

MAGAZINE

Publisher's Statement

Six months ended December 31, 2012 Subject to Audit

The American Quarter Horse Journal

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

TOTAL AVERAGE PAID & VERIFIED CIRCULATION

Paid & Verified Circulation: (See Par. 6)	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Subscriptions: Paid Verified	35,052	98.7			
Total Paid & Verified Subscriptions	35,052	98.7			
Single Copy Sales	447	1.3			
Total Paid & Verified Circulation	35,499	100.0	None Claimed		

PRICES 2.

	Suggested	Ave	rage Price (2)
	Retail Prices (1)	Net	Gross (Optional)
Average Single Copy	\$4.25		***
Subscription	\$25.00		
Average Subscription Price Annualized			
(12 issue frequency)		\$23.26	
Average Subscription Price per Copy		\$1.94	
) For the Statement period			

(1) For the Statement period(2) Represents subscriptions for the 12 months ended June 30, 2012.

PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
July	35,508	8	35,508	468	35,976
Aug.	35,334		35,334	460	35,794
Sept.	35,180		35,180	435	35,615
Oct.	34,964		34,964	428	35,392
Nov.	34,767		34,767	431	35,198
Dec.	34,561		34,561	460	35,021

AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2008	%	2009	%	2010	%	2011	%	2012	%
Subscriptions:										
Paid	51,835	98.2	45,876	98.4	44,574	98.5	39,678	98.8	35,751	98.7
Verfied	N/A									
Total Paid & Verified Subscriptions	51,835	98.2	45,876	98.4	44,574	98.5	39,678	98.8	35,751	98.7
Single Copy Sales	949	1.8	746	1.6	671	1.5	481	1.2	476	1.3
Total Paid & Verified Circulation	52,784	100.0	46,622	100.0	45,245	100.0	40,159	100.0	36,227	100.0
Year Over Year Percent of Change		-7.0		-11.7		-3.0		-11.2		-9.8
Avg. Annualized Subscription Price	\$23.21		\$22.94		\$23.53		\$22.66		\$23.26	

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*	35,052	98.7
TOTAL PAID SUBSCRIPTIONS	35,052	98.7
VERIFIED SUBSCRIPTIONS TOTAL VERIFIED SUBSCRIPTIONS TOTAL PAID & VERIFIED SUBSCRIPTIONS	35,052	98.7
SINGLE COPY SALES Single Issue Sales	447	1.3
TOTAL SINGLE COPY SALES	447	1.3
TOTAL PAID & VERIFIED CIRCULATION	35,499	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:

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 December 2012 issue

Total paid & verified circulation of this issue was 1.3% less than the total average paid & verified circulation.

STATE	PAID SUBSCRIP- TIONS	VERIFIED SUBSCRIP- TIONS	TOTAL PAID & VERIFIED SUBSCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	633		633		633
Arizona	691		691	7	698
Arkansas	612		612		612
California	2,142		2,142	39	2,181
Colorado	1,035		1,035	38	1,073
Connecticut	154		154		154
Delaware	45		45	7	52
District of Columbia	2		2		2
Florida	948		948	4	952
Georgia	589		589	_	589
Idaho	420		420	6	426
Illinois	953		953	13	966
Indiana	926		926	13	939
lowa	859		859	15	874
Kansas	850		850	8	858
Kentucky	572 785		572 785	4	572 789
Louisiana Maine	765 86		765 86	4	769 86
Maryland	234		234		234
Massachusetts	133		133		133
Michigan	743		743	11	754
Minnesota	749		749	8	757
Mississippi	499		499	4	503
Missouri	1,002		1,002	8	1,010
Montana	438		438	·	438
Nebraska	667		667	14	681
Nevada	202		202		202
New Hampshire	66		66		66
New Jersey	246		246	4	250
New Mexico	500		500	8	508
New York	608		608	4	612
North Carolina	738		738	2	740
North Dakota	313		313		313
Ohio	1,278		1,278	34	1,312
Oklahoma	1,525		1,525	45	1,570
Oregon	496		496	41	537
Pennsylvania	898		898	4	902
Rhode Island	26		26		26
South Carolina	299		299		299
South Dakota	338		338		338
Tennessee	715		715		715
Texas	4,779		4,779	63	4,842

STATE	PAID SUBSCRIP- TIONS	VERIFIED SUBSCRIP- TIONS	TOTAL PAID & VERIFIED SUBSCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Utah	433		433	15	448
Vermont	71		71		71
Virginia	431		431		431
Washington	686		686	17	703
West Virginia	193		193		193
Wisconsin	710		710	6	716
Wyoming	320		320		320
TOTAL 48 CONTER- MINOUS STATES	32,638		32,638	442	33,080
Alaska Hawaii	45 36		45 36	4	49 36
TOTAL ALASKA & HAWAII U.S. Unclassified	81		81	4	85
TOTAL UNITED STATES	32,719		32,719	446	33,165
Poss. & Other Areas	3		3	110	3
U.S. & POSS., etc.	32,722		32,722	446	33,168
CANADA					100
Alberta	346		346		346
British Columbia	154		154		154
Manitoba	62		62		62
New Brunswick	29		29		29
Newfoundland/Labrador Northwest Territories	2		2		2
Nova Scotia Nunavut	34		34		34
Ontario	344		344	10	354
Prince Edward Island	2		2		2
Quebec	109		109		109
Saskatchewan	108		108		108
Yukon Territory Canadian Unclassified					
TOTAL CANADA	1,190		1,190	10	1,200
International Other Unclassified Military or Civilian Personnel Overseas	649		649	4	653
GRAND TOTAL	34,561		34,561	460	35,021

ANALYSIS BY ABCD COUNTY SIZE for the December 2012 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 December 31, 2012

A. DURATION		%
(a) One to six months (1 to 6 issues)	None	
(b) Seven to eleven months (7 to 11 issues)	None	
(c) Twelve months (12 issues)	7,769	65.5
(d) Thirteen to twenty-four months	None	
(e) Twenty-five months and more	4,094	34.5
Total Subscriptions Sold in Period	11,863	100.0
B. USE OF PREMIUMS	٠	
(a) Ordered without premium(b) Ordered with material reprinted from this	11,863	100.0
publication	None	
(c) Ordered with other premiums	None	
Total Subscriptions Sold in Period	11,863	100.0

	ANNELS		%
(a)	Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or		
	other outlets available to the subscribers	11,863	100.0
(b)	Ordered by subscribers in response to unsolicited		
	telemarketing and door to door selling	None	
(c)	Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar		
	organizations	None	
(d)	Subscriptions as part of membership in an organiza-		
	tion	None	
	Total Subscriptions Sold in Period	11,863	100.0

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, copies per issue.
- (c) Post expiration copies: None.

10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2011; 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)
06-30-11	None Claimed	42.687	42.687		·
06-30-10	None Claimed	45,652	45,652		
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		

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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