

**PAID & VERIFIED
MAGAZINE
PUBLISHER'S STATEMENT**

Subject to Audit

For the six months ended June 30, 2009

Field Served: A general interest magazine covering modern American culture, politics and arts, with special interest in music.

Published by Wenner Media LLC

Frequency: 26 times/year

ABC Member # 04-0998-0

1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Paid & Verified Circulation: (See Par. 6)					
Subscriptions:					
Paid	1,293,203	87.6			
Verified	73,775	5.0			
Total Paid & Verified Subscriptions	1,366,978	92.6			
Single Copy Sales	109,421	7.4			
Total Paid & Verified Circulation	1,476,399	100.0	1,450,000	26,399	1.8

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy Subscription	\$4.50		
Average Subscription Price Annualized (24 issue frequency)		\$18.32	
Average Subscription Price per Copy, See Par. 9.		\$0.76	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2008.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan. 22	1,294,528	42,694	1,337,222	113,801	1,451,023	Apr. 2	1,289,182	87,253	1,376,435	103,891	1,480,326
Feb. 5	1,269,466	67,384	1,336,850	115,428	1,452,278	Apr. 16	1,325,315	87,252	1,412,567	119,827	1,532,394
	1,267,816	87,371	1,355,187	95,587	1,450,774	Apr. 30	1,327,222	67,683	1,394,905	82,676	1,477,581
Mar. 5	1,260,401	87,347	1,347,748	105,474	1,453,222	May 14	1,295,024	67,682	1,362,706	130,952	1,493,658
	1,276,203	87,346	1,363,549	105,192	1,468,741	May 28	1,300,463	67,682	1,368,145	83,278	1,451,423
						June 11	1,294,593	67,801	1,362,394	88,714	1,451,108
						June 25	1,318,225	67,801	1,386,026	168,231	1,554,257

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2004	%	2005	%	2006	%	2007	%	2008	%
Subscriptions:										
Paid	1,138,292	89.8	1,174,904	89.7	1,258,487	86.9	1,303,191	90.2	1,280,905	87.6
Verified	N/A		N/A		54,159	3.7	8,961	0.6	55,243	3.8
Total Paid & Verified Subscriptions	1,138,292	89.8	1,174,904	89.7	1,312,646	90.6	1,312,152	90.8	1,336,148	91.4
Single Copy Sales	128,818	10.2	134,213	10.3	135,446	9.4	133,341	9.2	125,151	8.6
Total Paid & Verified Circulation	1,267,110	100.0	1,309,117	100.0	1,448,092	100.0	1,445,493	100.0	1,461,299	100.0
Year Over Year Percent of Change		-0.8		3.3		10.6		-0.2		1.1
Avg. Annualized Subscription Price	\$20.08		\$18.58		\$17.81		\$15.58		\$15.99	

6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID & VERIFIED CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation.

	Average for Period	% of Circulation
PAID SUBSCRIPTIONS		
Individual Subscriptions*	945,312	64.0
Partnership:		
Deductible*	347,891	23.6
TOTAL PAID SUBSCRIPTIONS	1,293,203	87.6
VERIFIED SUBSCRIPTIONS		
Public Place (See Par. 6A)	61,406	4.2
Individual Use (See Par. 6B)	12,369	0.8
TOTAL VERIFIED SUBSCRIPTIONS	73,775	5.0
TOTAL PAID & VERIFIED SUBSCRIPTIONS	1,366,978	92.6
SINGLE COPY SALES		
Single Issue Sales	109,421	7.4
TOTAL SINGLE COPY SALES	109,421	7.4
TOTAL PAID & VERIFIED CIRCULATION	1,476,399	100.0

*Included in Average Price calculation

6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the statement period to the following public areas:

Verified Subscription:	Doctor/Health Care Providers	Fitness/Recreational Facilities	Personal Care Salons	Business/Professional Services	Education/Learning Facilities	Other	Total Public Place Copies
Public Place	37,570	7,842	7,390	2,980	1,714	3,910	61,406

6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the statement period to the following individuals:

Verified Subscription:	Publication Subscribers	Partnership Programs	Total Individual Use Copies
Individual Use	12,320	49	12,369

7. GEOGRAPHIC DATA for the April 2, 2009 issue

Total paid & verified circulation of this issue was 0.3% greater than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	14,098	713	14,811	723	15,534
Arizona	27,070	1,125	28,195	1,843	30,038
Arkansas	8,305	1,073	9,378	370	9,748
California	173,605	10,603	184,208	11,824	196,032
Colorado	27,213	1,091	28,304	2,273	30,577
Connecticut	21,916	1,608	23,524	996	24,520
Delaware	4,215	290	4,505	160	4,665
District of Columbia	3,215	412	3,627	404	4,031
Florida	63,826	5,278	69,104	6,356	75,460
Georgia	31,328	3,138	34,466	2,334	36,800
Idaho	3,912	261	4,173	223	4,396
Illinois	64,579	3,074	67,653	5,386	73,039
Indiana	34,447	2,641	37,088	1,732	38,820
Iowa	10,300	702	11,002	777	11,779
Kansas	10,030	622	10,652	410	11,062
Kentucky	15,581	761	16,342	1,413	17,755
Louisiana	13,885	626	14,511	808	15,319
Maine	6,268	425	6,693	459	7,152
Maryland	19,418	2,252	21,670	1,440	23,110
Massachusetts	46,027	3,401	49,428	2,783	52,211
Michigan	37,024	2,569	39,593	2,615	42,208
Minnesota	19,714	1,287	21,001	1,718	22,719
Mississippi	7,270	278	7,548	271	7,819
Missouri	25,697	1,187	26,884	1,372	28,256
Montana	3,941	226	4,167	330	4,497
Nebraska	6,287	412	6,699	675	7,374
Nevada	9,184	420	9,604	1,212	10,816
New Hampshire	7,566	519	8,085	542	8,627
New Jersey	47,292	3,878	51,170	3,727	54,897
New Mexico	10,448	327	10,775	443	11,218
New York	88,888	7,767	96,655	7,198	103,853
North Carolina	37,814	3,331	41,145	1,861	43,006
North Dakota	2,228	151	2,379	130	2,509
Ohio	48,660	2,787	51,447	2,400	53,847
Oklahoma	12,115	631	12,746	820	13,566
Oregon	12,550	796	13,346	1,445	14,791
Pennsylvania	66,000	4,412	70,412	3,500	73,912
Rhode Island	6,306	386	6,692	353	7,045
South Carolina	14,108	1,795	15,903	824	16,727
South Dakota	3,010	190	3,200	114	3,314
Tennessee	19,346	2,456	21,802	1,460	23,262
Texas	83,169	3,649	86,818	5,351	92,169

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Utah	7,095	361	7,456	593	8,049
Vermont	3,665	267	3,932	250	4,182
Virginia	31,875	3,541	35,416	2,104	37,520
Washington	27,688	1,660	29,348	2,567	31,915
West Virginia	6,167	360	6,527	438	6,965
Wisconsin	18,630	1,264	19,894	1,312	21,206
Wyoming	2,379	113	2,492	210	2,702
TOTAL 48 CONTERMINOUS STATES	1,265,354	87,116	1,352,470	88,549	1,441,019
Alaska	3,128	62	3,190	215	3,405
Hawaii	3,373	73	3,446	393	3,839
TOTAL ALASKA & HAWAII	6,501	135	6,636	608	7,244
U.S. Unclassified					
TOTAL UNITED STATES	1,271,855	87,251	1,359,106	89,157	1,448,263
Poss. & Other Areas	783	1	784	18	802
U.S. & POSS., etc.	1,272,638	87,252	1,359,890	89,175	1,449,065
CANADA					
Alberta	1,533		1,533	2,226	3,759
British Columbia	1,379		1,379	1,743	3,122
Manitoba	593		593	520	1,113
New Brunswick	317		317	183	500
Newfoundland/Labrador	69		69	78	147
Northwest Territories	14		14	35	49
Nova Scotia	302		302	202	504
Nunavut	3		3		3
Ontario	6,549		6,549	3,325	9,874
Prince Edward Island	97		97	21	118
Quebec	1,100		1,100	856	1,956
Saskatchewan	705		705	421	1,126
Yukon Territory	16		16	13	29
Canadian Unclassified					
TOTAL CANADA	12,677		12,677	9,623	22,300
International	2,363		2,363	5,093	7,456
Other Unclassified					
Military or Civilian Personnel Overseas	1,504	1	1,505		1,505
GRAND TOTAL	1,289,182	87,253	1,376,435	103,891	1,480,326

ANALYSIS BY ABCD COUNTY SIZE for the April 2, 2009 issue

County Size	% of Households	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	674,195	46.8	117
B	30	438,352	30.4	101
C	15	188,128	13.1	87
D	15	140,344	9.7	65

County Size Group Definitions by the A.C. Nielsen Company- Data for the conterminous 48 states.

8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended June 30, 2009

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 13 issues).....	150,158	14.1	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	898,266	85.0
(b) Seven to eleven months (14 to 24 issues).....	594	0.1	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	143,884	13.6
(c) Twelve months (25 to 26 issues).....	719,613	68.1	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	14,839	1.4
(d) Thirteen to twenty-four months.....	126,920	12.0	(d) Subscriptions as part of membership in an organization.....	18	0.0
(e) Twenty-five months and more.....	59,722	5.7			
Total Subscriptions Sold in Period.....	1,057,007	100.0	Total Subscriptions Sold in Period.....	1,057,007	100.0
B. USE OF PREMIUMS					
(a) Ordered without premium.....	1,003,109	94.9			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums, See Par. 9.....	53,898	5.1			
Total Subscriptions Sold in Period.....	1,057,007	100.0			

9. EXPLANATORY

- (a) Suggested Retail Prices: Subscriptions: U.S., 2 yrs. \$38.95; 3 yrs. \$54.95. Canada, 1 yr. \$38.00. International, 1 yr. \$65.00.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 53,839 copies per issue.
- (c) Post expiration copies: None.
- (d) This publication publishes double issues during the year. Each double issue represents two copies of service during the subscription period. This publication published two double issues during the average calculation period. The average price is based on 24 issues and the annualized price is based on 26 issues.
- (e) Included in Individual Subscriptions in Par. 6 is an average of 17,311 copies per issue served to lifetime subscribers. Subscribers paid between \$49.00 and \$99.00 for the lifetime subscriptions.
- (f) Partnership Subscription Sales (Deductible): The average of 347,891 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served in a partnership relationship wherein this publication was bundled with the purchase of other music products or services. Purchasers were advised that \$6.00 to \$25.94 of the sales price was allocated to this publication for 11 to 26 issue subscriptions. The purchaser was able to deduct the amount of the magazine subscription. The deduction was processed as a rebate.
- (g) Use of Premiums: Discount cards, a CD, posters, calendar, t-shirts and a music book, with no advertised or stated value, were offered with some subscriptions sold at 12 to 52 issues for \$6.99 to \$30.00. Gift cards, with a value between \$5.00 and \$25.00, were offered with some subscriptions sold at 12 to 52 issues for \$6.99 to \$30.00.
- (h) This publication uses a common end of month expire date.

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2007; Variation from Publisher's Statements

Audit Period Ended [^]	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)
12-31-07	1,400,000	1,472,264	1,445,493	26,771	1.9
12-31-06	(a)	1,460,487	1,448,092	12,395	0.9
12-31-05	(b)	1,294,356	1,309,116	-14,760	-1.1
12-31-04	1,250,000	1,253,297	1,267,109	-13,812	-1.1
12-31-03	1,250,000	1,274,516	1,277,042	-2,526	-0.2

[^]Effective with the June 2006 Publisher's Statements, publications were given the option of reporting verified circulation.

(a) Effective 01/01/06 changed from 1,300,000 to 1,400,000 (b) Effective 01/01/05 changed from 1,250,000 to 1,300,000

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 Audit Bureau of Circulations' Bylaws and Rules.

Parent Company: Wenner Media LLC

ROLLING STONE, published by Wenner Media LLC • 1290 Avenue of the Americas • New York, NY 10104

MICHAEL SHEEHY

WILL SCHENCK

Date Signed: July 28, 2009

Circulation Director

Publisher

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ABC Member since: 1971

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	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.50
	Association Subscription Price	
	U.S. Subscription Price	25.94
	Canadian Subscription Price	38.00
	International Subscription Price	65.00