

Publisher's Statement

6 months ended December 31, 2020, Subject to Audit

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

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
218,242	12,219	230,461	225,000	5,461

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			
Jul/Aug	195,312	6,167	201,479	11,000	565	11,565	213,044	11,140	87	11,227	217,452	6,819	224,271
Sep/Oct	199,363	6,139	205,502	11,000	845	11,845	217,347	12,750	100	12,850	223,113	7,084	230,197
Nov/Dec	206,533	6,305	212,838	11,000	495	11,495	224,333	12,500	81	12,581	230,033	6,881	236,914
Average	200,403	6,204	206,607	11,000	635	11,635	218,242	12,130	89	12,219	223,533	6,928	230,461

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	195,676	6,204	201,880	87.6
Association: Deductible	295		295	0.1
Association: Nondeductible	4,432		4,432	1.9
Total Paid Subscriptions	200,403	6,204	206,607	89.6
Verified Subscriptions				
Public Place	11,000		11,000	4.8
Individual Use		635	635	0.3
Total Verified Subscriptions	11,000	635	11,635	5.0
Total Paid & Verified Subscriptions	211,403	6,839	218,242	94.7
Single Copy Sales				
Single Issue	12,130	89	12,219	5.3
Total Single Copy Sales	12,130	89	12,219	5.3
Total Paid & Verified Circulation	223,533	6,928	230,461	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2020	225,000	228,778	228,778		
6/30/2019	225,000	231,029	231,029		
6/30/2018	225,000	232,155	230,408	1,747	0.8

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PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy Subscription	\$5.99		
Average Subscription Price Annualized (3)	\$29.95		
Average Subscription Price per Copy		\$18.30	
		\$3.05	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended June 30, 2020

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

ADDITIONAL DATA IN 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	11,000		11,000
Total Public Place Copies	11,000		11,000
Individual Use			
Individually Requested		635	635
Total Individual Use Copies		635	635

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: 3,687

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.

Parent Company: Archaeological Institute of America
Archaeology Magazine, published by Archaeological Institute of America * 36-36 33rd Street * Long Island City, NY 11106

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Established: 1948

KEVIN QUINLAN
Publisher
AAM Member since: 1983