



Audit Bureau  
of Circulations

**Audit Report**  
**Business Publication**

**PAID CIRCULATION**

**ASSOCIATIONS NOW**

Washington, District of Columbia 20005-1103

**FIELD SERVED:** The Subject Publication serves the field of trade, business, professional and philanthropic associations.

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**TOTAL AVERAGE QUALIFIED PAID CIRCULATION FOR 12 MONTHS ENDED JUNE 30, 2009:**

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**TOTAL AVERAGE QUALIFIED PAID CIRCULATION** ..... **19,655**

**1A - AVERAGE QUALIFIED PAID CIRCULATION**

|   |        |               |
|---|--------|---------------|
| Individual .....                                      | 150    |               |
| Association, See Par. 11(a) .....                     | 19,505 |               |
| Sponsored Individually Addressed .....                |        |               |
| Multi-Copy Same Addressee .....                       |        |               |
| Single Copy Sales .....                               |        |               |
| <b>Total Average Qualified Paid Circulation</b> ..... |        | <b>19,655</b> |

**1B - AVERAGE QUALIFIED NON-PAID CIRCULATION**

None Claimed

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**1C - AVERAGE NON-QUALIFIED CIRCULATION**

|   |       |              |
|---|-------|--------------|
| Non-Continuous Market Coverage Copies .....                 |       |              |
| Allocated For Shows & Conventions .....                     | 33    |              |
| Miscellaneous, Including Staff Copies, See Par. 11(b) ..... | 1,993 |              |
| <b>Total Average Non-Qualified Circulation</b> .....        |       | <b>2,026</b> |

**1D - AVERAGE QUALIFIED PAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS**

None of record

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**AUDIT STATEMENT**

There was no adjustment made in the average qualified paid circulation as shown in the Publisher's Statements for the period audited.

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**AVERAGE QUALIFIED PAID CIRCULATION BY QUARTERS** for the period covered by this report

| <b>Calendar Quarter Ended</b> | <b>Total Paid</b> |
|-------------------------------|-------------------|
| September 30, 2008            | 19,805            |
| December 31, 2008             | 19,853            |
| March 31, 2009                | 19,619            |
| June 30, 2009                 | 19,346            |

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**2 - QUALIFIED PAID CIRCULATION BY ISSUES**

| <b>2008 Issue</b> | <b>Total Paid</b> | <b>2009 Issue</b> | <b>Total Paid</b> |
|-------------------|-------------------|-------------------|-------------------|
| July              | 19,798            | Jan.              | 19,804            |
| Aug.              | 19,816            | Feb.              | 19,699            |
| Sept.             | 19,802            | Mar.              | 19,353            |
| Oct.              | 19,849            | Apr.              | 19,455            |
| Nov.              | 19,882            | May               | 19,422            |
| Dec.              | 19,827            | June              | 19,160            |

**3A - BUSINESS/OCCUPATIONAL ANALYSIS**

The information in Paragraphs 3A, 3B, 3C and 4 is from an analysis of the May, 2009 issue in which:  
 Qualified paid circulation of this issue was 1.2% less than the total average qualified paid circulation.

| <b>Classification by Business &amp; Industry</b>         | <b>Total Paid</b> | <b>%</b>     | <b>Paid</b> | <b>Paid Assn.</b> |
|--|-------------------|--------------|-------------|-------------------|
| 1. Trade, Business and Professional Analysis             |                   |              |             |                   |
| (a) Chief Salaried Executives .....                      | 6,104             | 31.4         | 11          | 6,093             |
| (b) Associate/Asst. Dir., VPs, Reg. or Chapter Dir. .... | 6,575             | 33.9         | 5           | 6,570             |
| (c) Management Personnel .....                           | 2,511             | 12.9         | 5           | 2,506             |
| (d) Others .....   | 779               | 4.0          | 11          | 768               |
| 2. Libraries and Institutions.....                       | 92                | 0.5          | 92          |                   |
| 3. Others Allied to the Field .....                      | 3,304             | 17.0         | 18          | 3,286             |
| Other Paid Circulation                                   |                   |              |             |                   |
| Subscriptions .....                                      | 57                | 0.3          |             | 57                |
| Single Copy Sales .....                                  |                   |              |             |                   |
| <b>Total Qualified Circulation.....</b>                  | <b>19,422</b>     | <b>100.0</b> | <b>142</b>  | <b>19,280</b>     |

Classifications have been verified by information obtained from letterheads, questionnaires, etc.

**3B - AGE OF SOURCE DATA ANALYSIS**

Optional and not required

**3C - MAILING ADDRESS ANALYSIS**

|  | <b>Total Paid</b> | <b>%</b>     |
|--|-------------------|--------------|
| Individual by name and title and/or occupation .....       | 18,700            | 96.3         |
| Individual by name only .....                              | 630               | 3.2          |
| Title or occupation only .....                             |                   |              |
| Company name only .....                                    | 92                | 0.5          |
| Multi-Copy Same Addressee .....                            |                   |              |
| <b>Total Qualified Paid Subscription Circulation .....</b> | <b>19,422</b>     | <b>100.0</b> |
| Single Copy Sales .....                                    |                   |              |
| <b>Total Qualified Paid Circulation .....</b>              | <b>19,422</b>     |              |

**4 - GEOGRAPHIC ANALYSIS**

| State & ZIP Code       | Total Paid   | %           |
|------------------------|--------------|-------------|
| <b>New England</b>     |              |             |
| ME 039-049.....        | 35           |             |
| NH 030-038.....        | 40           |             |
| VT 050-059.....        | 23           |             |
| MA 010-027.....        | 284          |             |
| RI 028-029.....        | 30           |             |
| CT 060-069.....        | 132          |             |
| <b>New England</b>     | <b>544</b>   | <b>2.8</b>  |
| <b>Middle Atlantic</b> |              |             |
| NY 100-149.....        | 675          |             |
| NJ 070-089.....        | 397          |             |
| PA 150-196.....        | 610          |             |
| <b>Middle Atlantic</b> | <b>1,682</b> | <b>8.7</b>  |
| <b>East N. Central</b> |              |             |
| OH 430-459.....        | 456          |             |
| IN 460-479.....        | 280          |             |
| IL 600-629.....        | 1,681        |             |
| MI 480-499.....        | 294          |             |
| WI 530-549.....        | 289          |             |
| <b>East N. Central</b> | <b>3,000</b> | <b>15.4</b> |
| <b>West N. Central</b> |              |             |
| MN 550-567.....        | 270          |             |
| IA 500-528.....        | 124          |             |
| MO 630-658.....        | 303          |             |
| ND 580-588.....        | 26           |             |
| SD 570-577.....        | 31           |             |
| NE 680-693.....        | 68           |             |
| KS 660-679.....        | 193          |             |
| <b>West N. Central</b> | <b>1,015</b> | <b>5.2</b>  |
| <b>South Atlantic</b>  |              |             |
| DE 197-199.....        | 59           |             |
| MD 206-219.....        | 1,396        |             |
| DC 200, 202-205.....   | 2,684        |             |
| VA 201, 220-246.....   | 3,401        |             |
| WV 247-268.....        | 24           |             |
| NC 270-289.....        | 250          |             |
| SC 290-299.....        | 122          |             |
| GA 300-319.....        | 358          |             |
| FL 320-349.....        | 672          |             |
| <b>South Atlantic</b>  | <b>8,966</b> | <b>46.2</b> |
| <b>East S. Central</b> |              |             |
| KY 400-427.....        | 151          |             |
| TN 370-385.....        | 159          |             |
| AL 350-369.....        | 121          |             |
| MS 386-397.....        | 47           |             |
| <b>East S. Central</b> | <b>478</b>   | <b>2.5</b>  |

| State & ZIP Code                                 | Total Paid    | %            |
|--|---------------|--------------|
| <b>West S. Central</b>                           |               |              |
| AR 716-729.....                                  | 50            |              |
| LA 700-714.....                                  | 109           |              |
| OK 730-749.....                                  | 118           |              |
| TX 750-799.....                                  | 800           |              |
| <b>West S. Central</b>                           | <b>1,077</b>  | <b>5.5</b>   |
| <b>Mountain</b>                                  |               |              |
| MT 590-599.....                                  | 36            |              |
| ID 832-838.....                                  | 25            |              |
| WY 820-831.....                                  | 21            |              |
| CO 800-816.....                                  | 335           |              |
| NM 870-884.....                                  | 72            |              |
| AZ 850-865.....                                  | 203           |              |
| UT 840-847.....                                  | 42            |              |
| NV 889-898.....                                  | 120           |              |
| <b>Mountain</b>                                  | <b>854</b>    | <b>4.4</b>   |
| <b>Pacific</b>                                   |               |              |
| AK 995-999.....                                  | 21            |              |
| WA 980-994.....                                  | 151           |              |
| OR 970-979.....                                  | 149           |              |
| CA 900-961.....                                  | 1,082         |              |
| HI 967-968.....                                  | 50            |              |
| <b>Pacific</b>                                   | <b>1,453</b>  | <b>7.5</b>   |
| Single Copy Sales .....                          |               |              |
| U.S. Unclassified .....                          |               |              |
| <b>United States</b>                             | <b>19,069</b> | <b>98.2</b>  |
| Poss. & Other Areas                              |               |              |
| 004-009, 969 .....                               | 16            | 0.1          |
| <b>U.S. &amp; Poss., etc.</b>                    | <b>19,085</b> | <b>98.3</b>  |
| Canada .....                                     | 220           | 1.1          |
| Mexico .....                                     | 5             | 0.0          |
| Military or Civilian<br>Personnel Overseas ..... |               |              |
| Other International.....                         | 112           | 0.6          |
| <b>Total International</b>                       | <b>337</b>    | <b>1.7</b>   |
| E-Mail Address Only .....                        |               |              |
| Other Unclassified .....                         |               |              |
| <b>Grand Total</b>                               | <b>19,422</b> | <b>100.0</b> |

**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS SOLD  
DURING THE 12 MONTH PERIOD ENDED JUNE 30, 2009**

**5 - PRICE DATA** See Par. 11(c)

Sales Are Net of Premium Values

Basic Prices: Subscriptions: U.S., 1 yr. \$60.00; 2 yrs. \$100.00. Member rate, \$24.00

Single Copy: \$8.00

|                                  |                |
|----------------------------------|----------------|
| Basic & higher than basic: ..... | 19,540         |
| 75% - 99% of basic: .....        | 93             |
| 50% - 74% of basic: .....        | None of record |
| 25% - 49% of basic: .....        | None of record |
| Less than 25% of basic: .....    | None of record |
| <b>Total</b> .....               | <b>19,633</b>  |

**6 - TERM DATA**

|   |                |
|---|----------------|
| Three years or more. ....                   | 2              |
| Two years or more but less than three. .... | 2              |
| One year or more but less than two. ....    | 19,629         |
| Less than one year. ....                    | None of record |
| <b>Total</b> .....                          | <b>19,633</b>  |

**7 - SALES CHANNELS**

|   |                |
|---|----------------|
| Ordered by mail and/or directly requested by subscriber. .... | 45             |
| Ordered through salespeople:                                  |                |
| 1. Catalog agencies and individual agents .....               | None of record |
| 2. Publisher's own and other publisher's salespeople .....    | None of record |
| 3. Independent agencies' salespeople .....                    | 89             |
| Association memberships, See Par. 11(a). ....                 | 19,499         |
| All other channels. ....                                      | None of record |
| <b>Total</b> .....  | <b>19,633</b>  |

**8 - PREMIUM USAGE**

|   |                |
|---|----------------|
| Ordered without premium. ....                               | 19,622         |
| Ordered with material reprinted from this publication. .... | None of record |
| Ordered with other premiums, See Par. 11(d). ....           | 11             |
| <b>Total</b> .....  | <b>19,633</b>  |

**ADDITIONAL CIRCULATION INFORMATION**

**9 - POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION:**

|   |      |
|---|------|
| Percentage of paid subscriptions serviced, from 1 issue to 3 months beyond expiration, on the May, 2009 issue. ....                       | 1.3% |
| Average percentage of paid subscriptions serviced from 1 issue to 3 months beyond expiration, for the period covered by this report ..... | 1.3% |

**10 - RENEWAL ANALYSIS OF PAID SUBSCRIPTIONS:**

Optional and not required

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**11 - EXPLANATORY:**

This publication is the official journal of an association.

(a) Association subscriptions, averaging 19,505 copies per issue, represent copies served to members of the American Society of Association Executives (ASAE) and The Center for Association Leadership. \$24.00 is allocated for a 1 yr. subscription to this publication and is non-deductible from dues. Members of ASAE and The Center for Association Leadership receive reduced prices on ASAE and The Center publications, meetings and educational programs.

(b) Miscellaneous includes checking and promotion copies, averaging 1,106 copies per issue, served to advertisers and agencies.

(c) Authorized prices with 5% or more of total subscription sales:

|       |         |
|-------|---------|
| 1 yr. | \$24.00 |
|-------|---------|

(d) Use of Premiums: Several offers were made, none of which produced more than one percent of Total Subscriptions sold in this period. All of these offers taken together produced less than one percent of the Total Subscriptions sold in the period.

**DEFINITION OF RECIPIENT QUALIFICATION:** Qualified recipients are: Chief salaried executives, number two executives including executive vice presidents, executive secretaries, assistant executive directors, regional vice presidents, management personnel including convention and meeting managers, education directors, government relations directors, administration directors, personnel directors, division or department managers, other titled and non-titled personnel, association members, library and institutions, and others allied to the field.

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 qualified paid 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 qualified paid circulation.

**Audit Bureau of Circulations**

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Member Number

Associations Now, Washington, DC, Page #6 - #221446 - 069 - 175

September, 2009

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|           |   |          |
|-----------|---|----------|
| 06-0153-0 | Analyzed Issue Date                               | 05/01/09 |
|           | Analyzed Issue Text (for double month issue date) |          |
|           | Single Copy Price                                 | 8.00     |
|           | Association Subscription Price                    | 24.00    |
|           | U.S. Subscription Price                           | 60.00    |
|           | Canadian Subscription Price                       |          |
|           | International Subscription Price                  |          |