



Audit Bureau  
of Circulations

# Archaeology Magazine

For the six months ended December 31, 2007

**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 December 31, 2007

### 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	225,473	92.5			
Verified					
<b>Total Paid &amp; Verified Subscriptions</b>	<b>225,473</b>	<b>92.5</b>			
Single Copy Sales	18,406	7.5			
<b>Total Paid &amp; Verified Circulation</b>	<b>243,879</b>	<b>100.0</b>	<b>215,000</b>	<b>28,879</b>	<b>13.4</b>

### 2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$4.99		
Subscription	\$21.95		
Average Subscription Price Annualized (6 issue frequency)		\$17.94	
Average Subscription Price per Copy		\$2.99	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended June 30, 2007.

### 3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
July/Aug.	225,373		225,373	17,637	243,010
Sept./Oct.	221,556		221,556	18,623	240,179
Nov./Dec.	229,491		229,491	18,957	248,448

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

None



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subscriberprofile

This member participates in ABC's direct mail research verification program, Subscriber Profile. A copy of the complete report is available at <http://www.accessabc.com/subscriber>

## 5. TREND ANALYSIS

	2003	%	2004	%	2005	%	2006	%	2007	%
Subscriptions:										
Paid	204,458	90.3	199,419	89.8	194,791	90.3	199,710	91.5	219,508	91.7
Verified	N/A		N/A		N/A		N/A		N/A	
<b>Total Paid &amp; Verified Subscriptions</b>	<b>204,458</b>	<b>90.3</b>	<b>199,419</b>	<b>89.8</b>	<b>194,791</b>	<b>90.3</b>	<b>199,710</b>	<b>91.5</b>	<b>219,508</b>	<b>91.7</b>
Single Copy Sales	21,998	9.7	22,559	10.2	20,883	9.7	18,635	8.5	19,954	8.3
<b>Total Paid &amp; Verified Circulation</b>	<b>226,456</b>	<b>100.0</b>	<b>221,978</b>	<b>100.0</b>	<b>215,674</b>	<b>100.0</b>	<b>218,345</b>	<b>100.0</b>	<b>239,462</b>	<b>100.0</b>
Year Over Year Percent of Change		-1.9		-2.0		-2.8		1.2		9.7
Avg. Annualized Subscription Price	\$19.26		\$19.44		\$20.16		\$19.44		\$17.94	

## 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*	195,620	80.2
Association:		
Deductible*	5,851	2.4
Sponsored Sales	24,002	9.9
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>225,473</b>	<b>92.5</b>
<b>VERIFIED SUBSCRIPTIONS</b>		
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>		
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>225,473</b>	<b>92.5</b>
<b>SINGLE COPY SALES</b>		
Single Issue Sales	18,406	7.5
<b>TOTAL SINGLE COPY SALES</b>	<b>18,406</b>	<b>7.5</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>243,879</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

## 7. GEOGRAPHIC DATA for the November/December, 2007 issue

Total paid & verified circulation of this issue was 1.9% 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	2,274	2,274	2,274	183	2,457
Arizona	5,279	5,279	5,279	269	5,548
Arkansas	1,703	1,703	1,703	95	1,798
California	31,454	31,454	31,454	1,480	32,934
Colorado	5,025	5,025	5,025	298	5,323
Connecticut	4,074	4,074	4,074	181	4,255
Delaware	686	686	686	39	725
District of Columbia	720	720	720	120	840
Florida	11,980	11,980	11,980	971	12,951
Georgia	4,830	4,830	4,830	315	5,145
Idaho	1,229	1,229	1,229	43	1,272
Illinois	9,481	9,481	9,481	475	9,956
Indiana	3,971	3,971	3,971	291	4,262
Iowa	1,837	1,837	1,837	172	2,009
Kansas	2,272	2,272	2,272	117	2,389
Kentucky	2,331	2,331	2,331	123	2,454
Louisiana	1,739	1,739	1,739	144	1,883
Maine	1,487	1,487	1,487	107	1,594
Maryland	5,415	5,415	5,415	231	5,646
Massachusetts	6,478	6,478	6,478	395	6,873
Michigan	6,978	6,978	6,978	432	7,410
Minnesota	4,062	4,062	4,062	270	4,332
Mississippi	1,048	1,048	1,048	77	1,125
Missouri	4,754	4,754	4,754	230	4,984
Montana	1,048	1,048	1,048	118	1,166
Nebraska	1,172	1,172	1,172	79	1,251
Nevada	1,927	1,927	1,927	160	2,087
New Hampshire	1,448	1,448	1,448	102	1,550
New Jersey	7,602	7,602	7,602	351	7,953
New Mexico	2,485	2,485	2,485	125	2,610
New York	15,427	15,427	15,427	913	16,340
North Carolina	4,982	4,982	4,982	293	5,275
North Dakota	417	417	417	33	450
Ohio	7,513	7,513	7,513	406	7,919
Oklahoma	2,500	2,500	2,500	132	2,632
Oregon	4,311	4,311	4,311	193	4,504
Pennsylvania	9,697	9,697	9,697	674	10,371
Rhode Island	858	858	858	24	882
South Carolina	2,295	2,295	2,295	147	2,442
South Dakota	562	562	562	39	601
Tennessee	3,750	3,750	3,750	223	3,973
Texas	12,466	12,466	12,466	877	13,343
Utah	1,761	1,761	1,761	75	1,836
Vermont	848	848	848	45	893
Virginia	7,140	7,140	7,140	423	7,563
Washington	6,952	6,952	6,952	502	7,454
West Virginia	1,075	1,075	1,075	51	1,126
Wisconsin	4,359	4,359	4,359	221	4,580
Wyoming	652	652	652	34	686
<b>TOTAL 48 CONTER-MINOUS STATES</b>	<b>224,354</b>	<b>224,354</b>	<b>224,354</b>	<b>13,298</b>	<b>237,652</b>
Alaska	768	768	768	66	834
Hawaii	899	899	899	0	899
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>1,667</b>	<b>1,667</b>	<b>1,667</b>	<b>66</b>	<b>1,733</b>
U.S. Unclassified					
<b>TOTAL UNITED STATES</b>	<b>226,021</b>	<b>226,021</b>	<b>226,021</b>	<b>13,364</b>	<b>239,385</b>
Poss. & Other Areas	173	173	173	1	174
<b>U.S. &amp; POSS., etc.</b>	<b>226,194</b>	<b>226,194</b>	<b>226,194</b>	<b>13,365</b>	<b>239,559</b>
Canada	1,690	1,690	1,690	3,286	4,976
International	1,382	1,382	1,382	2,000	3,382
Other Unclassified					
Military or Civilian					
Personnel Overseas	225	225	225	306	531
<b>GRAND TOTAL</b>	<b>229,491</b>	<b>229,491</b>	<b>229,491</b>	<b>18,957</b>	<b>248,448</b>

## ANALYSIS BY ABCD COUNTY SIZE for the November/December, 2007 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, 2007

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 3 issues)	73	0.1	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	99,143	91.0
(b) Seven to eleven months (4 to 5 issues)	1,983	1.8	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	2,481	2.3
(c) Twelve months (6 issues)	86,967	79.8	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	6,924	6.3
(d) Thirteen to twenty-four months	19,846	18.2	(d) Subscriptions as part of membership in an organization	431	0.4
(e) Twenty-five months and more	110	0.1	Total Subscriptions Sold in Period	108,979	100.0
Total Subscriptions Sold in Period	108,979	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	107,714	98.8			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums, See Par. 9	1,265	1.2			
Total Subscriptions Sold in Period	108,979	100.0			

## 9. EXPLANATORY

(a) Suggested Retail Prices: Subscriptions: U.S., 2 yrs. \$39.95; 3 yrs. \$58.00. Canada and International, 1 yr. \$36.95; 2 yrs. \$54.95.

(b) Average non-analyzed non-paid circulation for the 6 month period: 11,416 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 9,001 or 4.0% of average paid subscription circulation.

(d) Association (Deductible): The average of 5,851 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to members of the Archaeological Institute of America. Subscribers may join the AIA for \$32.00 as an associate member or at higher categories starting at \$58.00, and may choose ARCHAEOLOGY MAGAZINE as part of their membership. In all cases, \$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, availability to the AIA Tours Program, access to the AIA Group Insurance Plan and member discounts on publications, merchandise and registration at the AIA Annual Meeting.

(e) Sponsored Subscription Sales: The average of 24,002 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more.

(f) Use of Premiums: Postcard packs, with a value of \$0.71, and an Amazon certificate, with a value of \$5.00, were offered with subscriptions sold at various prices.

## 10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2006; 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)
06-30-06	215,000	214,676	215,912	-1,236	-0.6
06-30-05	215,000	209,713	217,463	-7,750	-3.6
06-30-04	215,000	221,065	224,696	-3,631	-1.6
06-30-03	215,000	226,996	227,542	-546	-0.2
06-30-02	200,000	231,682	233,179	-1,497	-0.6

<sup>^</sup>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.

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TERESA KELLER

BONNIE R. CLENDENNING

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CFO/Circulation Director

Executive Publisher

P: 718.472.3050 • F: 718.472.3051 • URL: www.archaeology.org

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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	21.95
	Canadian Subscription Price	36.95
	International Subscription Price	36.95