



Audit Bureau of Circulations

**BUSINESS PUBLICATION
PUBLISHER'S STATEMENT
Subject to Audit
For the 6 month period ending
June 30, 2009**



Field Served:

The Subject Publication serves the field of trade, business, professional and philanthropic associations.

This publication is the official journal of an association. See Par. 11(a).

TOTAL AVERAGE QUALIFIED PAID CIRCULATION 19,482

1A AVERAGE QUALIFIED PAID CIRCULATION

Individual	146
Association, See Par. 11(a)	19,336
Sponsored Individually Addressed	
Multi-Copy Same Addressee	
Single Copy Sales	
Total Average Qualified Paid Circulation	19,482

1B AVERAGE QUALIFIED NON-PAID CIRCULATION None Claimed

1C AVERAGE NON-QUALIFIED CIRCULATION

Non-Continuous Market Coverage Copies	
Allocated For Shows & Conventions	
Miscellaneous, Including Staff Copies, See Par. 11(b)	1,946
Total Average Non-Qualified Circulation	1,946

1D AVERAGE QUALIFIED PAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS

None

2 QUALIFIED PAID CIRCULATION BY ISSUES

2009 Issue	Total Paid	2009 Issue	Total Paid
Jan.	19,804	Apr.	19,455
Feb.	19,699	May	19,422
Mar.	19,353	June	19,160



THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE MAY, 2009 ISSUE IN WHICH:
 • QUALIFIED PAID CIRCULATION WAS 0.3% LESS THAN THE PERIOD AVERAGE

3A BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Total Paid	%	Paid	Paid Assn.
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.....				
Total Qualified Circulation.....	19,422	100.0	142	19,280

3B AGE OF SOURCE DATA ANALYSIS Optional and not required

3C MAILING ADDRESS ANALYSIS

	Total Paid	%
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.....		
Total Qualified Paid Subscription Circulation.....	19,422	100.0
Single Copy Sales.....		
Total Qualified Paid Circulation.....	19,422	

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GEOGRAPHIC ANALYSIS

State & ZIP Code	Total Paid	%
New England		
ME 039-049.....	35	
NH 030-038.....	40	
VT 050-059.....	23	
MA 010-027.....	284	
RI 028-029.....	30	
CT 060-069.....	132	
New England	544	2.8
Middle Atlantic		
NY 100-149.....	675	
NJ 070-089.....	397	
PA 150-196.....	610	
Middle Atlantic	1,682	8.7
East N. Central		
OH 430-459.....	456	
IN 460-479.....	280	
IL 600-629.....	1,681	
MI 480-499.....	294	
WI 530-549.....	289	
East N. Central	3,000	15.4
West N. Central		
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	
West N. Central	1,015	5.2
South Atlantic		
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	
South Atlantic	8,966	46.2
East S. Central		
KY 400-427.....	151	
TN 370-385.....	159	
AL 350-369.....	121	
MS 386-397.....	47	
East S. Central	478	2.5

State & ZIP Code	Total Paid	%
West S. Central		
AR 716-729.....	50	
LA 700-714.....	109	
OK 730-749.....	118	
TX 750-799.....	800	
West S. Central	1,077	5.5
Mountain		
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	
Mountain	854	4.4
Pacific		
AK 995-999.....	21	
WA 980-994.....	151	
OR 970-979.....	149	
CA 900-961.....	1,082	
HI 967-968.....	50	
Pacific	1,453	7.5
Single Copy Sales.....		
U.S. Unclassified.....		
United States	19,069	98.2
Poss. & Other Areas		
004-009, 969.....	16	0.1
U.S. & Poss., etc.	19,085	98.3
Canada.....		
Mexico.....	220	1.1
Military or Civilian	5	0.0
Personnel Overseas.....		
Other International.....	112	0.6
Total International	337	1.7
E-Mail Address Only.....		
Other Unclassified.....		
Grand Total	19,422	100.0

ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS
Sold During 6 Month Period Ended June 30, 2009

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PRICE DATA See Par. 11(c)

Basic Prices: Subscriptions: U.S., 1 yr. \$60.00; 2 yrs. \$100.00. Member rate, \$24.00
Single Copy: \$8.00
Sales include Premium Values

Basic & higher than basic:	9,681
75% - 99% of basic:	92
50% - 74% of basic:	None
25% - 49% of basic:	None
Less than 25% of basic:	None
Total	9,773

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SALES CHANNELS

Ordered by mail and/or directly requested by subscriber.....	26
Ordered through salespeople:	
Catalog agencies and individual agents.....	None
Publisher's own and other publishers' salespeople.....	None
Independent agencies' salespeople.....	30
Association memberships, See Par. 11(a).....	9,717
All other channels.....	None
Total	9,773

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TERM DATA

Three years or more.....	1
Two years or more but less than three.....	1
One year or more but less than two.....	9,771
Less than one year.....	None
Total	9,773

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PREMIUM USAGE

Ordered without premium.....	9,773
Ordered with reprinted material from this publication.....	None
Ordered with other premiums.....	None
Total	9,773



ASSOCIATIONS NOW

This form, printed on blue paper, is used by business publications having all qualified paid circulation, not claiming any qualified non-paid circulation.

ADDITIONAL CIRCULATION INFORMATION

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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 statement 1.4%

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RENEWAL ANALYSIS OF PAID CIRCULATION

Optional and not required

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EXPLANATORY

Audit Cycle: June Ending.

(a) Association subscriptions, averaging 19,336 copies per issue, represent copies served to members of ASAE & 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 receive reduced prices on ASAE and The Center publications, meetings and educational programs.

(b) Miscellaneous includes checking and promotion copies, averaging 1,066 copies per issue, served to advertisers and agencies.

(c) Authorized prices with 5% or more of total subscription sales:
1 yr. \$24.00

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.

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: ASAE & The Center for Association Leadership

KATHY A. CENSKY

Advertising Operations Director

KARL ELY, CAE

Publisher

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