

Publisher's Statement

6 months ended June 30, 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
216,056	12,851	228,907	225,000	3,907

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	199,929	5,548	205,477	11,000	234	11,234	216,711	16,000	97	16,097	226,929	5,879	232,808
Mar/Apr	196,944	5,906	202,850	11,000	216	11,216	214,066	12,250	135	12,385	220,194	6,257	226,451
May/June	200,045	6,149	206,194	11,000	195	11,195	217,389	10,000	70	10,070	221,045	6,414	227,459
Average	198,973	5,868	204,841	11,000	215	11,215	216,056	12,750	101	12,851	222,723	6,184	228,907

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	193,986	5,868	199,854	87.3
Association: Deductible	313		313	0.1
Association: Nondeductible	4,674		4,674	2.0
Total Paid Subscriptions	198,973	5,868	204,841	89.5
Verified Subscriptions				
Public Place	11,000		11,000	4.8
Individual Use		215	215	0.1
Total Verified Subscriptions	11,000	215	11,215	4.9
Total Paid & Verified Subscriptions	209,973	6,083	216,056	94.4
Single Copy Sales				
Single Issue	12,750	101	12,851	5.6
Total Single Copy Sales	12,750	101	12,851	5.6
Total Paid & Verified Circulation	222,723	6,184	228,907	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2019	225,000	231,029	231,029		
6/30/2018	225,000	232,155	230,408	1,747	0.8
6/30/2017	225,000	236,704	236,704		

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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		\$18.24	
		\$3.04	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2019

(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	10,839		10,839
Hotels/Lodges	161		161
Total Public Place Copies	11,000		11,000
Individual Use			
Individually Requested		215	215
Total Individual Use Copies		215	215

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: 872

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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