



Audit Bureau
of Circulations

Money

For the six months ended June 30, 2009

Field Served: MONEY provides readers with trusted advice to help them successfully earn, plan, invest, spend and enjoy their money right now.

Published by Time Inc.

Frequency: 12 times/year

ABC Member # 04-0688-0

PAID & VERIFIED MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

Money

1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Paid & Verified Circulation: (See Par. 6)					
Subscriptions:					
Paid	1,750,155	91.4			
Verified	98,540	5.1			
Total Paid & Verified Subscriptions	1,848,695	96.5			
Single Copy Sales	67,275	3.5			
Total Paid & Verified Circulation	1,915,970	100.0	1,900,000	15,970	0.8

2. PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy Subscription	\$3.99		
Average Subscription Price Annualized (12 issue frequency)	\$15.00		
Average Subscription Price per Copy		\$15.08	\$1.26

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2008.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan.+	1,781,339	61,857	1,843,196	73,484	1,916,680
Feb.+	1,774,681	77,155	1,851,836	90,272	1,942,108
Mar.+	1,766,142	82,325	1,848,467	49,833	1,898,300
Apr.	1,732,196	119,943	1,852,139	72,327	1,924,466
May	1,723,741	124,599	1,848,340	51,937	1,900,277
June	1,722,831	125,361	1,848,192	65,797	1,913,989

+See Par. 9

Paid & Verified Magazine
Publisher's Statement

For six months ended June 30, 2009

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

Edition	Number of Issues	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Rate Base
REGIONAL							
Central	2	168,148	8,833	176,981	1,636	178,617	160,000
GEO/ZIP INCOME							
Select	2	1,012,982	43,159	1,056,141		1,056,141	1,000,000

5. TREND ANALYSIS

	2004	%	2005	%	2006	%	2007	%	2008	%
Subscriptions:										
Paid	1,841,634	94.6	1,850,296	93.0	1,763,182	89.3	1,599,146	83.2	1,795,665	92.8
Verified	N/A		N/A		68,214	3.5	210,210	11.0	44,443	2.3
Total Paid & Verified Subscriptions	1,841,634	94.6	1,850,296	93.0	1,831,396	92.8	1,809,356	94.2	1,840,108	95.1
Single Copy Sales	104,283	5.4	117,915	5.9	116,921	5.9	112,080	5.8	94,676	4.9
Total Paid & Verified Circulation	1,945,917	100.0	1,968,211	98.9	1,948,317	98.7	1,921,436	100.0	1,934,784	100.0
Year Over Year Percent of Change		-2.6		1.1		-1.0		-1.4		0.7
Total Analyzed Non-Paid Circ.	N/A		21,174	1.1	25,417	1.3	N/A		N/A	
Year Over Year Percent of Change						20.0				
Total Paid, Verified & Analyzed Non-Paid Circ.	1,945,917	100.0	1,989,385	100.0	1,973,734	100.0	1,921,436	100.0	1,934,784	100.0
Year Over Year Percent of Change		-2.6		2.2		-0.8		-2.6		0.7
Avg. Annualized Subscription Price	\$16.92		\$14.28		\$13.86		\$12.99		\$14.68	

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*	1,258,552	65.7
Combination Subscriptions*	217,994	11.4
Award Point*	246,035	12.8
Partnership:		
Deductible*	20,287	1.1
Sponsored Sales	7,287	0.4
TOTAL PAID SUBSCRIPTIONS	1,750,155	91.4
VERIFIED SUBSCRIPTIONS		
Public Place (See Par. 6A)	80,718	4.2
Individual Use (See Par. 6B)	17,822	0.9
TOTAL VERIFIED SUBSCRIPTIONS	98,540	5.1
TOTAL PAID & VERIFIED SUBSCRIPTIONS	1,848,695	96.5
SINGLE COPY SALES		
Single Issue Sales	67,275	3.5
TOTAL SINGLE COPY SALES	67,275	3.5
TOTAL PAID & VERIFIED CIRCULATION	1,915,970	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:

Verified Subscription:	Doctor/Health Care Providers	Business/Professional Services	Automotive Outlets	Other	Total Public Place Copies
Public Place	61,378	16,394	2,946		80,718

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:

Verified Subscription: Individual Use	Organization Members	Individually Requested	Merchandise Buyers	Other	Total Individual Use Copies
	16,740	589	493		17,822

7. GEOGRAPHIC DATA for the January, 2009 issue

Total paid & verified circulation of this issue was 0.0% greater 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	17,997	408	18,405	784	19,189
Arizona	37,173	1,147	38,320	1,659	39,979
Arkansas	9,183	271	9,454	330	9,784
California	216,444	8,402	224,846	9,692	234,538
Colorado	47,862	1,242	49,104	1,681	50,785
Connecticut	30,525	803	31,328	972	32,300
Delaware	6,584	170	6,754	141	6,895
District of Columbia	3,956	267	4,223	383	4,606
Florida	120,233	3,458	123,691	7,433	131,124
Georgia	48,497	1,755	50,252	2,939	53,191
Idaho	6,423	124	6,547	329	6,876
Illinois	85,703	3,561	89,264	4,199	93,463
Indiana	31,472	736	32,208	1,012	33,220
Iowa	18,227	426	18,653	329	18,982
Kansas	17,185	492	17,677	449	18,126
Kentucky	16,494	344	16,838	520	17,358
Louisiana	14,511	357	14,868	764	15,632
Maine	7,621	113	7,734	235	7,969
Maryland	42,626	2,020	44,646	1,140	45,786
Massachusetts	47,817	1,791	49,608	1,740	51,348
Michigan	63,440	3,462	66,902	1,593	68,495
Minnesota	38,213	1,405	39,618	1,400	41,018
Mississippi	7,716	199	7,915	337	8,252
Missouri	31,329	714	32,043	960	33,003
Montana	5,049	128	5,177	103	5,280
Nebraska	10,902	302	11,204	386	11,590
Nevada	14,639	159	14,798	1,154	15,952
New Hampshire	10,685	250	10,935	327	11,262
New Jersey	70,688	3,685	74,373	2,844	77,217
New Mexico	8,091	193	8,284	368	8,652
New York	114,395	5,989	120,384	4,215	124,599
North Carolina	49,334	1,048	50,382	2,087	52,469
North Dakota	3,759	110	3,869	73	3,942
Ohio	68,585	1,720	70,305	1,638	71,943
Oklahoma	13,280	377	13,657	479	14,136
Oregon	21,877	410	22,287	1,243	23,530
Pennsylvania	78,717	2,659	81,376	2,023	83,399
Rhode Island	6,254	133	6,387	262	6,649
South Carolina	21,364	408	21,772	890	22,662
South Dakota	4,475	121	4,596	82	4,678
Tennessee	26,424	588	27,012	1,305	28,317
Texas	103,783	3,967	107,750	5,666	113,416
Utah	10,251	218	10,469	564	11,033
Vermont	3,920	82	4,002	140	4,142
Virginia	58,084	1,510	59,594	1,762	61,356
Washington	43,398	2,954	46,352	2,139	48,491
West Virginia	5,463	162	5,625	138	5,763
Wisconsin	40,428	798	41,226	680	41,906
Wyoming	2,802	70	2,872	99	2,971
TOTAL 48 CONTER- MINOUS STATES	1,763,878	61,708	1,825,586	71,688	1,897,274
Alaska	2,960	24	2,984	353	3,337
Hawaii	7,733	93	7,826	508	8,334
TOTAL ALASKA & HAWAII	10,693	117	10,810	861	11,671
U.S. Unclassified					
TOTAL UNITED STATES	1,774,571	61,825	1,836,396	72,549	1,908,945
Poss. & Other Areas	1,123	23	1,146	28	1,174
U.S. & POSS., etc.	1,775,694	61,848	1,837,542	72,577	1,910,119
Canada	2,976		2,976	907	3,883
International	133	2	135		135
Other Unclassified Military or Civilian Personnel Overseas	2,536	7	2,543		2,543
GRAND TOTAL	1,781,339	61,857	1,843,196	73,484	1,916,680

ANALYSIS BY ABCD COUNTY SIZE for the January, 2009 issue

County Size	% of Households	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	915,886	48.3	121
B	30	601,987	31.7	106
C	15	230,557	12.2	81
D	15	148,844	7.8	52

County Size Group Definitions by the A.C. Nielsen Company- Data for the conterminous 48 states.

8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended June 30, 2009

A. DURATION	%	C. CHANNELS	%
(a) One to six months (1 to 6 issues)	3,052 0.4	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	676,084 93.2
(b) Seven to eleven months (7 to 11 issues).....	16,737 2.3	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	None
(c) Twelve months (12 issues).....	485,482 67.0	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	49,050 6.8
(d) Thirteen to twenty-four months.....	165,884 22.9	(d) Subscriptions as part of membership in an organization	None
(e) Twenty-five months and more	53,979 7.4	Total Subscriptions Sold in Period	725,134 100.0
Total Subscriptions Sold in Period	725,134 100.0		
B. USE OF PREMIUMS			
(a) Ordered without premium	703,354 97.0		
(b) Ordered with material reprinted from this publication, See Par. 9	12,505 1.7		
(c) Ordered with other premiums, See Par. 9	9,275 1.3		
Total Subscriptions Sold in Period	725,134 100.0		

9. EXPLANATORY

(a) Suggested Retail Prices: Average Single Copy: Canada, \$4.99. Subscriptions: No additional prices.

(b) Average non-analyzed non-paid circulation for the 6 month period: 31,456 copies per issue.

(c) Post expiration copies: None.

(d) Single Copy Sales for issues denoted in Par. 3 of this statement were impacted by the Anderson News closure.

(e) 45,226 subscriptions were sold in combination during this statement period.

Combination Publication	Subscriptions Sold	Subscription Term	Price of Combination	Suggested Retail Prices
Fortune	33,955	25 issues	\$10.00-\$30.00	\$39.95
Various Newspapers	6,216	Various	Various	Various
Time Magazine	4,773	20-112 issues	\$25.95-\$35.00	\$17.50-\$98.00
Various Magazines	282	Various	Various	Various

(f) Award Point Subscription Sales: The average of 246,035 copies per issue, shown in Par. 6 and included in Par. 1, included the following:

An average of 245,234 copies per issue represents copies served to subscribers in exchange for the redemption of Airline Frequent Flyer Miles. These subscriptions were sold at 12 issues for \$21.00 to \$25.00, in exchange for the redemption of 700 to 1,000 points at the rate of 2½¢ to 3¢ per mile.

An average of 801 copies per issue represents copies served in exchange for the redemption of various award program points. These subscriptions were sold at 12 issues for \$21.00, in exchange for the redemption of 2,100 points at the rate of 1¢ per point.

(g) Partnership Subscription Sales (Deductible): The average of 20,287 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served in a partnership relationship wherein this publication was bundled with the purchase of a product or service. Purchasers were advised that \$9.99 to \$20.00 of the sales price was allocated for a 1 year subscription to this publication.

(h) Sponsored Subscription Sales: The average of 7,287 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more.

(i) Use of Premiums: Articles previously published in MONEY, compiled in editorial booklets, with no advertised or stated values, were offered with some subscriptions.

A bag, with no advertised or stated value, was offered with some subscriptions.

10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2008; 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)	Rate Base (Analyzed Non-Paid)	Audit Report (Analyzed Non-Paid)	Publisher's Statements (Analyzed Non-Paid)	Difference (Analyzed Non-Paid)	Percentage of Difference (Analyzed Non-Paid)
06-30-08	1,900,000	1,929,949	1,932,699	-2,750	-0.1					
06-30-07	None Claimed	1,931,068	1,931,063	5	0.0	None Claimed	8,608	8,608		
06-30-06	(a)	1,981,935	1,980,991	944	0.0	None Claimed	37,954	37,983	-29	-0.1
06-30-05	1,900,000	1,929,393	1,933,472	-4,079	-0.2	None Claimed	60,165		60,165	100.0
06-30-04	1,900,000	1,943,911	2,000,158	-56,247	-2.8	None Claimed	59,306		59,306	100.0
			Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)					
Audit Period Ended^	Rate Base (Combined)	Audit Report (Combined)								
06-30-07	1,900,000	1,939,676	1,939,671	5	0.0					
06-30-06	(b)	2,019,989	2,018,974	915	0.0					
06-30-05	None Claimed	1,989,558	1,933,472	56,086	2.9					
06-30-04	None Claimed	2,003,217	2,000,158	3,059	0.2					

^Effective with the June, 2006 Publisher's Statements, publications were given the option of reporting verified circulation.

(a) Effective 07/01/05 changed from 1,900,000 to None Claimed.

(b) Effective 07/01/05 changed from None Claimed to 1,900,000.

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: Time Inc.

MONEY, published by Time Inc. • Time & Life Building, Rockefeller Center • New York, NY 10020

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Publisher

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	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	3.99
	Association Subscription Price	
	U.S. Subscription Price	15.00
	Canadian Subscription Price	
	International Subscription Price	