,122	364,191	46.8	117
B	30	219,605	20,482	240,087	30.8	103
C	15	94,090	8,845	102,835	13.3	89
D	15	65,176	6,051	71,227	9.1	61

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, 2011

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 4 issues)	21,527	5.0	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	300,000	70.3
(b) Seven to eleven months (5 to 9 issues)	6,695	1.6	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	127,000	29.7
(c) Twelve months (10 issues)	270,530	63.3	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	None	
(d) Thirteen to twenty-four months	71,149	16.7	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	57,099	13.4			
Total Subscriptions Sold in Period	427,000	100.0	Total Subscriptions Sold in Period	427,000	100.0
B. USE OF PREMIUMS					
(a) Ordered without premium	427,000	100.0			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums, See Par. 9	None				
Total Subscriptions Sold in Period	427,000	100.0			

9. EXPLANATORY

- (a) Suggested Retail Prices: Subscriptions: U.S. 2 yrs. \$45.95. (e) (Standard explanations to support Paragraph 6 data claims.)
- (b) Average non-analyzed non-paid circulation for the 6 month period: 2,500 copies per issue.
- (c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 3,700 or 0.1% of average paid subscription circulation.
- (d) Digital (Replica) – The Digital (Replica) edition contained all editorial and photo journalism as in the print national edition. All Advertisers appearing in the print national edition were provided an opportunity to appear in the digital replica through opting in for this edition.
- Digital (Non-Replica) – The Digit Non-Replica edition carried different editorial content of the print edition. Advertising for this edition was sold specifically for the non-replica edition.
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10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2010; 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)
12-31-10	800,000	855,000	858,250	-3,250	-0.4

[^]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:

PROTOTYPE MAGAZINE, published by XYZ Publications Inc. • 123 Any Lane • Anytown, IL 60000

NAME

NAME

Date Signed:

Circulation Director

Publisher

Sales Office:

P: 000.000.0000 • F: 000.000.000 • URL: www.

Established:

ABC Member since: