



Audit Bureau
of Circulations

Alaska

For the six months ended June 30, 2010

Field Served: Readership General - Travelers and Sportsmen.

Published by Morris Communications

Frequency: 10 times/year

ABC Member # 04-0014-0

Alaska

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)
Paid & Verified Circulation: (See Par. 6)					
Subscriptions:					
Paid	104,531	91.4			
Verified	4,198	3.7			
Total Paid & Verified Subscriptions	108,729	95.1			
Single Copy Sales	5,583	4.9			
Total Paid & Verified Circulation	114,312	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$3.99		
Subscription	\$24.00		
Average Subscription Price Annualized (10 issue frequency)		\$14.92	
Average Subscription Price per Copy		\$1.49	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2009.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Feb.	107,437		107,437	4,863	112,300
Mar.	102,901	3,416	106,317	6,577	112,894
Apr.	104,069		104,069	5,887	109,956
May	103,929	7,904	111,833	4,622	116,455
June	104,318	9,669	113,987	5,966	119,953

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

Paid & Verified Magazine
Publisher's Statement

For six months ended June 30, 2010

5. TREND ANALYSIS

	2005	%	2006	%	2007	%	2008	%	2009	%
Subscriptions:										
Paid	135,660	93.9	127,762	91.2	128,129	91.3	123,814	89.2	111,852	92.6
Verified	N/A		3,379	2.4	3,370	2.4	5,873	4.2	1,282	1.1
Total Paid & Verified Subscriptions	135,660	93.9	131,141	93.6	131,499	93.7	129,687	93.4	113,134	93.7
Single Copy Sales	8,760	6.1	9,018	6.4	8,862	6.3	9,200	6.6	7,595	6.3
Total Paid & Verified Circulation	144,420	100.0	140,159	100.0	140,361	100.0	138,887	100.0	120,729	100.0
Year Over Year Percent of Change		-17.6		-3.0		0.1		-1.1		-13.1
Avg. Annualized Subscription Price	\$17.41		\$16.59		\$16.60		\$16.53		\$16.04	

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*	96,243	84.2
Sponsored Sales	8,288	7.2
TOTAL PAID SUBSCRIPTIONS	104,531	91.4
VERIFIED SUBSCRIPTIONS		
Public Place (See Par. 6A)	4,198	3.7
TOTAL VERIFIED SUBSCRIPTIONS	4,198	3.7
TOTAL PAID & VERIFIED SUBSCRIPTIONS	108,729	95.1
SINGLE COPY SALES		
Single Issue Sales	5,583	4.9
TOTAL SINGLE COPY SALES	5,583	4.9
TOTAL PAID & VERIFIED CIRCULATION	114,312	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:	In-room Hotel/ Lodging	Doctor/Health Care Providers	Personal Care Salons	Automotive Outlets	Other	Total Public Place Copies
Public Place	2,216	420	259	197	1,106	4,198

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:

None

7. GEOGRAPHIC DATA for the February 2010 issue

Total paid & verified circulation of this issue was 1.8% less than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	768	768	768	8	776
Arizona	2,433	2,433	2,433	33	2,466
Arkansas	719	719	719	7	726
California	8,099	8,099	8,099	55	8,154
Colorado	3,327	3,327	3,327	24	3,351
Connecticut	748	748	748	8	756
Delaware	159	159	159	7	166
District of Columbia	55	55	55	2	57
Florida	5,373	5,373	5,373	26	5,399
Georgia	1,539	1,539	1,539	8	1,547
Idaho	1,771	1,771	1,771	16	1,787
Illinois	2,635	2,635	2,635	33	2,668
Indiana	1,699	1,699	1,699	18	1,717
Iowa	1,588	1,588	1,588	18	1,606
Kansas	1,091	1,091	1,091	4	1,095
Kentucky	632	632	632	11	643
Louisiana	572	572	572	7	579
Maine	1,193	1,193	1,193	22	1,215
Maryland	981	981	981	21	1,002
Massachusetts	1,170	1,170	1,170	16	1,186
Michigan	4,786	4,786	4,786	78	4,864
Minnesota	4,784	4,784	4,784	72	4,856
Mississippi	466	466	466	4	470
Missouri	1,707	1,707	1,707	6	1,713
Montana	1,714	1,714	1,714	33	1,747
Nebraska	847	847	847	10	857
Nevada	953	953	953	12	965
New Hampshire	813	813	813	13	826
New Jersey	1,022	1,022	1,022	4	1,026
New Mexico	812	812	812	5	817
New York	3,043	3,043	3,043	41	3,084
North Carolina	1,639	1,639	1,639	11	1,650
North Dakota	536	536	536	2	538
Ohio	2,782	2,782	2,782	64	2,846
Oklahoma	959	959	959	5	964
Oregon	4,357	4,357	4,357	67	4,424
Pennsylvania	3,924	3,924	3,924	95	4,019
Rhode Island	141	141	141	5	146
South Carolina	679	679	679	5	684
South Dakota	663	663	663	2	665
Tennessee	1,249	1,249	1,249	15	1,264
Texas	4,079	4,079	4,079	25	4,104

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Utah	998	998	998	13	1,011
Vermont	511	511	511	2	513
Virginia	1,651	1,651	1,651	18	1,669
Washington	7,803	7,803	7,803	492	8,295
West Virginia	424	424	424	9	433
Wisconsin	3,766	3,766	3,766	81	3,847
Wyoming	901	901	901	5	906
TOTAL 48 CONTER-MINOUS STATES	94,561	94,561	94,561	1,538	96,099
Alaska	11,965	11,965	11,965	3,189	15,154
Hawaii	325	325	325	5	330
TOTAL ALASKA & HAWAII	12,290	12,290	12,290	3,194	15,484
U.S. Unclassified					
TOTAL UNITED STATES	106,851	106,851	106,851	4,732	111,583
Poss. & Other Areas	12	12	12		12
U.S. & POSS., etc.	106,863	106,863	106,863	4,732	111,595
CANADA					
Alberta	66	66	66	67	133
British Columbia	85	85	85	42	127
Manitoba	7	7	7	2	9
New Brunswick	3	3	3		3
Newfoundland/Labrador	3	3	3		3
Northwest Territories	6	6	6	3	9
Nova Scotia	9	9	9		9
Nunavut					
Ontario	50	50	50		50
Prince Edward Island					
Quebec	9	9	9		9
Saskatchewan	12	12	12	4	16
Yukon Territory	14	14	14	13	27
Canadian Unclassified					
TOTAL CANADA	264	264	264	131	395
International	244	244	244		244
Other Unclassified					
Military or Civilian Personnel Overseas	66	66	66		66
GRAND TOTAL	107,437	107,437	107,437	4,863	112,300

ANALYSIS BY ABCD COUNTY SIZE for the February 2010 issue

Magazines of less than 500,000 total average paid and verified circulation not required to answer this paragraph.

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, 2010

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 4 issues).....	10	0.1	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	22,529	97.9
(b) Seven to eleven months (5 to 9 issues).....	7	0.0	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	None	
(c) Twelve months (10 issues).....	11,927	51.8	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	493	2.1
(d) Thirteen to twenty-four months.....	11,070	48.1	(d) Subscriptions as part of membership in an organization.....	None	
(e) Twenty-five months and more.....	8	0.0	Total Subscriptions Sold in Period.....	23,022	100.0
Total Subscriptions Sold in Period.....	23,022	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium.....	15,683	68.1			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums, See Par. 9.....	7,339	31.9			
Total Subscriptions Sold in Period.....	23,022	100.0			

9. EXPLANATORY

- (a) Suggested Retail Prices: Subscriptions: U.S., 2 yrs. \$46.00. Canada and Mexico, 1 yr. \$44.00; 2 yrs. \$86.00. International, 1 yr. \$64.00; 2 yrs. \$126.00.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 15,563 copies per issue.
- (c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 299 or 0.3% of average paid subscription circulation.
- (d) Sponsored Subscription Sales: The average of 8,288 copies per issue, shown in Par. 6 and included in Par. 1, represents individually addressed copies purchased for the business interests of the purchaser, and are delivered to private residences or business offices and intended for the personal consumption of the addressee.
- (e) Use of Premiums: A calendar, with no advertised or stated value, was offered with subscriptions sold at 1 yr. \$10.00 to \$24.00.

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 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)
12-31-08	None Claimed	138,948	138,886	62	0.0
12-31-07	None Claimed	140,520	140,362	158	0.1
12-31-06	None Claimed	140,575	140,159	416	0.3
12-31-05	None Claimed	144,914	144,420	494	0.3
12-31-04	None Claimed	175,558	175,253	305	0.2

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

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: Morris Communications Company, LLC

ALASKA, published by Morris Communications • 301 Arctic Slope Ave., Suite 300 • Anchorage, AK 99518

MICHELLE L. ROWE

PAUL SMITH

Date Signed: July 28, 2010

Business Manager

President

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Established: 1935

ABC Member since: 1968

04-0014-0	Analyzed Issue Date	02/01/10
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	3.99
	Association Subscription Price	
	U.S. Subscription Price	24.00
	Canadian Subscription Price	44.00
	International Subscription Price	64.00