

For the six months ended December 31, 2009

Field Served: Picture/News Magazine of Entertainment and Contemporary Culture.

Published by Wenner Media LLC

Frequency: 52 times/year

ABC Member # 04-1315-0

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

Subject to Audit

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	997,228	52.4			
Verified	93,038	4.9			
Total Paid & Verified Subscriptions	1,090,266	57.3			
Single Copy Sales	812,089	42.7			
Total Paid & Verified Circulation	1,902,355	100.0	1,900,000	2,355	0.1

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net Gross (Optional)
Average Single Copy	\$3.99	
Subscription	\$125.00	
Average Subscription Price Annualized (52 issue frequency)		\$62.95
Average Subscription Price per Copy		\$1.21

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended June 30, 2009.

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		
July	6	863,630	90,389	954,019	870,327	1,824,346	Oct.	5	979,262	90,127	1,069,389	749,215	1,818,604
	13	870,791	90,253	961,044	1,227,068	2,188,112		12	1,009,151	90,129	1,099,280	813,241	1,912,521
	20	901,987	90,202	992,189	820,543	1,812,732		19	1,016,343	90,131	1,106,474	804,146	1,910,620
	27	894,030	90,190	984,220	988,529	1,972,749		26	1,054,499	90,131	1,144,630	568,658	1,713,288
Aug.	3	881,341	90,161	971,502	937,624	1,909,126	Nov.	2	1,026,747	90,130	1,116,877	694,160	1,811,037
	10	890,667	90,149	980,816	923,932	1,904,748		9	1,065,891	90,129	1,156,020	677,559	1,833,579
	17	894,705	90,149	984,854	1,059,474	2,044,328		16	1,070,302	90,129	1,160,431	604,466	1,764,897
	24	931,150	90,145	1,021,295	886,054	1,907,349		23	1,107,421	90,128	1,197,549	711,953	1,909,502
	31	918,590	90,140	1,008,730	903,467	1,912,197		30	1,131,117	105,128	1,236,245	683,624	1,919,869
Sept.	7	891,679	90,136	981,815	1,027,363	2,009,178	Dec.	7	1,126,991	105,128	1,232,119	678,191	1,910,310
	14	929,069	90,134	1,019,203	733,852	1,753,055		14	1,186,033	105,128	1,291,161	806,108	2,097,269
	21	953,852	90,132	1,043,984	724,460	1,768,444		21	1,188,167	105,128	1,293,295	801,091	2,094,386
	28	955,586	90,129	1,045,715	777,448	1,823,163		28	1,188,926	105,128	1,294,054	641,770	1,935,824

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2005	%	2006	%	2007	%	2008	%	2009	%
Subscriptions:										
Paid	696,184	41.7	734,390	41.4	825,237	43.3	974,992	51.2	1,004,342	52.2
Verified	N/A		46,657	2.6	91,057	4.8	95,981	5.0	91,967	4.8
Total Paid & Verified Subscriptions	696,184	41.7	781,047	44.0	916,294	48.1	1,070,973	56.2	1,096,309	57.0
Single Copy Sales	971,951	58.3	992,238	56.0	988,736	51.9	833,016	43.8	827,784	43.0
Total Paid & Verified Circulation	1,668,135	100.0	1,773,285	100.0	1,905,030	100.0	1,903,989	100.0	1,924,093	100.0
Year Over Year Percent of Change		18.0		6.3		7.4		-0.1		1.1
Avg. Annualized Subscription Price	\$55.28		\$63.00		\$67.04		\$64.56		\$62.95	

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*	925,905	48.7
Partnership:		
Deductible*	69,572	3.6
Sponsored Sales	1,751	0.1
TOTAL PAID SUBSCRIPTIONS	997,228	52.4
VERIFIED SUBSCRIPTIONS		
Public Place (See Par. 6A)	92,885	4.9
Individual Use (See Par. 6B)	153	0.0
TOTAL VERIFIED SUBSCRIPTIONS	93,038	4.9
TOTAL PAID & VERIFIED SUBSCRIPTIONS	1,090,266	57.3
SINGLE COPY SALES		
Single Issue Sales	812,089	42.7
TOTAL SINGLE COPY SALES	812,089	42.7
TOTAL PAID & VERIFIED CIRCULATION	1,902,355	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	Personal Care Salons	Fitness/Recreational Facilities	Education/Learning Facilities	Other	Total Public Place Copies
Public Place	51,180	26,628	13,119	1,958		92,885

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	Other	Total Individual Use Copies
Individual Use	153		153

7. GEOGRAPHIC DATA for the August 31, 2009 issue

Total paid & verified circulation of this issue was 0.5% 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	12,667	299	12,966	10,372	23,338
Arizona	18,242	1,475	19,717	21,836	41,553
Arkansas	7,457	161	7,618	7,031	14,649
California	123,943	14,521	138,464	106,118	244,582
Colorado	15,872	1,675	17,547	17,638	35,185
Connecticut	11,756	3,492	15,248	9,674	24,922
Delaware	2,860	290	3,150	2,465	5,615
District of Columbia	2,840	507	3,347	2,601	5,948
Florida	43,386	4,938	48,324	50,527	98,851
Georgia	22,465	1,930	24,395	22,505	46,900
Idaho	3,330	107	3,437	3,686	7,123
Illinois	54,415	4,762	59,177	37,395	96,572
Indiana	18,545	773	19,318	15,910	35,228
Iowa	8,738	282	9,020	9,023	18,043
Kansas	7,113	229	7,342	7,877	15,219
Kentucky	10,552	257	10,809	10,322	21,131
Louisiana	11,011	258	11,269	10,309	21,578
Maine	2,846	100	2,946	2,851	5,797
Maryland	15,521	3,389	18,910	13,588	32,498
Massachusetts	24,762	4,136	28,898	22,025	50,923
Michigan	30,224	2,914	33,138	23,236	56,374
Minnesota	17,855	1,679	19,534	16,549	36,083
Mississippi	7,129	110	7,239	5,236	12,475
Missouri	17,175	1,151	18,326	15,639	33,965
Montana	2,332	104	2,436	2,450	4,886
Nebraska	5,148	151	5,299	5,546	10,845
Nevada	8,030	599	8,629	11,423	20,052
New Hampshire	3,889	677	4,566	4,086	8,652
New Jersey	30,978	8,931	39,909	27,298	67,207
New Mexico	4,246	138	4,384	4,025	8,409
New York	67,963	10,686	78,649	48,909	127,558
North Carolina	26,488	1,255	27,743	22,719	50,462
North Dakota	2,038	81	2,119	2,121	4,240
Ohio	37,476	1,881	39,357	28,254	67,611
Oklahoma	9,324	209	9,533	8,541	18,074
Oregon	7,388	972	8,360	10,544	18,904
Pennsylvania	39,421	4,040	43,461	30,010	73,471
Rhode Island	3,245	83	3,328	3,045	6,373
South Carolina	11,420	283	11,703	12,172	23,875
South Dakota	2,409	73	2,482	1,917	4,399
Tennessee	15,458	944	16,402	14,441	30,843
Texas	60,087	4,937	65,024	59,020	124,044

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Utah	5,705	141	5,846	7,082	12,928
Vermont	1,630	92	1,722	1,601	3,323
Virginia	23,514	1,657	25,171	21,720	46,891
Washington	20,164	2,067	22,231	20,986	43,217
West Virginia	4,097	177	4,274	4,284	8,558
Wisconsin	16,095	465	16,560	14,069	30,629
Wyoming	1,659	60	1,719	2,094	3,813
TOTAL 48 CONTERMINOUS STATES	900,908	90,138	991,046	812,770	1,803,816
Alaska	2,266		2,266	3,011	5,277
Hawaii	3,384	1	3,385	4,560	7,945
TOTAL ALASKA & HAWAII	5,650	1	5,651	7,571	13,222
U.S. Unclassified					
TOTAL UNITED STATES	906,558	90,139	996,697	820,341	1,817,038
Poss. & Other Areas	1,325	1	1,326	303	1,629
U.S. & POSS., etc.	907,883	90,140	998,023	820,644	1,818,667
CANADA					
Alberta	1,497		1,497	12,006	13,503
British Columbia	856		856	13,727	14,583
Manitoba	391		391	2,254	2,645
New Brunswick	121		121	1,352	1,473
Newfoundland/Labrador	20		20	910	930
Northwest Territories	5		5	201	206
Nova Scotia	127		127	2,735	2,862
Nunavut				22	22
Ontario	4,687		4,687	30,968	35,655
Prince Edward Island	35		35	387	422
Quebec	583		583	4,939	5,522
Saskatchewan	624		624	2,495	3,119
Yukon Territory	1		1	174	175
Canadian Unclassified					
TOTAL CANADA	8,947		8,947	72,170	81,117
International	970		970	10,653	11,623
Other Unclassified					
Military or Civilian Personnel Overseas	790		790		790
GRAND TOTAL	918,590	90,140	1,008,730	903,467	1,912,197

ANALYSIS BY ABCD COUNTY SIZE for the August 31, 2009 issue

U.S.

CANADA

Data for coterminous 48 states.

County Size	% of U.S. Households	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)	County Size	% of Canadian Population	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Population)
A	40	854,367	47.3	118	A	48	42,999	53.0	110
B	30	540,335	30.0	100	B	28	21,820	26.9	96
C	15	228,742	12.7	85	C	14	11,116	13.7	98
D	15	180,372	10.0	67	D	10	5,182	6.4	64

County Size Group Definitions by the A.C. Nielsen Company

8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended December 31, 2009

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 26 issues)	129,459	13.2	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	622,570	63.4
(b) Seven to eleven months (27 to 48 issues)	20,113	2.0	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	312,586	31.8
(c) Twelve months (49 to 52 issues)	416,320	42.4	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	46,758	4.8
(d) Thirteen to twenty-four months.....	372,714	38.0	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	43,308	4.4	Total Subscriptions Sold in Period	981,914	100.0
Total Subscriptions Sold in Period	981,914	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	981,349	99.9			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums, See Par. 9	565	0.1			
Total Subscriptions Sold in Period	981,914	100.0			

9. EXPLANATORY

- (a) Suggested Retail Prices: Average Single Copy: Canada, \$4.99. Subscriptions: Canada, 1 yr. \$150.00. International, 1 yr. \$175.00.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 38,072 copies per issue.
- (c) Post expiration copies: None.
- (d) This publication uses a common end of month expire date.
- (e) Partnership Subscription Sales (Deductible): The average of 69,572 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 a product or service. Purchasers were advised that a range of 12 issues for \$9.97 up to 52 issues for \$29.95 of the sales price was allocated to this publication. The purchaser was able to deduct the amount of the magazine subscription. The deduction was processed as a rebate.
- (f) Sponsored Subscription Sales: The average of 1,751 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.
- (g) Use of Premiums: Make-up samples and Frequent Flyer Miles, with no advertised or stated values, were offered with some subscriptions ranging from 1 year to 109 issues and prices sold ranging from \$51.48 to \$99.00.

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2008; 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)
12-31-08	1,900,000	1,909,939	1,903,990	5,949	0.3
12-31-07	1,850,000	1,885,972	1,905,030	-19,058	-1.0
12-31-06	(a)	1,745,011	1,773,285	-28,274	-1.6
12-31-05	(b)	1,678,722	1,668,136	10,586	0.6
12-31-04	(c)	1,422,984	1,413,086	9,898	0.7

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

- (a) Effective 01/01/06 changed from 1,400,000 to 1,750,000
 (b) Effective 01/01/05 changed from 1,200,000 to 1,400,000
 (c) Effective 01/01/04 changed from 1,050,000 to 1,200,000

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

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VICTORIA L. ROSE

Publisher

Date Signed: January 25, 2010

Established: 1977

ABC Member since: 1978

04-1315-0	Analyzed Issue Date	08/31/09
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	3.99
	Association Subscription Price	
	U.S. Subscription Price	125.00
	Canadian Subscription Price	150.00
	International Subscription Price	175.00