



# The American Quarter Horse Journal

## MAGAZINE

### Publisher's Statement

Six months ended December 31, 2013  
Subject to Audit

**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

## 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	32,090	98.8			
Verified					
<b>Total Paid &amp; Verified Subscriptions</b>	<b>32,090</b>	<b>98.8</b>			
Single Copy Sales	387	1.2			
<b>Total Paid &amp; Verified Circulation</b>	<b>32,477</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	\$22.22	
Average Subscription Price per Copy		\$1.85	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended June 30, 2013.

## 3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
July	32,579		32,579	396	32,975
Aug.	32,367		32,367	383	32,750
Sept.	32,324		32,324	384	32,708
Oct.	32,160		32,160	388	32,548
Nov.	31,888		31,888	396	32,284
Dec.	31,224		31,224	376	31,600

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

None

## 5. TREND ANALYSIS

	2009	%	2010	%	2011	%	2012	%	2013	%
Subscriptions:										
Paid	45,876	98.4	44,574	98.5	39,678	98.8	35,751	98.7	32,995	98.8
Verified	N/A		N/A		N/A		N/A		N/A	
<b>Total Paid &amp; Verified Subscriptions</b>	<b>45,876</b>	<b>98.4</b>	<b>44,574</b>	<b>98.5</b>	<b>39,678</b>	<b>98.8</b>	<b>35,751</b>	<b>98.7</b>	<b>32,995</b>	<b>98.8</b>
Single Copy Sales	746	1.6	671	1.5	481	1.2	476	1.3	402	1.2
<b>Total Paid &amp; Verified Circulation</b>	<b>46,622</b>	<b>100.0</b>	<b>45,245</b>	<b>100.0</b>	<b>40,159</b>	<b>100.0</b>	<b>36,227</b>	<b>100.0</b>	<b>33,397</b>	<b>100.0</b>
Year Over Year Percent of Change		-11.7		-3.0		-11.2		-9.8		-7.8
Avg. Annualized Subscription Price	\$22.94		\$23.53		\$22.66		\$23.26		\$22.22	

## 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*	32,090	98.8
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>32,090</b>	<b>98.8</b>
<b>VERIFIED SUBSCRIPTIONS</b>		
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>		
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>32,090</b>	<b>98.8</b>
<b>SINGLE COPY SALES</b>		
Single Issue Sales	387	1.2
<b>TOTAL SINGLE COPY SALES</b>	<b>387</b>	<b>1.2</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>32,477</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 December 2013 issue

Total paid & verified circulation of this issue was 2.7% 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	537		537		537
Arizona	643		643	7	650
Arkansas	533		533		533
California	1,918		1,918	31	1,949
Colorado	952		952	16	968
Connecticut	151		151		151
Delaware	42		42	7	49
District of Columbia	1		1		1
Florida	871		871	4	875
Georgia	519		519		519
Idaho	373		373	6	379
Illinois	874		874	15	889
Indiana	848		848	14	862
Iowa	807		807	8	815
Kansas	772		772	8	780
Kentucky	508		508		508
Louisiana	693		693	4	697
Maine	80		80		80
Maryland	206		206		206
Massachusetts	123		123		123
Michigan	677		677	8	685
Minnesota	683		683	4	687
Mississippi	446		446		446
Missouri	941		941	8	949
Montana	384		384		384
Nebraska	629		629	4	633
Nevada	175		175		175
New Hampshire	53		53		53
New Jersey	203		203	4	207
New Mexico	448		448	13	461
New York	553		553	4	557
North Carolina	665		665		665
North Dakota	291		291		291
Ohio	1,168		1,168	31	1,199
Oklahoma	1,376		1,376	42	1,418
Oregon	442		442	45	487
Pennsylvania	804		804		804
Rhode Island	20		20		20
South Carolina	254		254		254
South Dakota	332		332		332
Tennessee	656		656		656
Texas	4,338		4,338	43	4,381
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>29,526</b>		<b>29,526</b>	<b>366</b>	<b>29,892</b>
Alaska	47		47	4	51
Hawaii	36		36		36
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>83</b>		<b>83</b>	<b>4</b>	<b>87</b>
U.S. Unclassified					
<b>TOTAL UNITED STATES</b>	<b>29,609</b>		<b>29,609</b>	<b>370</b>	<b>29,979</b>
Poss. & Other Areas	2		2		2
<b>U.S. &amp; POSS., etc.</b>	<b>29,611</b>		<b>29,611</b>	<b>370</b>	<b>29,981</b>
<b>CANADA</b>					
Alberta	288		288		288
British Columbia	142		142		142
Manitoba	57		57		57
New Brunswick	18		18		18
Newfoundland/Labrador	1		1		1
Northwest Territories					
Nova Scotia	19		19		19
Nunavut					
Ontario	290		290	6	296
Prince Edward Island	2		2		2
Quebec	98		98		98
Saskatchewan	90		90		90
Yukon Territory	1		1		1
Canadian Unclassified					
<b>TOTAL CANADA</b>	<b>1,006</b>		<b>1,006</b>	<b>6</b>	<b>1,012</b>
International	607		607		607
Other Unclassified					
Military or Civilian Personnel Overseas					
<b>GRAND TOTAL</b>	<b>31,224</b>		<b>31,224</b>	<b>376</b>	<b>31,600</b>

## ANALYSIS BY ABCD COUNTY SIZE for the December 2013 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, 2013

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	9,472	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)	6,638	70.1	(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	2,834	29.9	Total Subscriptions Sold in Period	9,472	100.0
Total Subscriptions Sold in Period	9,472	100.0			
<b>B. USE OF PREMIUMS</b>					
(a) Ordered without premium	9,472	100.0			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums	None				
Total Subscriptions Sold in Period	9,472	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: 1,417 copies per issue.
- (c) Post expiration copies: None.

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## 10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2012; 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)
06-30-12	None Claimed	38,056	38,056		
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		

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.

Parent Company: American Quarter Horse Association

THE AMERICAN QUARTER HORSE JOURNAL, published by The American Quarter Horse Association • 1600 Quarter Horse Drive, P.O. Box 32470 • Amarillo, TX 79104

KIM MCKINNEY  
Executive Director of Publications

Date Signed: February 10, 2014

Sales Office: Amarillo 806-372-1192

P: 806.372.1192 • URL: [www.aqhjournal.com](http://www.aqhjournal.com)

Established: 1948 AAM Member since: 1960

04-0935-0	Analyzed Issue Date	12/01/13
	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