



Audit Bureau  
of Circulations

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

*Subject to Audit*

# The American Quarter Horse Journal

For the six months ended June 30, 2010

**Field Served:** Equine-News, stories and pictures regarding the breeding and performance of the quarter horse.

Published by The American Quarter Horse Association

Frequency: 12 times/year

ABC Member # 04-0935-0

## 1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
<b>Paid &amp; Verified Circulation:</b> (See Par. 6)					
<b>Subscriptions:</b>					
Paid	45,581	98.5			
Verified					
<b>Total Paid &amp; Verified Subscriptions</b>	<b>45,581</b>	<b>98.5</b>			
Single Copy Sales	694	1.5			
<b>Total Paid &amp; Verified Circulation</b>	<b>46,275</b>	<b>100.0</b>	<b>None Claimed</b>		

## 2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy Subscription	\$4.25		
Average Subscription Price Annualized (12 issue frequency)	\$25.00		
Average Subscription Price per Copy		\$23.19	\$1.93

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2009.

## 3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan.	47,264		47,264	729	47,993
Feb.	46,351		46,351	718	47,069
Mar.	45,549		45,549	703	46,252
Apr.	45,446		45,446	680	46,126
May	44,680		44,680	665	45,345
June	44,194		44,194	667	44,861

## 4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

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## 5. TREND ANALYSIS

	2005	%	2006	%	2007	%	2008	%	2009	%
Subscriptions:										
Paid	61,832	97.2	58,691	97.1	55,420	97.6	51,835	98.2	45,876	98.4
Verified	N/A		N/A		N/A		N/A		N/A	
<b>Total Paid &amp; Verified Subscriptions</b>	<b>61,832</b>	<b>97.2</b>	<b>58,691</b>	<b>97.1</b>	<b>55,420</b>	<b>97.6</b>	<b>51,835</b>	<b>98.2</b>	<b>45,876</b>	<b>98.4</b>
Single Copy Sales	1,775	2.8	1,737	2.9	1,351	2.4	949	1.8	746	1.6
<b>Total Paid &amp; Verified Circulation</b>	<b>63,607</b>	<b>100.0</b>	<b>60,428</b>	<b>100.0</b>	<b>56,771</b>	<b>100.0</b>	<b>52,784</b>	<b>100.0</b>	<b>46,622</b>	<b>100.0</b>
Year Over Year Percent of Change		-3.2		-5.0		-6.1		-7.0		-11.7
Avg. Annualized Subscription Price	\$22.51		\$23.07		\$23.04		\$23.21		\$22.94	

## 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
<b>PAID SUBSCRIPTIONS</b>		
Individual Subscriptions*	45,581	98.5
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>45,581</b>	<b>98.5</b>
<b>VERIFIED SUBSCRIPTIONS</b>		
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>		
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>45,581</b>	<b>98.5</b>
<b>SINGLE COPY SALES</b>		
Single Issue Sales	694	1.5
<b>TOTAL SINGLE COPY SALES</b>	<b>694</b>	<b>1.5</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>46,275</b>	<b>100.0</b>

\*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:

None

## 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:

None

## 7. GEOGRAPHIC DATA for the June 2010 issue

Total paid & verified circulation of this issue was 3.1% less than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	785		785		785
Arizona	937		937	7	944
Arkansas	796		796		796
California	2,678		2,678	47	2,725
Colorado	1,276		1,276	30	1,306
Connecticut	181		181		181
Delaware	50		50	7	57
District of Columbia	3		3		3
Florida	1,249		1,249	12	1,261
Georgia	781		781		781
Idaho	608		608	6	614
Illinois	1,209		1,209	27	1,236
Indiana	1,129		1,129	17	1,146
Iowa	990		990	17	1,007
Kansas	1,015		1,015	17	1,032
Kentucky	735		735	7	742
Louisiana	1,037		1,037	16	1,053
Maine	100		100		100
Maryland	314		314		314
Massachusetts	162		162		162
Michigan	921		921	22	943
Minnesota	934		934	8	942
Mississippi	682		682	15	697
Missouri	1,300		1,300	15	1,315
Montana	521		521		521
Nebraska	775		775	24	799
Nevada	267		267		267
New Hampshire	79		79		79
New Jersey	314		314	4	318
New Mexico	771		771	18	789
New York	798		798	4	802
North Carolina	1,015		1,015	2	1,017
North Dakota	353		353	4	357
Ohio	1,584		1,584	50	1,634
Oklahoma	2,107		2,107	49	2,156
Oregon	659		659	41	700
Pennsylvania	1,072		1,072	4	1,076
Rhode Island	29		29	4	33
South Carolina	367		367		367
South Dakota	393		393	3	396
Tennessee	891		891		891
Texas	6,301		6,301	85	6,386

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Utah	664		664	20	684
Vermont	98		98		98
Virginia	546		546		546
Washington	851		851	34	885
West Virginia	227		227		227
Wisconsin	831		831	2	833
Wyoming	393		393		393
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>41,778</b>		<b>41,778</b>	<b>618</b>	<b>42,396</b>
Alaska	59		59	4	63
Hawaii	44		44		44
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>103</b>		<b>103</b>	<b>4</b>	<b>107</b>
U.S. Unclassified					
<b>TOTAL UNITED STATES</b>	<b>41,881</b>		<b>41,881</b>	<b>622</b>	<b>42,503</b>
Poss. & Other Areas	1		1		1
<b>U.S. &amp; POSS., etc.</b>	<b>41,882</b>		<b>41,882</b>	<b>622</b>	<b>42,504</b>
<b>CANADA</b>					
Alberta	415		415		415
British Columbia	183		183	10	193
Manitoba	60		60		60
New Brunswick	37		37		37
Newfoundland/Labrador	4		4		4
Northwest Territories					
Nova Scotia	40		40		40
Nunavut					
Ontario	452		452	23	475
Prince Edward Island	7		7		7
Quebec	147		147		147
Saskatchewan	132		132		132
Yukon Territory	1		1		1
Canadian Unclassified					
<b>TOTAL CANADA</b>	<b>1,478</b>		<b>1,478</b>	<b>33</b>	<b>1,511</b>
International	834		834	12	846
Other Unclassified					
Military or Civilian Personnel Overseas					
<b>GRAND TOTAL</b>	<b>44,194</b>		<b>44,194</b>	<b>667</b>	<b>44,861</b>

## ANALYSIS BY ABCD COUNTY SIZE for the June 2010 issue

Magazines of less than 500,000 total average paid & verified circulation not required to answer this paragraph.

## 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, 2010

A. DURATION		%	C. CHANNELS		%
(a) One to six months (1 to 6 issues)	None		(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	13,376	100.0
(b) Seven to eleven months (7 to 11 issues)	None		(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	None	
(c) Twelve months (12 issues)	10,032	75.0	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	None	
(d) Thirteen to twenty-four months	None		(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	3,344	25.0	Total Subscriptions Sold in Period	13,376	100.0
Total Subscriptions Sold in Period	13,376	100.0			
<b>B. USE OF PREMIUMS</b>					
(a) Ordered without premium	13,376	100.0			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums	None				
Total Subscriptions Sold in Period	13,376	100.0			

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## 9. EXPLANATORY

- (a) Suggested Retail Prices: Subscriptions: U.S., 3 yrs. \$60.00. Canada, 1 yr. \$50.00; 3 yrs. \$135.00. International, 1 yr. \$80.00; 3 yrs. \$430.00.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 1,835 copies per issue.
- (c) Post expiration copies: None.
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## 10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2009; Variation from Publisher's Statements

Audit Period Ended <sup>^</sup>	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)
06-30-09	None Claimed	49,997	49,997		
06-30-08	None Claimed	54,667	54,667		
06-30-07	None Claimed	58,792	58,792		
06-30-06	None Claimed	62,153	62,153		
06-30-05	None Claimed	64,760	64,760		

<sup>^</sup>Effective with the June 2006 Publisher's Statements, publications were given the option of reporting verified circulation.

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: American Quarter Horse Association  
THE AMERICAN QUARTER HORSE JOURNAL, published by The American Quarter Horse Association •  
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KAREN LATTA

Executive Director of Publications

Date Signed: August 9, 2010

Sales Office: Amarillo 806-372-1192

Established: 1948 ABC Member since: 1960

04-0935-0	Analyzed Issue Date	06/01/10
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.25
	Association Subscription Price	
	U.S. Subscription Price	25.00
	Canadian Subscription Price	50.00
	International Subscription Price	80.00