

Annual Frequency: 6 times/year

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

Publisher's Statement

6 months ended June 30, 2016, Subject to Audit

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
216,360	16,055	232,415	225,000	7,415

TOTAL CIRCULATION BY ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			Total Paid & Verified Subscriptions	Single Copy Sales			Total Paid & Verified Circulation - Print	Total Paid & Verified Circulation - Digital Issue	Total Paid & Verified Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions		Print	Digital Issue	Total Single Copy Sales			
Jan/Feb	197,303	5,003	202,306	8,000		8,000	210,306	18,627	154	18,781	223,930	5,157	229,087
Mar/Apr	205,523	4,611	210,134	8,000		8,000	218,134	15,138	149	15,287	228,661	4,760	233,421
May/Jun	207,963	4,677	212,640	8,000		8,000	220,640	14,000	95	14,095	229,963	4,772	234,735
Average	203,596	4,764	208,360	8,000		8,000	216,360	15,922	133	16,055	227,518	4,897	232,415

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	197,282	4,764	202,046	86.9
Association: Deductible	327		327	0.1
Association: Nondeductible	5,987		5,987	2.6
Total Paid Subscriptions	203,596	4,764	208,360	89.6
Verified Subscriptions				
Public Place	8,000		8,000	3.4
Total Verified Subscriptions	8,000		8,000	3.4
Total Paid & Verified Subscriptions	211,596	4,764	216,360	93.1
Single Copy Sales				
Single Issue	15,922	133	16,055	6.9
Total Single Copy Sales	15,922	133	16,055	6.9
Total Paid & Verified Circulation	227,518	4,897	232,415	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2015	225,000	239,095	239,095		
6/30/2014	225,000	233,793	236,033	-2,240	-0.9
6/30/2013	225,000	237,540	237,540		

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PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy	\$4.99		
Subscription	\$23.95		
Average Subscription Price Annualized (3)		\$17.52	
Average Subscription Price per Copy		\$2.92	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2015

(3) Based on the following issue per year frequency: 6

ADDITIONAL DATA IN WWW.AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Circulation by Regional, Metro & Demographic Editions
Geographic Data
Analysis of New & Renewal Paid Individual Subscriptions
Trend Analysis

ADDITIONAL ANALYSIS OF VERIFIED

	Print	Digital Issue	Total
Public Place			
Doctor/Health Care Providers	7,954		7,954
Hotels/Lodges	42		42
Public Place Other	4		4
Total Public Place	8,000		8,000

RATE BASE

Rate base shown in Executive Summary is for paid and verified circulation.

NOTES

Variance Between Snapshot and Publisher's Statement: NOTE BY ALLIANCE FOR AUDITED MEDIA: In accord with Alliance for Audited Media's policy, there are differences of 892 copies per issue between the figures shown on this publisher's statement and those originally filed by this publication for inclusion in the June 2016 Magazine Snapshot report.

Rounding %: Due to rounding, percentages may not always add up to 100%.

Association: Deductible: Copies served where the subscription was included in the dues of an association. The subscription was deductible from dues.

Association: Nondeductible: Copies served where the subscription was included in the dues of an association. The subscription was nondeductible from dues.

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 2,470

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 Alliance for Audited Media's bylaws and rules.

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