



## PROTOTYPE SPORTS

Anytown, Illinois 60000

# AUDIT REPORT Magazine

**Field Served:** Sports Enthusiasts.

**Definition of List Source Recipients:** Athletes, coaches, managers, trainers.

**Method of Circulation for Analyzed Nonpaid Circulation:** Nonpaid Bulk copies are delivered to retail shops and schools and made available for pick-up by customers, students and faculty. List Source copies are delivered to individual recipients via U.S. Mail.

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### AVERAGE CIRCULATION FOR 12 MONTHS ENDED DECEMBER 31, 2015:

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#### TOTAL AVERAGE CIRCULATION

|  | Audited<br>Circulation | Publisher's<br>Statement<br>Claim | Difference    | % of<br>Difference |
|--|------------------------|-----------------------------------|---------------|--------------------|
| <b>Paid, Verified &amp; Analyzed Nonpaid Circulation:</b>      |                        |                                   |               |                    |
| <b>Subscriptions:</b>  |                        |                                   |               |                    |
| Paid   | 40,826                 | 40,714                            | 112           | 0.3                |
| Verified   | 2,867                  | 2,867                             |               |                    |
| <b>Total Paid &amp; Verified Subscriptions</b>                 | <b>43,693</b>          | <b>43,581</b>                     | <b>112</b>    | <b>0.3</b>         |
| Single Copy Sales  | 2,375                  | 2,098                             | 277           | 13.2               |
| <b>Total Paid &amp; Verified Circulation</b>                   | <b>46,068</b>          | <b>45,679</b>                     | <b>389</b>    | <b>0.9</b>         |
| <b>Total Analyzed Nonpaid Circulation</b>                      | <b>34,045</b>          | <b>35,985</b>                     | <b>-1,940</b> | <b>-5.4</b>        |
| <b>Total Paid, Verified &amp; Analyzed Nonpaid Circulation</b> | <b>80,113</b>          | <b>81,664</b>                     | <b>-1,551</b> | <b>-1.9</b>        |
| Rate Base:   | None Claimed           |                                   |               |                    |
| Variance to Rate Base  |                        |                                   |               |                    |

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#### PRICES

|  | Suggested<br>Retail Prices (1) | Average Price (2) |                  |
|--|--------------------------------|-------------------|------------------|
|  |                                | Net               | Gross (Optional) |
| Average Single Copy  | \$4.99                         |                   |                  |
| Subscription   | \$19.99                        |                   |                  |
| Average Subscription Price Annualized<br>(9 issue frequency) |                                | \$11.83           |                  |
| Average Subscription Price per Copy                          |                                | \$1.31            |                  |

(1) For the Report period

(2) Represents subscriptions for the 12 months ended June 30, 2015.

**TOTAL CIRCULATION BY ISSUE**

| 2015 Issue | Total Paid, Verified and Analyzed Nonpaid |                             |            |       |
|------------|---|-----------------------------|------------|-------|
|            | Audited Circulation                       | Publisher's Statement Claim | Difference | %     |
| Jan./Feb.  | 103,657                                   | 103,574                     | 83         | 0.1   |
| Mar./Apr.  | 107,089                                   | 106,041                     | 1,048      | 1.0   |
| May/June   | 95,710                                    | 95,343                      | 367        | 0.4   |
| July       | 68,655                                    | 81,691                      | -13,036    | -16.0 |
| Aug.       | 65,217                                    | 69,360                      | -4,143     | -6.0  |
| Sept.      | 69,234                                    | 68,721                      | 513        | 0.7   |
| Oct.       | 72,749                                    | 72,068                      | 681        | 0.9   |
| Nov.       | 68,322                                    | 67,852                      | 470        | 0.7   |
| Dec.       | 70,384                                    | 70,327                      | 57         | 0.1   |
| Average    | 80,113                                    | 81,664                      | -1,551     | -1.9  |

| 2015 Issue | Total Paid and Verified Circulation |                             |            |     |
|------------|-------------------------------------|-----------------------------|------------|-----|
|            | Audited Circulation                 | Publisher's Statement Claim | Difference | %   |
| Jan./Feb.  | 33,847                              | 33,764                      | 83         | 0.2 |
| Mar./Apr.  | 42,898                              | 41,854                      | 1,044      | 2.5 |
| May/June   | 46,363                              | 45,986                      | 377        | 0.8 |
| July       | 45,933                              | 45,829                      | 104        | 0.2 |
| Aug.       | 43,732                              | 43,574                      | 158        | 0.4 |
| Sept.      | 47,784                              | 47,267                      | 517        | 1.1 |
| Oct.       | 51,319                              | 50,634                      | 685        | 1.4 |
| Nov.       | 51,178                              | 50,704                      | 474        | 0.9 |
| Dec.       | 51,564                              | 51,503                      | 61         | 0.1 |
| Average    | 46,068                              | 45,679                      | 389        | 0.9 |

| 2015 Issue | Total Paid and Verified Subscriptions |                             |            |     | Paid Subscriptions  |                             |            |     | Verified Subscriptions |                             |            |   |
|------------|---------------------------------------|-----------------------------|------------|-----|---------------------|-----------------------------|------------|-----|------------------------|-----------------------------|------------|---|
|            | Audited Circulation                   | Publisher's Statement Claim | Difference | %   | Audited Circulation | Publisher's Statement Claim | Difference | %   | Audited Circulation    | Publisher's Statement Claim | Difference | % |
| Jan./Feb.  | 31,183                                | 31,134                      | 49         | 0.2 | 29,165              | 29,116                      | 49         | 0.2 | 2,018                  | 2,018                       |            |   |
| Mar./Apr.  | 39,399                                | 39,359                      | 40         | 0.1 | 35,960              | 35,920                      | 40         | 0.1 | 3,439                  | 3,439                       |            |   |
| May/June   | 43,709                                | 43,517                      | 192        | 0.4 | 40,567              | 40,375                      | 192        | 0.5 | 3,142                  | 3,142                       |            |   |
| July       | 44,192                                | 44,091                      | 101        | 0.2 | 40,716              | 40,615                      | 101        | 0.2 | 3,476                  | 3,476                       |            |   |
| Aug.       | 42,196                                | 42,045                      | 151        | 0.4 | 39,443              | 39,292                      | 151        | 0.4 | 2,753                  | 2,753                       |            |   |
| Sept.      | 45,181                                | 45,067                      | 114        | 0.3 | 42,422              | 42,308                      | 114        | 0.3 | 2,759                  | 2,759                       |            |   |
| Oct.       | 48,983                                | 48,897                      | 86         | 0.2 | 46,274              | 46,188                      | 86         | 0.2 | 2,709                  | 2,709                       |            |   |
| Nov.       | 48,695                                | 48,554                      | 141        | 0.3 | 45,986              | 45,845                      | 141        | 0.3 | 2,709                  | 2,709                       |            |   |
| Dec.       | 49,702                                | 49,568                      | 134        | 0.3 | 46,900              | 46,766                      | 134        | 0.3 | 2,802                  | 2,802                       |            |   |
| Average    | 43,693                                | 43,581                      | 112        | 0.3 | 40,826              | 40,714                      | 112        | 0.3 | 2,867                  | 2,867                       |            |   |

| 2015 Issue | Single Copy Sales   |                             |            |      | Analyzed Nonpaid    |                             |            |       |
|------------|---------------------|-----------------------------|------------|------|---------------------|-----------------------------|------------|-------|
|            | Audited Circulation | Publisher's Statement Claim | Difference | %    | Audited Circulation | Publisher's Statement Claim | Difference | %     |
| Jan./Feb.  | 2,664               | 2,630                       | 34         | 1.3  | 69,810              | 69,810                      |            |       |
| Mar./Apr.  | 3,499               | 2,495                       | 1,004      | 40.2 | 64,191              | 64,187                      | 4          | 0.0   |
| May/June   | 2,654               | 2,469                       | 185        | 7.5  | 49,347              | 49,358                      | -11        | -0.0  |
| July       | 1,741               | 1,738                       | 3          | 0.2  | 22,722              | 35,862                      | -13,140    | -36.6 |
| Aug.       | 1,536               | 1,529                       | 7          | 0.5  | 21,485              | 25,786                      | -4,301     | -16.7 |
| Sept.      | 2,603               | 2,200                       | 403        | 18.3 | 21,450              | 21,454                      | -4         | -0.0  |
| Oct.       | 2,336               | 1,737                       | 599        | 34.5 | 21,430              | 21,434                      | -4         | -0.0  |
| Nov.       | 2,483               | 2,150                       | 333        | 15.5 | 17,144              | 17,148                      | -4         | -0.0  |
| Dec.       | 1,862               | 1,935                       | -73        | -3.8 | 18,820              | 18,824                      | -4         | -0.0  |
| Average    | 2,375               | 2,098                       | 277        | 13.2 | 34,045              | 35,985                      | -1,940     | -5.4  |

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## SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

The following averages, as reported below, are included in Total Average Circulation and annotated here per applicable rules. See Notes.

|  | Audited<br>Circulation | Publisher's<br>Statement<br>Claim | Difference    | % of<br>Difference |
|--|------------------------|-----------------------------------|---------------|--------------------|
| <b>PAID SUBSCRIPTIONS</b>                          |                        |                                   |               |                    |
| Individual Subscriptions*                          | 26,450                 | 26,338                            | 112           | 0.4                |
| Sponsored Sales                                    | 14,376                 | 14,376                            |               |                    |
| <b>TOTAL PAID SUBSCRIPTIONS</b>                    | <b>40,826</b>          | <b>40,714</b>                     | <b>112</b>    | <b>0.3</b>         |
| <b>VERIFIED SUBSCRIPTIONS</b>                      |                        |                                   |               |                    |
| Individual Use                                     | 2,867                  | 2,867                             |               |                    |
| <b>TOTAL VERIFIED SUBSCRIPTIONS</b>                | <b>2,867</b>           | <b>2,867</b>                      |               |                    |
| <b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>     | <b>43,693</b>          | <b>43,581</b>                     | <b>112</b>    | <b>0.3</b>         |
| <b>SINGLE COPY SALES</b>                           |                        |                                   |               |                    |
| Single Issue Sales                                 | 2,375                  | 2,098                             | 277           | 13.2               |
| <b>TOTAL SINGLE COPY SALES</b>                     | <b>2,375</b>           | <b>2,098</b>                      | <b>277</b>    | <b>13.2</b>        |
| <b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>       | <b>46,068</b>          | <b>45,679</b>                     | <b>389</b>    | <b>0.9</b>         |
| <b>ANALYZED NONPAID</b>                            |                        |                                   |               |                    |
| List Source  | 485                    | 485                               |               |                    |
| Nonpaid Bulk                                       | 33,560                 | 35,500                            | -1,940        | -5.5               |
| <b>TOTAL ANALYZED NONPAID</b>                      | <b>34,045</b>          | <b>35,985</b>                     | <b>-1,940</b> | <b>-5.4</b>        |
| <b>TOTAL PAID, VERIFIED &amp; ANALYZED NONPAID</b> | <b>80,113</b>          | <b>81,664</b>                     | <b>-1,551</b> | <b>-1.9</b>        |

\*Included in Average Price calculation

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## 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:

None of record

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## 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<br>Requested | Other | Total<br>Individual Use<br>Copies |
|------------------------|---------------------------|-------|-----------------------------------|
| Individual Use         | 2,867                     |       | 2,867                             |

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## AUDIT STATEMENT

The difference shown in average paid and verified circulation in comparing this report with the Publisher's Statements for the period audited is 389 copies per issue addition.

The difference shown in average analyzed nonpaid circulation in comparing this report with the Publisher's Statements for the period audited is 1,940 copies per issue deduction.

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**RATE BASE**

**Note for all prototypes** - The rate base section will only appear in audit if data is present and was included in the Publisher's Statement.

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**NOTES (Additional disclosures as required will also appear.)**

Average nonanalyzed nonpaid circulation for the period: 3,164

Included in Paid Subscriptions is the following average number of copies served to subscribers post expiration pending renewal: 1,786

Nonpaid Bulk: Copies available for pickup at designated locations.

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**ADDITIONAL DATA IN WWW.AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER**

Circulation by Regional, Metro & Demographic Editions

Trend Analysis

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 paid, verified and analyzed nonpaid 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 paid, verified and analyzed nonpaid circulation.

***Alliance for Audited Media***