

Publisher's Statement

6 months ended June 30, 2019, *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
218,590	13,617	232,207	225,000	7,207

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	201,629	5,877	207,506	11,000	231	11,231	218,737	15,123	103	15,226	227,752	6,211	233,963
Mar/Apr	201,423	5,918	207,341	11,000	228	11,228	218,569	12,000	56	12,056	224,423	6,202	230,625
May/June	201,281	5,957	207,238	11,000	228	11,228	218,466	13,500	70	13,570	225,781	6,255	232,036
Average	201,444	5,917	207,361	11,000	229	11,229	218,590	13,541	76	13,617	225,985	6,222	232,207

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	196,083	5,917	202,000	87.0
Association: Deductible	312		312	0.1
Association: Non-deductible	5,049		5,049	2.2
Total Paid Subscriptions	201,444	5,917	207,361	89.3
Verified Subscriptions				
Public Place	11,000		11,000	4.7
Individual Use		229	229	0.1
Total Verified Subscriptions	11,000	229	11,229	4.8
Total Paid & Verified Subscriptions	212,444	6,146	218,590	94.1
Single Copy Sales				
Single Issue	13,541	76	13,617	5.9
Total Single Copy Sales	13,541	76	13,617	5.9
Total Paid & Verified Circulation	225,985	6,222	232,207	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2018	225,000	232,155	230,408	1,747	0.8
6/30/2017	225,000	236,704	236,704		
6/30/2016	225,000	231,538	231,538		

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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		\$18.72	
		\$3.12	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2018

(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	10,941		10,941
Hotels/Lodges	58		58
Personal Care Salons	1		1
Total Public Place Copies	11,000		11,000
Individual Use			
Individual Use Other		229	229
Total Individual Use Copies		229	229

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: 2,244

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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