



Audit Bureau  
of Circulations

# Archaeology Magazine

For the six months ended June 30, 2011

**Field Served:** Articles written by archaeologists and edited for the general public, archaeology enthusiasts, and those interested in anthropology, ancient cultures and related fields.

Published by Archaeological Institute of America

Frequency: 6 times/year

ABC Member # 04-0064-0

## PAID & VERIFIED MAGAZINE

### PUBLISHER'S STATEMENT

Subject to Audit

Archaeology 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)
<b>Paid &amp; Verified Circulation:</b> (See Par. 6)					
<b>Subscriptions:</b>					
Paid	209,001	88.7			
Verified	10,000	4.2			
<b>Total Paid &amp; Verified Subscriptions</b>	<b>219,001</b>	<b>92.9</b>			
Single Copy Sales	16,763	7.1			
<b>Total Paid &amp; Verified Circulation</b>	<b>235,764</b>	<b>100.0</b>	<b>225,000</b>	<b>10,764</b>	<b>4.8</b>

## 2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$4.99		
Subscription	\$23.95		
Average Subscription Price Annualized (6 issue frequency)		\$18.55	
Average Subscription Price per Copy		\$3.09	

(1) For the Statement period

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

## 3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan./Feb.	212,161	10,000	222,161	19,040	241,201
Mar./Apr.	206,812	10,000	216,812	15,000	231,812
May/June	208,029	10,000	218,029	16,250	234,279

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

None

## 5. TREND ANALYSIS

	2006	%	2007	%	2008	%	2009	%	2010	%
Subscriptions:										
Paid	199,710	91.5	219,508	91.7	222,666	86.5	219,408	88.4	204,055	87.2
Verified	N/A		N/A		12,000	4.7	10,000	4.0	10,000	4.3
<b>Total Paid &amp; Verified Subscriptions</b>	<b>199,710</b>	<b>91.5</b>	<b>219,508</b>	<b>91.7</b>	<b>234,666</b>	<b>91.2</b>	<b>229,408</b>	<b>92.4</b>	<b>214,055</b>	<b>91.5</b>
Single Copy Sales	18,635	8.5	19,954	8.3	22,608	8.8	18,828	7.6	19,881	8.5
<b>Total Paid &amp; Verified Circulation</b>	<b>218,345</b>	<b>100.0</b>	<b>239,462</b>	<b>100.0</b>	<b>257,274</b>	<b>100.0</b>	<b>248,236</b>	<b>100.0</b>	<b>233,936</b>	<b>100.0</b>
Year Over Year Percent of Change		1.2		9.7		7.4		-3.5		-5.8
Avg. Annualized Subscription Price	\$19.44		\$17.94		\$16.44		\$18.30		\$18.52	

## 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*	182,387	77.4
Association:		
Deductible*	4,388	1.9
Non-Deductible*	22,226	9.4
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>209,001</b>	<b>88.7</b>
<b>VERIFIED SUBSCRIPTIONS</b>		
Public Place (See Par. 6A)	10,000	4.2
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>	<b>10,000</b>	<b>4.2</b>
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>219,001</b>	<b>92.9</b>
<b>SINGLE COPY SALES</b>		
Single Issue Sales	16,763	7.1
<b>TOTAL SINGLE COPY SALES</b>	<b>16,763</b>	<b>7.1</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>235,764</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			Other	Total Public Place Copies
	Providers	Hotels/Lodges			
Public Place	9,645	355			10,000

## 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:

None

## 7. GEOGRAPHIC DATA for the January/February 2011 issue

Total paid & verified circulation of this issue was 2.3% 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	2,176		2,176	186	2,362
Arizona	5,325	164	5,489	262	5,751
Arkansas	1,674		1,674	99	1,773
California	28,083	2,217	30,300	1,132	31,432
Colorado	5,229	317	5,546	565	6,111
Connecticut	2,977	73	3,050	118	3,168
Delaware	654	89	743	42	785
District of Columbia	544	41	585	53	638
Florida	10,936	213	11,149	652	11,801
Georgia	4,058	261	4,319	402	4,721
Idaho	1,564		1,564	105	1,669
Illinois	7,984	835	8,819	559	9,378
Indiana	3,847	133	3,980	182	4,162
Iowa	2,262		2,262	79	2,341
Kansas	2,307		2,307	128	2,435
Kentucky	2,211		2,211	106	2,317
Louisiana	1,961		1,961	117	2,078
Maine	1,416		1,416	72	1,488
Maryland	4,469	207	4,676	156	4,832
Massachusetts	5,286	524	5,810	245	6,055
Michigan	6,175	426	6,601	370	6,971
Minnesota	3,933	315	4,248	161	4,409
Mississippi	1,083		1,083	80	1,163
Missouri	4,355	219	4,574	186	4,760
Montana	1,189		1,189	116	1,305
Nebraska	1,224		1,224	60	1,284
Nevada	1,885		1,885	109	1,994
New Hampshire	1,248	89	1,337	59	1,396
New Jersey	5,257	909	6,166	337	6,503
New Mexico	2,734		2,734	101	2,835
New York	11,866	769	12,635	664	13,299
North Carolina	4,494	139	4,633	398	5,031
North Dakota	471		471	30	501
Ohio	7,410	182	7,592	563	8,155
Oklahoma	2,538		2,538	111	2,649
Oregon	4,908	56	4,964	304	5,268
Pennsylvania	8,691	662	9,353	328	9,681
Rhode Island	730		730	33	763
South Carolina	2,039		2,039	162	2,201
South Dakota	569		569	34	603
Tennessee	3,529		3,529	260	3,789
Texas	12,227	547	12,774	1,060	13,834
Utah	1,782		1,782	215	1,997
Vermont	774		774	25	799
Virginia	6,450	232	6,682	345	7,027
Washington	7,597	361	7,958	875	8,833
West Virginia	1,045	5	1,050	57	1,107
Wisconsin	4,125	15	4,140	189	4,329
Wyoming	752		752	41	793
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>206,043</b>	<b>10,000</b>	<b>216,043</b>	<b>12,533</b>	<b>228,576</b>
Alaska	956		956	97	1,053
Hawaii	873		873	70	943
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>1,829</b>		<b>1,829</b>	<b>167</b>	<b>1,996</b>
U.S. Unclassified					
<b>TOTAL UNITED STATES</b>	<b>207,872</b>	<b>10,000</b>	<b>217,872</b>	<b>12,700</b>	<b>230,572</b>
Poss. & Other Areas	169		169	26	195
<b>U.S. &amp; POSS., etc.</b>	<b>208,041</b>	<b>10,000</b>	<b>218,041</b>	<b>12,726</b>	<b>230,767</b>
Canada	2,359		2,359	3,703	6,062
International	1,539		1,539	2,327	3,866
Other Unclassified					
Military or Civilian					
Personnel Overseas	222		222	284	506
<b>GRAND TOTAL</b>	<b>212,161</b>	<b>10,000</b>	<b>222,161</b>	<b>19,040</b>	<b>241,201</b>

## ANALYSIS BY ABCD COUNTY SIZE for the January/February 2011 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, 2011

<b>A. DURATION</b>			<b>C. CHANNELS</b>		
(a) One to six months (1 to 3 issues) .....	296	0.5	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers .....	65,569	85.3
(b) Seven to eleven months (4 to 5 issues) .....	405	0.5	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling .....	56	0.1
(c) Twelve months (6 issues) .....	56,269	73.2	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations .....	1,182	1.5
(d) Thirteen to twenty-four months .....	19,779	25.7	(d) Subscriptions as part of membership in an organization .....	10,035	13.1
(e) Twenty-five months and more .....	93	0.1	<b>Total Subscriptions Sold in Period .....</b>	<b>76,842</b>	<b>100.0</b>
<b>Total Subscriptions Sold in Period .....</b>	<b>76,842</b>	<b>100.0</b>			
<b>B. USE OF PREMIUMS</b>					
(a) Ordered without premium .....	71,621	93.2			
(b) Ordered with material reprinted from this publication .....	None				
(c) Ordered with other premiums, See Par. 9 .....	5,221	6.8			
<b>Total Subscriptions Sold in Period .....</b>	<b>76,842</b>	<b>100.0</b>			

## 9. EXPLANATORY

(a) Suggested Retail Prices: Subscriptions: U.S., 2 yrs. \$39.95. Canada and International, 1 yr. \$38.95; 2 yrs. \$69.95.

(b) Average non-analyzed non-paid circulation for the 6 month period: 6,584 copies per issue.

(c) Post expiration copies: None.

(d) Association (Deductible): The average of 4,388 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to members of the Archaeological Institute of America. Individuals may join the AIA for \$50.00 as a basic member or at higher categories starting at \$66.00, which include ARCHAEOLOGY MAGAZINE as part of the membership. At the higher level, \$16.00 from the membership is allocated for a one-year subscription to this publication. Benefits include affiliation with an AIA local Society, the AIA Newsletter, access to the AIA Tours Program, and member discounts on publications, merchandise and registration at the AIA Annual Meeting.

(e) Association (Non-Deductible): The average of 22,226 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to subscribing members of the Archaeological Institute of America. Subscribers join the AIA for \$14.97 and 99% of the dues is allocated for a one-year subscription to this publication. Additionally, beginning on January 1, 2011, an average of 1,299 copies per issue were served to members of the AIA who paid \$60.00 for their membership, which included a 1 year subscription to this publication

(f) Use of Premiums: An Egyptian Special Issue, a magazine focusing on ancient Egypt, with a value of \$4.99, was offered with subscriptions sold at various prices.

## 10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2010; 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)
06-30-10	225,000	237,376	236,388	988	0.4
06-30-09	(a)	254,951	259,491	-4,540	-1.7
06-30-08	215,000	247,335	247,335		
06-30-07	215,000	226,022	228,061	-2,039	-0.9
06-30-09	(a)	254,951	259,491	-4,540	-1.7

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

(a) Effective 01/01/09 changed from 215,000 to 225,000

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.

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Date Signed: August 1, 2011

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	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.99
	Association Subscription Price	16.00
	U.S. Subscription Price	23.95
	Canadian Subscription Price	38.95
	International Subscription Price	38.95