



AUDIT REPORT

Magazine

PROTOTYPE SPORTS

Anytown, Illinois 60000

Annual Frequency: 12 times/year

Published by Sports Corporation

Field Served: Sports Enthusiasts.

AVERAGE CIRCULATION FOR 24 MONTHS ENDED JUNE 30, 2022:

TOTAL AVERAGE CIRCULATION

	Audited Circulation	Publisher's Statement Claim	Difference	% of Difference
Paid, Verified & Analyzed Nonpaid Bulk Circulation:				
Subscriptions:				
Paid				
Print	1,772,473	1,772,473		
Digital Issue	181,911	181,911		
Total Paid Subscriptions	1,954,384	1,954,384		
Verified				
Print	110,226	110,226		
Total Verified Subscriptions	110,226	110,226		
Total Paid & Verified Subscriptions	2,064,610	2,064,610		
Single Copy Sales				
Print	342	342		
Digital Issue	39	39		
Total Single Copy Sales	381	381		
Total Paid & Verified Circulation	2,064,991	2,064,991		
Total Analyzed Nonpaid Bulk Circulation	143,250	143,250		
Total Paid, Verified & Analyzed Nonpaid Bulk Circulation	2,208,241	2,208,241		
Rate Base	2,205,125			
Variance to Rate Base	3,116			

PRICES

	Suggested Retail Prices	Average Price (1)
Single Copy	\$4.99	
Subscription	\$19.99	
Average Subscription Price Annualized (2)		\$11.83
Average Subscription Price per Copy		\$0.99

(1) Represents subscriptions sold for the last 6 months covered by this audit period.

(2) Based on the following issues per year frequency: 12

TOTAL CIRCULATION BY ISSUE

Total Paid, Verified and Analyzed Nonpaid Bulk

	Audited Circulation			Publisher's Statement Claim			Difference	%
	Print	Digital Issue	Total Audited Circulation	Print	Digital Issue	Total Publisher's Statement Claim		
2020 Issue								
Jul	2,044,375	156,326	2,200,701	2,044,375	156,326	2,200,701		
Aug	2,052,682	155,935	2,208,617	2,052,682	155,935	2,208,617		
Sep	2,053,479	155,086	2,208,565	2,053,479	155,086	2,208,565		
Oct	2,029,237	174,665	2,203,902	2,029,237	174,665	2,203,902		
Nov	2,024,976	175,996	2,200,972	2,024,976	175,996	2,200,972		
Dec	2,026,094	182,494	2,208,588	2,026,094	182,494	2,208,588		
2021 Issue								
Jan	2,026,874	183,961	2,210,835	2,026,874	183,961	2,210,835		
Feb	2,029,973	188,552	2,218,525	2,029,973	188,552	2,218,525		
Mar	2,021,109	187,316	2,208,425	2,021,109	187,316	2,208,425		
Apr	2,023,281	185,610	2,208,891	2,023,281	185,610	2,208,891		
May	2,019,973	184,586	2,204,559	2,019,973	184,586	2,204,559		
Jun	2,025,341	185,399	2,210,740	2,025,341	185,399	2,210,740		
Jul	2,022,605	178,940	2,201,545	2,022,605	178,940	2,201,545		
Aug	2,027,478	190,598	2,218,076	2,027,478	190,598	2,218,076		
Sep	2,018,260	188,452	2,206,712	2,018,260	188,452	2,206,712		
Oct	2,035,719	188,637	2,224,356	2,035,719	188,637	2,224,356		
Nov	2,020,895	187,457	2,208,352	2,020,895	187,457	2,208,352		
Dec	2,016,800	185,930	2,202,730	2,016,800	185,930	2,202,730		
2022 Issue								
Jan	2,021,239	187,164	2,208,403	2,021,239	187,164	2,208,403		
Feb	2,016,690	188,437	2,205,127	2,016,690	188,437	2,205,127		
Mar	2,017,601	191,092	2,208,693	2,017,601	191,092	2,208,693		
Apr	2,017,991	187,902	2,205,893	2,017,991	187,902	2,205,893		
May	2,020,746	190,456	2,211,202	2,020,746	190,456	2,211,202		
Jun	2,017,545	185,812	2,203,357	2,017,545	185,812	2,203,357		
Average	2,026,291	181,950	2,208,241	2,026,291	181,950	2,208,241		

Total Paid and Verified Circulation

	Audited Circulation			Publisher's Statement Claim			Difference	%
	Print	Digital Issue	Total Audited Circulation	Print	Digital Issue	Total Publisher's Statement Claim		
2020 Issue								
Jul	1,900,375	156,326	2,056,701	1,900,375	156,326	2,056,701		
Aug	1,908,682	155,935	2,064,617	1,908,682	155,935	2,064,617		
Sep	1,909,479	155,086	2,064,565	1,909,479	155,086	2,064,565		
Oct	1,885,237	174,665	2,059,902	1,885,237	174,665	2,059,902		
Nov	1,880,976	175,996	2,056,972	1,880,976	175,996	2,056,972		
Dec	1,882,094	182,494	2,064,588	1,882,094	182,494	2,064,588		
2021 Issue								
Jan	1,882,874	183,961	2,066,835	1,882,874	183,961	2,066,835		
Feb	1,885,973	188,552	2,074,525	1,885,973	188,552	2,074,525		
Mar	1,877,109	187,316	2,064,425	1,877,109	187,316	2,064,425		
Apr	1,879,281	185,610	2,064,891	1,879,281	185,610	2,064,891		
May	1,839,973	184,586	2,024,559	1,839,973	184,586	2,024,559		
Jun	1,845,341	185,399	2,030,740	1,845,341	185,399	2,030,740		
Jul	1,842,605	178,940	2,021,545	1,842,605	178,940	2,021,545		
Aug	1,889,478	190,598	2,080,076	1,889,478	190,598	2,080,076		
Sep	1,880,260	188,452	2,068,712	1,880,260	188,452	2,068,712		
Oct	1,897,719	188,637	2,086,356	1,897,719	188,637	2,086,356		
Nov	1,882,895	187,457	2,070,352	1,882,895	187,457	2,070,352		
Dec	1,878,800	185,930	2,064,730	1,878,800	185,930	2,064,730		
2022 Issue								
Jan	1,893,239	187,164	2,080,403	1,893,239	187,164	2,080,403		
Feb	1,888,690	188,437	2,077,127	1,888,690	188,437	2,077,127		
Mar	1,889,601	191,092	2,080,693	1,889,601	191,092	2,080,693		
Apr	1,889,991	187,902	2,077,893	1,889,991	187,902	2,077,893		
May	1,892,746	190,456	2,083,202	1,892,746	190,456	2,083,202		
Jun	1,889,545	185,812	2,075,357	1,889,545	185,812	2,075,357		
Average	1,883,041	181,950	2,064,991	1,883,041	181,950	2,064,991		

TOTAL CIRCULATION BY ISSUE (Continued)

	Total Paid and Verified Subscriptions									Paid Subscriptions							
	Audited Circulation			Publisher's Statement Claim			Difference	%	Audited Circulation			Publisher's Statement Claim			Difference	%	
	Print	Digital Issue	Total Audited	Print	Digital Issue	Total Publisher's Statement Claim			Print	Digital Issue	Total Audited	Print	Digital Issue	Total Publisher's Statement Claim			
2020 Issue																	
Jul	1,899,943	156,292	2,056,235	1,899,943	156,292	2,056,235			1,793,761	156,292	1,950,053	1,793,761	156,292	1,950,053			
Aug	1,908,336	155,881	2,064,217	1,908,336	155,881	2,064,217			1,802,154	155,881	1,958,035	1,802,154	155,881	1,958,035			
Sep	1,909,013	155,034	2,064,047	1,909,013	155,034	2,064,047			1,802,831	155,034	1,957,865	1,802,831	155,034	1,957,865			
Oct	1,884,839	174,611	2,059,450	1,884,839	174,611	2,059,450			1,778,657	174,611	1,953,268	1,778,657	174,611	1,953,268			
Nov	1,880,475	175,944	2,056,419	1,880,475	175,944	2,056,419			1,774,293	175,944	1,950,237	1,774,293	175,944	1,950,237			
Dec	1,881,749	182,444	2,064,193	1,881,749	182,444	2,064,193			1,775,567	182,444	1,958,011	1,775,567	182,444	1,958,011			
2021 Issue																	
Jan	1,882,353	183,937	2,066,290	1,882,353	183,937	2,066,290			1,770,773	183,937	1,954,710	1,770,773	183,937	1,954,710			
Feb	1,885,645	188,515	2,074,160	1,885,645	188,515	2,074,160			1,772,065	188,515	1,960,580	1,772,065	188,515	1,960,580			
Mar	1,876,690	187,264	2,063,954	1,876,690	187,264	2,063,954			1,763,110	187,264	1,950,374	1,763,110	187,264	1,950,374			
Apr	1,879,070	185,565	2,064,635	1,879,070	185,565	2,064,635			1,763,490	185,565	1,949,055	1,763,490	185,565	1,949,055			
May	1,839,916	184,563	2,024,479	1,839,916	184,563	2,024,479			1,764,336	184,563	1,948,899	1,764,336	184,563	1,948,899			
Jun	1,845,191	185,357	2,030,548	1,845,191	185,357	2,030,548			1,768,611	185,357	1,953,968	1,768,611	185,357	1,953,968			
Jul	1,842,084	178,911	2,020,995	1,842,084	178,911	2,020,995			1,767,987	178,911	1,946,898	1,767,987	178,911	1,946,898			
Aug	1,889,066	190,545	2,079,611	1,889,066	190,545	2,079,611			1,771,969	190,545	1,962,514	1,771,969	190,545	1,962,514			
Sep	1,879,884	188,417	2,068,301	1,879,884	188,417	2,068,301			1,762,787	188,417	1,951,204	1,762,787	188,417	1,951,204			
Oct	1,897,488	188,602	2,086,090	1,897,488	188,602	2,086,090			1,780,391	188,602	1,968,993	1,780,391	188,602	1,968,993			
Nov	1,882,653	187,423	2,070,076	1,882,653	187,423	2,070,076			1,785,556	187,423	1,972,979	1,785,556	187,423	1,972,979			
Dec	1,878,457	185,892	2,064,349	1,878,457	185,892	2,064,349			1,761,360	185,892	1,947,252	1,761,360	185,892	1,947,252			
2022 Issue																	
Jan	1,892,819	187,133	2,079,952	1,892,819	187,133	2,079,952			1,765,775	187,133	1,952,908	1,765,775	187,133	1,952,908			
Feb	1,888,343	188,405	2,076,748	1,888,343	188,405	2,076,748			1,761,299	188,405	1,949,704	1,761,299	188,405	1,949,704			
Mar	1,889,275	191,051	2,080,326	1,889,275	191,051	2,080,326			1,762,231	191,051	1,953,282	1,762,231	191,051	1,953,282			
Apr	1,889,716	187,868	2,077,584	1,889,716	187,868	2,077,584			1,762,672	187,868	1,950,540	1,762,672	187,868	1,950,540			
May	1,892,412	190,431	2,082,843	1,892,412	190,431	2,082,843			1,765,368	190,431	1,955,799	1,765,368	190,431	1,955,799			
Jun	1,889,345	185,784	2,075,129	1,889,345	185,784	2,075,129			1,762,301	185,784	1,948,085	1,762,301	185,784	1,948,085			
Average	1,882,699	181,911	2,064,610	1,882,699	181,911	2,064,610			1,772,473	181,911	1,954,384	1,772,473	181,911	1,954,384			

TOTAL CIRCULATION BY ISSUE (Continued)

	Verified Subscriptions								Single Copy Sales							
	Audited Circulation			Publisher's Statement Claim					Audited Circulation			Publisher's Statement Claim				
	Print	Digital Issue	Total Audited	Print	Digital Issue	Total Publisher's Statement Claim	Difference	%	Print	Digital Issue	Total Audited	Print	Digital Issue	Total Publisher's Statement Claim	Difference	%
2020 Issue																
Jul	106,182		106,182	106,182		106,182			432	34	466	432	34	466		
Aug	106,182		106,182	106,182		106,182			346	54	400	346	54	400		
Sep	106,182		106,182	106,182		106,182			466	52	518	466	52	518		
Oct	106,182		106,182	106,182		106,182			398	54	452	398	54	452		
Nov	106,182		106,182	106,182		106,182			501	52	553	501	52	553		
Dec	106,182		106,182	106,182		106,182			345	50	395	345	50	395		
2021 Issue																
Jan	111,580		111,580	111,580		111,580			521	24	545	521	24	545		
Feb	113,580		113,580	113,580		113,580			328	37	365	328	37	365		
Mar	113,580		113,580	113,580		113,580			419	52	471	419	52	471		
Apr	115,580		115,580	115,580		115,580			211	45	256	211	45	256		
May	75,580		75,580	75,580		75,580			57	23	80	57	23	80		
Jun	76,580		76,580	76,580		76,580			150	42	192	150	42	192		
Jul	74,097		74,097	74,097		74,097			521	29	550	521	29	550		
Aug	117,097		117,097	117,097		117,097			412	53	465	412	53	465		
Sep	117,097		117,097	117,097		117,097			376	35	411	376	35	411		
Oct	117,097		117,097	117,097		117,097			231	35	266	231	35	266		
Nov	97,097		97,097	97,097		97,097			242	34	276	242	34	276		
Dec	117,097		117,097	117,097		117,097			343	38	381	343	38	381		
2022 Issue																
Jan	127,044		127,044	127,044		127,044			420	31	451	420	31	451		
Feb	127,044		127,044	127,044		127,044			347	32	379	347	32	379		
Mar	127,044		127,044	127,044		127,044			326	41	367	326	41	367		
Apr	127,044		127,044	127,044		127,044			275	34	309	275	34	309		
May	127,044		127,044	127,044		127,044			334	25	359	334	25	359		
Jun	127,044		127,044	127,044		127,044			200	28	228	200	28	228		
Average	110,226		110,226	110,226		110,226			342	39	381	342	39	381		

TOTAL CIRCULATION BY ISSUE (Continued)

	Analyzed Nonpaid Bulk							
	Audited Circulation			Publisher's Statement Claim				
	Print	Digital Issue	Total Audited Circulation	Print	Digital Issue	Total Publisher's Statement Claim	Difference	%
2020 Issue								
Jul	144,000		144,000	144,000		144,000		
Aug	144,000		144,000	144,000		144,000		
Sep	144,000		144,000	144,000		144,000		
Oct	144,000		144,000	144,000		144,000		
Nov	144,000		144,000	144,000		144,000		
Dec	144,000		144,000	144,000		144,000		
2021 Issue								
Jan	144,000		144,000	144,000		144,000		
Feb	144,000		144,000	144,000		144,000		
Mar	144,000		144,000	144,000		144,000		
Apr	144,000		144,000	144,000		144,000		
May	180,000		180,000	180,000		180,000		
Jun	180,000		180,000	180,000		180,000		
Jul	180,000		180,000	180,000		180,000		
Aug	138,000		138,000	138,000		138,000		
Sep	138,000		138,000	138,000		138,000		
Oct	138,000		138,000	138,000		138,000		
Nov	138,000		138,000	138,000		138,000		
Dec	138,000		138,000	138,000		138,000		
2022 Issue								
Jan	128,000		128,000	128,000		128,000		
Feb	128,000		128,000	128,000		128,000		
Mar	128,000		128,000	128,000		128,000		
Apr	128,000		128,000	128,000		128,000		
May	128,000		128,000	128,000		128,000		
Jun	128,000		128,000	128,000		128,000		
Average	143,250		143,250	143,250		143,250		

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	PRINT				DIGITAL ISSUE				TOTAL			
	Audited Circulation	Publisher's Statement Claim	% of Difference	% of Difference	Audited Circulation	Publisher's Statement Claim	% of Difference	% of Difference	Audited Circulation	Publisher's Statement Claim	% of Difference	% of Difference
PAID SUBSCRIPTIONS												
Individual Subscriptions	1,268,665	1,268,665			68,111	68,111			1,336,776	1,336,776		
Membership					18,848	18,848			18,848	18,848		
Multi-Title Digital Programs					2,108	2,108			2,108	2,108		
Partnership Deductible Subscriptions	234,269	234,269			92,844	92,844			327,113	327,113		
Sponsored Subscriptions	269,539	269,539							269,539	269,539		
TOTAL PAID SUBSCRIPTIONS	1,772,473	1,772,473			181,911	181,911			1,954,384	1,954,384		
VERIFIED SUBSCRIPTIONS												
Public Place	104,000	104,000							104,000	104,000		
Individual Use	6,226	6,226							6,226	6,226		
TOTAL VERIFIED SUBSCRIPTIONS	110,226	110,226							110,226	110,226		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	1,882,699	1,882,699			181,911	181,911			2,064,610	2,064,610		
SINGLE COPY SALES												
Single Issue Sales	342	342			39	39			381	381		
TOTAL SINGLE COPY SALES	342	342			39	39			381	381		
TOTAL PAID & VERIFIED CIRCULATION	1,883,041	1,883,041			181,950	181,950			2,064,991	2,064,991		
ANALYZED NONPAID BULK	143,250	143,250							143,250	143,250		
TOTAL PAID, VERIFIED & ANALYZED NONPAID BULK	2,026,291	2,026,291			181,950	181,950			2,208,241	2,208,241		

ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the report period to the following public areas:

Verified Subscription:	Personal Care	Medical/ Dental	Other Public Place	Total Public Place
Public Place	38,809	65,128	63	104,000

ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the report period to the following individuals:

Verified Subscription:	Individually Requested	Other Individually Addressed	Total Individual Use
Individual Use	6	6,220	6,226

AUDIT STATEMENT

There was no adjustment made in the average paid, verified and analyzed nonpaid bulk circulation as shown in the Publisher's Statements for the period audited.

RATE BASE

Rate Base shown in Total Average Circulation includes the following Rate Base Changes:

2,210,000 through December 31, 2020

2,205,000 starting January 1, 2021

2,200,500 starting January 1, 2022

NOTES (Additional disclosures as required will also appear.)

Average Nonanalyzed Nonpaid: Average nonanalyzed nonpaid circulation for the period was: 3,164

To Members of the Alliance for Audited Media:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examination was made in accordance with AAM's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average circulation.

Alliance for Audited Media