



Audit Bureau of Circulations

Prototype Magazine

For the six months ended December 31, 2011

Field Served: Health Industry.

Definition of List Source Recipients: Consumers who purchased food products from Health Store USA.

Method of Circulation for Analyzed Non-Paid Circulation: List source copies and market coverage copies are delivered through 2nd class mail. Delivered with host product copies are distributed via insert into newspapers. Non-Paid Bulk copies are delivered in bulk to outlets for pickup by patrons.

ANALYZED NON-PAID MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

Published by XYZ Publications

Frequency: 10 times/year

ABC Member # 04-0000-0

Prototype Magazine

Analyzed Non-Paid Magazine
Publisher's Statement

For six months ended December 31, 2011

1. TOTAL AVERAGE ANALYZED NON-PAID CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Analyzed Non-Paid Circulation: (See Par. 6)					
List Source	200	0.3			
Market Coverage	200	0.3			
Delivered with Host Products	600	0.8			
Non-Paid Bulk	69,676	98.6			
Total Average Analyzed Non-Paid Circulation	70,676	100.0	70,000	676	1.0

2. ANALYZED NON-PAID CIRCULATION BY ISSUE

Issue	List Source	Market Coverage Copies	Delivered With Host Products	Non-Paid Bulk	Total Analyzed Non-Paid
July	500	500		69,074	70,074
August	500	500		66,783	67,783
September				71,499	71,499
October			3,000	69,498	72,498
Nov./Dec.				71,525	71,525

3. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

Edition	Number of Issues	Analyzed Non-Paid	Rate Base
None			

4. TREND ANALYSIS

	2001	%	2002	%	2003	%	2004	%	2005	%
Total Analyzed Non-Paid	72,000		71,000		72,500		71,300		71,000	
Year Over Year Percent of Change		1.3		-1.4		2.1		-1.6		-0.4

5. GEOGRAPHIC DATA for the October, 2011 issue

Total circulation of this issue was 0.0% greater than the total average analyzed non-paid circulation.

STATE	TOTAL ANALYZED NON-PAID	STATE	TOTAL ANALYZED NON-PAID
Alabama	315	Ohio	535
Arizona	329	Oklahoma	487
Arkansas	199	Oregon	1,143
California	1,911	Pennsylvania	699
Colorado	294	Rhode Island	4,291
Connecticut	1,231	South Carolina	183
Delaware	6,608	South Dakota	194
District of Columbia	2,739	Tennessee	100
Florida	3,428	Texas	997
Georgia	2,876	Utah	397
Idaho	1,194	Vermont	1,024
Illinois	3,259	Virginia	462
Indiana	2,174	Washington	244
Iowa	1,187	West Virginia	130
Kansas	1,150	Wisconsin	1,352
Kentucky	566	Wyoming	748
Louisiana	1,305	TOTAL 48 CONTERMINOUS STATES	60,867
Maine	154	Alaska	11,194
Maryland	126	Hawaii	424
Massachusetts	411	TOTAL ALASKA & HAWAII	11,618
Michigan	586	TOTAL UNITED STATES	72,485
Minnesota	210	Poss. & Other Areas	
Mississippi	1,929	U.S. & POSS., etc.	72,485
Missouri	424	Canada	
Montana	1,833	International	
Nebraska	393	Other International	
Nevada	1,777	Military or Civilian	
New Hampshire	850	Personnel Overseas	13
New Jersey	1,736	GRAND TOTAL	72,498
New Mexico	3,461		
New York	947		
North Carolina	1,332		
North Dakota	947		

ANALYSIS BY ABCD COUNTY SIZE for the October, 2011 issue

Magazines of less than 500,000 total average analyzed non-paid circulation not required to answer this paragraph.

6. EXPLANATORY

(a) Average non-analyzed non-paid circulation per issue for the 6 month period: 1,000 copies per issue.

(b) Non-Paid Bulk, averaging 61,676 copies per issue, represent copies distributed in bulk to retail outlets for pickup by patrons.

7. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2005; Variation from Publisher's Statement

Audit Period Ended	Rate Base (Analyzed Non-Paid)	Audit Report (Analyzed Non-Paid)	Publisher's Statements (Analyzed Non-Paid)	Difference (Analyzed Non-Paid)	Percentage of Difference (Analyzed Non-Paid)
12-31-05	70,000	71,800	71,800		

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: 1900 ABC Member since: 19