



Audit Bureau  
of Circulations

# Atlanta

MAGAZINE

For the six months ended December 31, 2008

**Field Served:** ATLANTA MAGAZINE is a general interest city magazine covering the Metro-Atlanta area, covering a range of human interests including politics, culture, social concerns, business, the environment, entertainment, lifestyles and personalities.

Published by Emmis Communications

Frequency: 12 times/year

ABC Member # 04-0093-0

Atlanta Magazine

## PAID & VERIFIED MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

### 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	48,115	69.6			
Verified	14,667	21.2			
<b>Total Paid &amp; Verified Subscriptions</b>	<b>62,782</b>	<b>90.8</b>			
Single Copy Sales	6,339	9.2			
<b>Total Paid &amp; Verified Circulation</b>	<b>69,121</b>	<b>100.0</b>	<b>None Claimed</b>		

### 2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$4.95		
Subscription	\$12.00		
Average Subscription Price Annualized (12 issue frequency)		\$9.06	
Average Subscription Price per Copy		\$0.75	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended June 30, 2008.

### 3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
July	49,139	12,688	61,827	6,146	67,973
Aug.	46,973	11,357	58,330	8,982	67,312
Sept.	47,544	13,803	61,347	4,002	65,349
Oct.	48,525	16,959	65,484	4,356	69,840
Nov.	48,558	16,767	65,325	5,877	71,202
Dec.	47,953	16,429	64,382	8,673	73,055

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

None

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