



Audit Bureau of Circulations

**BUSINESS PUBLICATION
PUBLISHER'S STATEMENT
Subject to Audit
For the 6 month period ending
June 30, 2010**



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 17,394

1A AVERAGE QUALIFIED PAID CIRCULATION

Individual	120	
Association, See Par. 11(a)	17,274	
Sponsored Individually Addressed		
Multi-Copy Same Addressee		
Single Copy Sales		
Total Average Qualified Paid Circulation		17,394

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)	1,779
Total Average Non-Qualified Circulation	1,779

1D AVERAGE QUALIFIED PAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS

None

2 QUALIFIED PAID CIRCULATION BY ISSUES

2010 Issue	Total Paid	2010 Issue	Total Paid
Jan.	17,592	Apr.	17,296
Feb.	17,604	May	17,311
Mar.	17,247	June	17,313

Member No.
06-0153-0



THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE MAY 2010 ISSUE IN WHICH:
 • QUALIFIED PAID CIRCULATION WAS 0.5% 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.....	5,622	32.5	9	5,613
(b) Associate/Asst. Dir., VPs, Reg. or Chapter Dir.....	5,777	33.4	5	5,772
(c) Management Personnel.....	2,256	13.0	3	2,253
(d) Others.....	623	3.6	13	610
2. Libraries and Institutions.....	69	0.4	69	
3. Others Allied to the Field.....	2,932	16.9	19	2,913
Other Paid Circulation				
Subscriptions.....	32	0.2	2	30
Single Copy Sales.....				
Total Qualified Circulation.....	17,311	100.0	120	17,191

3B AGE OF SOURCE DATA ANALYSIS Reporting not required

3C MAILING ADDRESS ANALYSIS

	Total Paid	%
Individual by name and title and/or occupation.....	16,725	96.6
Individual by name only.....	517	3.0
Title or occupation only.....		
Company name only.....	69	0.4
Multi-Copy Same Addressee.....		
Total Qualified Paid Subscription Circulation.....	17,311	100.0
Single Copy Sales.....		
Total Qualified Paid Circulation.....	17,311	

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GEOGRAPHIC ANALYSIS

State & ZIP Code	Total Paid	%
New England		
ME 039-049.....	33	
NH 030-038.....	35	
VT 050-059.....	22	
MA 010-027.....	264	
RI 028-029.....	25	
CT 060-069.....	116	
New England	495	2.8
Middle Atlantic		
NY 100-149.....	601	
NJ 070-089.....	362	
PA 150-196.....	555	
Middle Atlantic	1,518	8.8
East N. Central		
OH 430-459.....	398	
IN 460-479.....	252	
IL 600-629.....	1,506	
MI 480-499.....	259	
WI 530-549.....	244	
East N. Central	2,659	15.3
West N. Central		
MN 550-567.....	252	
IA 500-528.....	114	
MO 630-658.....	282	
ND 580-588.....	25	
SD 570-577.....	28	
NE 680-693.....	63	
KS 660-679.....	171	
West N. Central	935	5.4
South Atlantic		
DE 197-199.....	45	
MD 206-219.....	1,301	
DC 200, 202-205.....	2,366	
VA 201, 220-246.....	2,984	
WV 247-268.....	11	
NC 270-289.....	241	
SC 290-299.....	88	
GA 300-319.....	308	
FL 320-349.....	580	
South Atlantic	7,924	45.8
East S. Central		
KY 400-427.....	132	
TN 370-385.....	139	
AL 350-369.....	113	
MS 386-397.....	47	
East S. Central	431	2.5

State & ZIP Code	Total Paid	%
West S. Central		
AR 716-729.....	48	
LA 700-714.....	97	
OK 730-749.....	108	
TX 750-799.....	714	
West S. Central	967	5.6
Mountain		
MT 590-599.....	31	
ID 832-838.....	24	
WY 820-831.....	21	
CO 800-816.....	325	
NM 870-884.....	70	
AZ 850-865.....	180	
UT 840-847.....	37	
NV 889-898.....	92	
Mountain	780	4.5
Pacific		
AK 995-999.....	15	
WA 980-994.....	144	
OR 970-979.....	136	
CA 900-961.....	883	
HI 967-968.....	45	
Pacific	1,223	7.1
Single Copy Sales.....		
U.S. Unclassified.....		
United States	16,932	97.8
Poss. & Other Areas		
004-009, 969.....	9	0.1
U.S. & Poss., etc.	16,941	97.9
Canada.....		
Mexico.....	231	1.3
Military or Civilian	3	0.0
Personnel Overseas.....		
Other International.....	136	0.8
Total International	370	2.1
E-Mail Address Only.....		
Other Unclassified.....		
Grand Total	17,311	100.0

ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS
Sold During 6 Month Period Ended June 30, 2010

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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:	9,624
75% - 99% of basic:	64
50% - 74% of basic:	26
25% - 49% of basic:	None
Less than 25% of basic:	None
Total	9,714

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TERM DATA

Three years or more	8
Two years or more but less than three	9,706
One year or more but less than two	None
Less than one year	None
Total	9,714

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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)	9,658
All other channels	None
Total	9,714

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PREMIUM USAGE

Ordered without premium	9,697
Ordered with reprinted material	
from this publication	None
Ordered with other premiums	17
Total	9,714



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 2010 issue 1.5%

Average percentage of paid subscriptions serviced, from 1 issue to 3 months beyond expiration, for the period covered by this statement 1.8%

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RENEWAL ANALYSIS OF PAID CIRCULATION

Reporting not required

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EXPLANATORY

Audit Cycle: June Ending.

(a) Association subscriptions, averaging 17,274 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 941 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

KATHLEEN CENSKY

Advertising Operations Director

KARL ELY, CAE

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