



Audit Bureau  
of Circulations

# Archaeology Magazine

For the six months ended June 30, 2009

**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, 2009

### 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	226,182	88.6			
Verified	10,000	3.9			
<b>Total Paid &amp; Verified Subscriptions</b>	<b>236,182</b>	<b>92.5</b>			
Single Copy Sales	19,045	7.5			
<b>Total Paid &amp; Verified Circulation</b>	<b>255,227</b>	<b>100.0</b>	<b>225,000</b>	<b>30,227</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)		\$17.10	
Average Subscription Price per Copy		\$2.85	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2008.

### 3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan./Feb.	236,593	10,000	246,593	19,397	265,990
Mar./Apr.	223,879	10,000	233,879	18,753	252,632
May/June	218,076	10,000	228,076	18,985	247,061

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

None



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subscriberprofile

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## 5. TREND ANALYSIS

	2004	%	2005	%	2006	%	2007	%	2008	%
Subscriptions:										
Paid	199,419	89.8	194,791	90.3	199,710	91.5	219,508	91.7	222,666	86.5
Verified	N/A		N/A		N/A		N/A		12,000	4.7
<b>Total Paid &amp; Verified Subscriptions</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>	<b>234,666</b>	<b>91.2</b>
Single Copy Sales	22,559	10.2	20,883	9.7	18,635	8.5	19,954	8.3	22,608	8.8
<b>Total Paid &amp; Verified Circulation</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>	<b>257,274</b>	<b>100.0</b>
Year Over Year Percent of Change		-2.0		-2.8		1.2		9.7		7.4
Avg. Annualized Subscription Price	\$19.44		\$20.16		\$19.44		\$17.94		\$16.44	

## 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*	220,691	86.5
Association:		
Deductible*	5,491	2.1
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>226,182</b>	<b>88.6</b>
<b>VERIFIED SUBSCRIPTIONS</b>		
Public Place (See Par. 6A)	10,000	3.9
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>	<b>10,000</b>	<b>3.9</b>
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>236,182</b>	<b>92.5</b>
<b>SINGLE COPY SALES</b>		
Single Issue Sales	19,045	7.5
<b>TOTAL SINGLE COPY SALES</b>	<b>19,045</b>	<b>7.5</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>255,227</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 Providers	Business/Professional Services	Other	Total Public Place Copies
Public Place	6,696	3,304		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, 2009 issue

Total paid & verified circulation of this issue was 4.2% 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	2,724	17	2,741	136	2,877
Arizona	5,771	138	5,909	212	6,121
Arkansas	1,957	6	1,963	35	1,998
California	30,260	2,526	32,786	1,337	34,123
Colorado	5,419	191	5,610	59	5,669
Connecticut	3,363	312	3,675	37	3,712
Delaware	670	47	717	248	965
District of Columbia	694	22	716	85	801
Florida	13,002	321	13,323	206	13,529
Georgia	4,825	141	4,966	240	5,206
Idaho	1,540	20	1,560	62	1,622
Illinois	8,827	411	9,238	3,186	12,424
Indiana	4,458	71	4,529	37	4,566
Iowa	2,286	10	2,296	8	2,304
Kansas	2,487	47	2,534	12	2,546
Kentucky	2,560	14	2,574	24	2,598
Louisiana	2,196	8	2,204	56	2,260
Maine	1,638	11	1,649	57	1,706
Maryland	5,051	387	5,438	1,616	7,054
Massachusetts	5,849	500	6,349	99	6,448
Michigan	7,094	171	7,265	35	7,300
Minnesota	4,235	162	4,397	190	4,587
Mississippi	1,406	3	1,409	38	1,447
Missouri	4,936	103	5,039	81	5,120
Montana	1,283		1,283	72	1,355
Nebraska	1,305	12	1,317	33	1,350
Nevada	2,144	49	2,193	83	2,276
New Hampshire	1,403	46	1,449	15	1,464
New Jersey	6,113	933	7,046	392	7,438
New Mexico	2,842	10	2,852	5	2,857
New York	13,861	1,306	15,167	792	15,959
North Carolina	5,402	136	5,538	239	5,777
North Dakota	506	1	507	7	514

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Ohio	8,462	141	8,603	118	8,721
Oklahoma	2,801	4	2,805	7	2,812
Oregon	5,193	50	5,243	262	5,505
Pennsylvania	10,068	393	10,461	441	10,902
Rhode Island	837	20	857	18	875
South Carolina	2,441	39	2,480	63	2,543
South Dakota	622	6	628	17	645
Tennessee	4,190	74	4,264	134	4,398
Texas	13,222	506	13,728	134	13,862
Utah	2,059	44	2,103	70	2,173
Vermont	882	21	903	18	921
Virginia	7,223	301	7,524	360	7,884
Washington	7,895	187	8,082	582	8,664
West Virginia	1,266	3	1,269	25	1,294
Wisconsin	4,620	74	4,694	157	4,851
Wyoming	802	5	807	36	843
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>230,690</b>	<b>10,000</b>	<b>240,690</b>	<b>12,176</b>	<b>252,866</b>
Alaska	890		890	56	946
Hawaii	965		965	66	1,031
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>1,855</b>		<b>1,855</b>	<b>122</b>	<b>1,977</b>
U.S. Unclassified					
<b>TOTAL UNITED STATES</b>	<b>232,545</b>	<b>10,000</b>	<b>242,545</b>	<b>12,298</b>	<b>254,843</b>
Poss. & Other Areas	177		177	39	216
<b>U.S. &amp; POSS., etc.</b>	<b>232,722</b>	<b>10,000</b>	<b>242,722</b>	<b>12,337</b>	<b>255,059</b>
Canada	1,999		1,999	2,794	4,793
International	1,608		1,608	3,800	5,408
Other Unclassified					
Military or Civilian					
Personnel Overseas	264		264	466	730
<b>GRAND TOTAL</b>	<b>236,593</b>	<b>10,000</b>	<b>246,593</b>	<b>19,397</b>	<b>265,990</b>

## ANALYSIS BY ABCD COUNTY SIZE for the January/February, 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 3 issues)	117	0.2	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	85,189	99.3
(b) Seven to eleven months (4 to 5 issues)	2,330	2.7	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	614	0.7
(c) Twelve months (6 issues)	64,118	74.7	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	11	0.0
(d) Thirteen to twenty-four months	19,123	22.3	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	126	0.1	Total Subscriptions Sold in Period	85,814	100.0
Total Subscriptions Sold in Period	85,814	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	83,382	97.2			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums, See Par. 9	2,432	2.8			
Total Subscriptions Sold in Period	85,814	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: 11,986 copies per issue.
- (c) Post expiration copies: None.
- (d) Association (Deductible): The average of 5,491 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 \$50.00 as a basic member or at higher categories starting at \$66.00, 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, and member discounts on publications, merchandise and registration at the AIA Annual Meeting.
- (e) Use of Premiums: Postcard packs, with a value of 31¢, 51¢ 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, 2008; 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)
06-30-08	215,000	247,335	247,335		
06-30-07	215,000	226,022	228,061	-2,039	-0.9
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

<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.

Parent Company: Archaeological Institute of America

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TERESA M. KELLER

KEVIN MULLEN

Date Signed: August 19, 2009

Publisher/Executive Director

Fulfillment Manager

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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