



Audit Bureau
of Circulations

**Audit Report
Magazine**

PAID & VERIFIED CIRCULATION

ROLLING STONE

New York, New York 10104

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

AVERAGE CIRCULATION FOR 12 MONTHS ENDED DECEMBER 31, 2007:

1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Audited Circulation	Publisher's Statement Claim	Difference	% of Difference
Paid & Verified Circulation: (See Par. 6)				
Subscriptions:				
Paid	1,331,604	1,303,191	28,413	2.2
Verified	8,961	8,961		
Total Paid & Verified Subscriptions	1,340,565	1,312,152	28,413	2.2
Single Copy Sales				
Print	130,212	131,854	-1,642	-1.2
Digital	1,487	1,487		
Total Single Copy Sales	131,699	133,341	-1,642	-1.2
Total Paid & Verified Circulation	1,472,264	1,445,493	26,771	1.9
Paid & Verified Rate Base:	1,400,000			
# Above/Below Rate Base (+/-)	72,264			
% Above/Below Rate Base (+/-)	5.2			
Paid & Verified Rate Base: Including Feature Issues	1,408,696			
# Above/Below Rate Base (+/-) Including Feature Issues	63,568			
% Above/Below Rate Base (+/-) Including Feature Issues	4.5			

2. PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy	\$4.98		
Subscription	\$25.94		
Average Subscription Price Annualized (26 issue frequency)		\$15.58	
Average Subscription Price per Copy		\$0.68	

(1) For the Report period

(2) Represents subscriptions for the 12 months ended June 30, 2007.

ANALYSIS OF AVERAGE CIRCULATION

3. PAID & VERIFIED CIRCULATION BY ISSUE

2007 Issue	Total Paid and Verified Circulation				Rate Base	
	Audited Circulation	Publisher's Statement Claim	Difference	%	Rate Base	% Above/Below (+/-)
Jan.	25 1,479,739	1,461,049	18,690	1.3	1,400,000	5.7
Feb.	8 1,458,838	1,440,426	18,412	1.3	1,400,000	4.2
	22 1,477,330	1,447,337	29,993	2.1	1,400,000	5.5
Mar.	8 1,452,345	1,426,378	25,967	1.8	1,400,000	3.7
	22 1,445,737	1,411,906	33,831	2.4	1,400,000	3.3
Apr.	5 1,496,992	1,466,738	30,254	2.1	1,400,000	6.9
	19 1,451,544	1,424,468	27,076	1.9	1,400,000	3.7
May	3 1,546,423	1,530,509	15,914	1.0	1,500,000	3.1
	31 1,475,723	1,446,451	29,272	2.0	1,400,000	5.4
June	14 1,437,164	1,430,979	6,185	0.4	1,400,000	2.7
	28 1,405,903	1,409,285	-3,382	-0.2	1,400,000	0.4
July	12 1,502,392	1,527,871	-25,479	-1.7	1,500,000	0.2
Aug.	9 1,486,256	1,441,045	45,211	3.1	1,400,000	6.2
	23 1,446,612	1,402,400	44,212	3.2	1,400,000	3.3
Sept.	6 1,472,152	1,406,787	65,365	4.6	1,400,000	5.2
	20 1,446,083	1,422,186	23,897	1.7	1,400,000	3.3
Oct.	4 1,432,735	1,464,609	-31,874	-2.2	1,400,000	2.3
	18 1,499,034	1,427,260	71,774	5.0	1,400,000	7.1
Nov.	1 1,517,109	1,436,727	80,382	5.6	1,400,000	8.4
	15 1,537,453	1,488,485	48,968	3.3	1,400,000	9.8
	29 1,470,569	1,422,826	47,743	3.4	1,400,000	5.0
Dec.	13 1,467,546	1,461,833	5,713	0.4	1,400,000	4.8
	27 1,456,380	1,448,777	7,603	0.5	1,400,000	4.0
Total Average Circulation	1,472,264	1,445,493	26,771	1.9	1,408,696	4.5

2007 Issue	Total Paid and Verified Subscriptions				Paid Subscriptions				Verified Subscriptions				Single Copy Sales			
	Audited Circulation	Publisher's Statement Claim	Difference	%	Audited Circulation	Publisher's Statement Claim	Difference	%	Audited Circulation	Publisher's Statement Claim	Difference	%	Audited Circulation	Publisher's Statement Claim	Difference	%
Jan.	25	1,384,215	1,368,338	15,877	1.2	1,381,776	1,365,899	15,877	1.2	2,439	2,439		95,524	92,711	2,813	3.0
Feb.	8	1,369,654	1,350,249	19,405	1.4	1,367,215	1,347,810	19,405	1.4	2,439	2,439		89,184	90,177	-993	-1.1
	22	1,369,016	1,338,228	30,788	2.3	1,366,577	1,335,789	30,788	2.3	2,439	2,439		108,314	109,109	-795	-0.7
Mar.	8	1,359,643	1,333,620	26,023	2.0	1,357,204	1,331,181	26,023	2.0	2,439	2,439		92,702	92,758	-56	-0.1
	22	1,355,639	1,326,287	29,352	2.2	1,353,200	1,323,848	29,352	2.2	2,439	2,439		90,098	85,619	4,479	5.2
Apr.	5	1,350,658	1,320,050	30,608	2.3	1,348,219	1,317,611	30,608	2.3	2,439	2,439		146,334	146,688	-354	-0.2
	19	1,345,324	1,319,032	26,292	2.0	1,342,885	1,316,593	26,292	2.0	2,439	2,439		106,220	105,436	784	0.7
May	3	1,327,821	1,305,650	22,171	1.7	1,325,382	1,303,211	22,171	1.7	2,439	2,439		218,602	224,859	-6,257	-2.8
	31	1,322,912	1,295,546	27,366	2.1	1,320,473	1,293,107	27,366	2.1	2,439	2,439		152,811	150,905	1,906	1.3
June	14	1,301,921	1,290,653	11,268	0.9	1,299,482	1,288,214	11,268	0.9	2,439	2,439		135,243	140,326	-5,083	-3.6
	28	1,286,884	1,285,788	1,096	0.1	1,284,445	1,283,349	1,096	0.1	2,439	2,439		119,019	123,497	-4,478	-3.6
July	12	1,267,377	1,288,124	-20,747	-1.6	1,264,938	1,285,685	-20,747	-1.6	2,439	2,439		235,015	239,747	-4,732	-2.0
Aug.	9	1,350,839	1,305,832	45,007	3.4	1,328,400	1,283,393	45,007	3.5	22,439	22,439		135,417	135,213	204	0.2
	23	1,315,148	1,272,631	42,517	3.3	1,292,709	1,250,192	42,517	3.4	22,439	22,439		131,464	129,769	1,695	1.3
Sept.	6	1,376,383	1,311,304	65,079	5.0	1,353,944	1,288,865	65,079	5.0	22,439	22,439		95,769	95,483	286	0.3
	20	1,350,377	1,321,224	29,153	2.2	1,327,938	1,298,785	29,153	2.2	22,439	22,439		95,706	100,962	-5,256	-5.2
Oct.	4	1,305,165	1,333,781	-28,616	-2.1	1,282,726	1,311,342	-28,616	-2.2	22,439	22,439		127,570	130,828	-3,258	-2.5
	18	1,397,286	1,327,007	70,279	5.3	1,384,847	1,314,568	70,279	5.3	12,439	12,439		101,748	100,253	1,495	1.5
Nov.	1	1,401,539	1,316,317	85,222	6.5	1,389,100	1,303,878	85,222	6.5	12,439	12,439		115,570	120,410	-4,840	-4.0
	15	1,394,589	1,339,277	55,312	4.1	1,382,150	1,326,838	55,312	4.2	12,439	12,439		142,864	149,208	-6,344	-4.3
	29	1,358,955	1,304,379	54,576	4.2	1,346,516	1,291,940	54,576	4.2	12,439	12,439		111,614	118,447	-6,833	-5.8
Dec.	13	1,283,104	1,284,377	-1,273	-0.1	1,270,665	1,271,938	-1,273	-0.1	12,439	12,439		184,442	177,456	6,986	3.9
	27	1,258,542	1,241,805	16,737	1.3	1,256,103	1,239,366	16,737	1.4	2,439	2,439		197,838	206,972	-9,134	-4.4
Total Average Circulation		1,340,565	1,312,152	28,413	2.2	1,331,604	1,303,191	28,413	2.2	8,961	8,961		131,699	133,341	-1,642	-1.2

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None of record

5. TREND ANALYSIS (See Publisher's Statement for Five Year Trend)

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 Explanatory for full explanation.

	PRINT				DIGITAL				TOTAL			
	Audited Circulation	Publisher's Statement Claim	Difference	% of Difference	Audited Circulation	Publisher's Statement Claim	Difference	% of Difference	Audited Circulation	Publisher's Statement Claim	Difference	% of Difference
PAID SUBSCRIPTIONS												
Individual Subscriptions*	960,104	931,710	28,394	3.0					960,104	931,710	28,394	3.0
Club/Membership:												
Deductible*	4,560	4,560							4,560	4,560		
Loyalty/Award Point*	678	678							678	678		
Partnership:												
Deductible*	363,329	363,329							363,329	363,329		
Sponsored Sales	2,933	2,914	19	0.7					2,933	2,914	19	0.7
TOTAL PAID SUBSCRIPTIONS	1,331,604	1,303,191	28,413	2.2					1,331,604	1,303,191	28,413	2.2
VERIFIED SUBSCRIPTIONS												
Public Place (See Par. 6A)	8,961	8,961							8,961	8,961		
TOTAL VERIFIED SUBSCRIPTIONS	8,961	8,961							8,961	8,961		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	1,340,565	1,312,152	28,413	2.2					1,340,565	1,312,152	28,413	2.2
SINGLE COPY SALES												
Single Issue Sales	120,286	121,941	-1,655	-1.4					120,286	121,941	-1,655	-1.4
Sponsored Sales	9,926	9,913	13	0.1	1,487	1,487			11,413	11,400	13	0.1
TOTAL SINGLE COPY SALES	130,212	131,854	-1,642	-1.2	1,487	1,487			131,699	133,341	-1,642	-1.2
TOTAL PAID & VERIFIED CIRCULATION	1,470,777	1,444,006	26,771	1.9	1,487	1,487			1,472,264	1,445,493	26,771	1.9

*Included in Average Price calculation

6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

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

Verified Subscription:	Personal Care Salons	Specialty Locations/Retail	Doctor/Health Care Providers	Education/Learning Facilities	Fitness/Recreational Facilities	Other	Total Public Place Copies
Public Place	4,655	2,248	1,224	370	246	218	8,961

6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

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

None of record

AUDIT STATEMENT

The difference shown in average paid and verified circulation in comparing this report with the Publisher's Statements for the period audited is 26,771 copies per issue addition.

A Supplemental Data Report consisting of an analysis of circulation by counties for the November 15, 2007 issue was released May 8, 2008 for this publication. Data in that report have been verified as part of this audit.

EXPLANATORY

Suggested Retail Prices: Subscriptions: U.S., 2 yrs. \$38.95; 3 yrs. \$54.95. Canada, 1 yr. \$38.00. International, 1 yr. \$65.00.

Average non-analyzed non-paid circulation for the 12 month period: 65,406 copies per issue.

Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 34,388 or 2.6% of average paid subscription circulation.

This publication publishes double issues during the year. Each double issue represents two copies of service during the subscription period. This publication published three double issues during the average price calculation period. The average price is based on 23 issues. The annualized price is based on 26 issues.

Included in individual subscriptions is an average of 16,638 copies per issue served to lifetime subscribers. Subscribers paid between \$49.00 and \$99.00 for the lifetime subscriptions.

Club/Membership Subscription Sales (Deductible): The average of 4,560 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to members of Rock and Roll museums. Purchasers were advised that \$19.97 of the club/membership fee was allocated to this publication for a 1 yr. subscription.

Loyalty/Award Point Subscription Sales: The average of 678 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to subscribers in exchange for the redemption of Airline Frequent Flyer Miles. These subscriptions were sold at 12 issues for \$9.00 in exchange for the redemption of 1,200 points at the rate of 3¢ per mile.

Partnership Subscription Sales (Deductible): The average of 363,329 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 \$3.00 to \$25.94 of the sales price was allocated between 6 and 26 issue subscriptions to this publication. The purchaser was able to deduct the amount of the magazine subscription. This deduction was processed as a rebate.

Sponsored Subscription Sales: The average of 2,933 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more.

Sponsored Single Copy Sales: The average of 11,413 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more.

To Members of the Audit Bureau of Circulations:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examination was made in accordance with the Bureau's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average paid and verified circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average paid and verified circulation.

Audit Bureau of Circulations

Rolling Stone, New York, NY, Page #5 - #219262 - 406 - 625

January, 2009

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04-0998-0

04-0998-0	Analyzed Issue Date	11/15/07
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.98
	Association Subscription Price	
	U.S. Subscription Price	25.94
	Canadian Subscription Price	38.00
	International Subscription Price	65.00