



ARCHAEOLOGY MAGAZINE

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, 2018, *Subject to Audit*

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
214,598	14,060	228,658	225,000	3,658

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	203,427	5,241	208,668	8,000		8,000	216,668	16,435	105	16,540	227,862	5,346	233,208
Mar/Apr	198,295	5,145	203,440	8,000		8,000	211,440	13,500	63	13,563	219,795	5,208	225,003
May/Jun	202,513	5,172	207,685	8,000		8,000	215,685	12,000	78	12,078	222,513	5,250	227,763
Average	201,412	5,186	206,598	8,000		8,000	214,598	13,978	82	14,060	223,390	5,268	228,658

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	195,711	5,186	200,897	87.9
Association: Deductible	319		319	0.1
Association: Non-deductible	5,382		5,382	2.4
Total Paid Subscriptions	201,412	5,186	206,598	90.4
Verified Subscriptions				
Public Place	8,000		8,000	3.5
Total Verified Subscriptions	8,000		8,000	3.5
Total Paid & Verified Subscriptions	209,412	5,186	214,598	93.9
Single Copy Sales				
Single Issue	13,978	82	14,060	6.1
Total Single Copy Sales	13,978	82	14,060	6.1
Total Paid & Verified Circulation	223,390	5,268	228,658	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2017	225,000	236,704	236,704		
6/30/2016	225,000	231,538	231,538		
6/30/2015	225,000	239,095	239,095		

PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy Subscription	\$4.99		
Average Subscription Price Annualized (3)	\$23.95	\$17.82	
Average Subscription Price per Copy		\$2.97	

- (1) For statement period
- (2) Represents subscriptions for the 12 month period ended December 31, 2017
- (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

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ADDITIONAL ANALYSIS OF VERIFIED

	Print	Digital Issue	Total
Public Place			
Doctor/Health Care Providers	7,951		7,951
Hotels/Lodges	49		49
Total Public Place Copies	8,000		8,000

RATE BASE

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

NOTES

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

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 7,085

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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