



Audit Bureau of Circulations

**BUSINESS PUBLICATION  
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# EXCHANGE & COMMISSARY NEWS

## Field Served:

EXCHANGE & COMMISSARY NEWS serves armed forces post and base exchanges of the Army, Navy, Marine Corps and Air Force, including their headquarters offices, buying offices, regionalized inventory management and distribution activities, and retail stores including shoppettes, mini-marts, MCSS, Class Six, Package Stores and foodservice activities; commissaries and commissary stores including headquarters offices, buying offices, commissary service field offices and distribution depots; and comparable activities of the Coast Guard, Veterans Administration and State Department.

*This is an independent publication not directly related to or affiliated with any association.*

**TOTAL AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION 8,573**

<b>1A</b>	<b>AVERAGE QUALIFIED PAID CIRCULATION</b>		
	Individual .....	6	
	Association .....		
	Sponsored Individually Addressed .....		
	Multi-Copy Same Addressee .....		
	Single Copy Sales .....		
	<b>Total Average Qualified Paid Circulation .....</b>		<b>6</b>

<b>1B</b>	<b>AVERAGE QUALIFIED NON-PAID CIRCULATION</b>		
	Individual .....	8,491	
	Association .....		
	Multi-Copy Same Addressee, See Par. 11(a) .....	76	
	<b>Total Average Qualified Non-Paid Circulation .....</b>		<b>8,567</b>

<b>1C</b>	<b>AVERAGE NON-QUALIFIED CIRCULATION</b>		
	Non-Continuous Market Coverage Copies .....		
	Allocated For Shows & Conventions .....	63	
	Miscellaneous, Including Staff Copies, See Par. 11(b) .....	814	
	<b>Total Average Non-Qualified Circulation .....</b>		<b>877</b>

**1D AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS**  
None

## **2 QUALIFIED PAID & NON-PAID CIRCULATION BY ISSUES & QUALIFIED NON-PAID REMOVALS & ADDITIONS**

2011 Issue	Total	Paid	Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added	2011 Issue	Total	Paid	Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added
Jan.	8,473	9	8,464	79	70	Apr.	8,651	6	8,645	13	152
Feb.	8,495	8	8,487	13	36	May	8,697	3	8,694	49	98
Mar.	8,512	6	8,506	7	26	June	8,611	3	8,608	121	35
						<b>Total</b>			<b>282</b>	<b>417</b>	



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# EXCHANGE & COMMISSARY NEWS

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE MAY 2011 ISSUE IN WHICH:

- QUALIFIED PAID CIRCULATION WAS 50.0% LESS THAN THE PERIOD AVERAGE
- QUALIFIED NON-PAID CIRCULATION WAS 1.5% GREATER THAN THE PERIOD AVERAGE

## 3A

### BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Total	%	Paid	Qualified Non-Paid	Qualified Non-Paid Multi-Copy
Headquarters personnel (commanders, managers, buyers): Defense Commissary Agency (DeCA); Army and Air Force Exchange Service (AAFES); Navy Exchange Service Command (NEXCOM); Marine Corps Personal & Family Readiness Division; Coast Guard Exchange System (CGES); Defense Logistics Agency; Defense Supply Centers; Department of Defense (DoD) resale policy makers and advisors; Congressional resale policy makers .....	2,475	28.5		2,475	
Exchange personnel: Exchange officers, managers, buyers, and staff specialists of all services - AAFES, NEXCOM, Marine Corps Exchange (MCX), CGES; store managers of all services; AAFES region directors, area managers, and staff specialists, and distribution activity personnel; Navy exchange district directors and distribution activity commanding officers, directors, buyers and staff specialists; ship's store officers; command exchange advisors .....	2,923	33.6		2,874	49
Commissary personnel: Commissary store directors, division and department heads, managers and staff specialists, DeCA region directors, buyers and operations, merchandising and logistics specialists, zone managers; exchange convenience store and feeding outlet managers; embassy co-op store managers; commanders and managers of Defense depots, subsistence buying offices and commissary distribution activities; command commissary advisors .....	2,908	33.4		2,881	27
Department of Veterans Affairs/Veterans Canteen Services (VCS) resale managers, buyers and staff specialists.....	276	3.2		276	
Military sales representatives, brokers and distributors.....	115	1.3	3	112	
Others Allied to the Field .....					
Other Paid Circulation					
Subscriptions .....					
Single Copy Sales.....					
<b>Total Qualified Circulation.....</b>	<b>8,697</b>	<b>100.0</b>	<b>3</b>	<b>8,618</b>	<b>76</b>

## 3B

### AGE OF SOURCE DATA ANALYSIS

Source	Qualified Within			Total	%
	1 Year	2 Years	3 Years		
<b>Paid Subscription Circulation .....</b>	<b>1</b>		<b>2</b>	<b>3</b>	<b>0.0</b>
<b>Percent .....</b>	<b>33.3</b>		<b>66.7</b>	<b>100.0</b>	
Qualified Non-Paid Circulation:					
Total Direct request from recipient:	<b>351</b>	<b>437</b>	<b>760</b>	<b>1,548</b>	<b>17.8</b>
Written.....	12	44	237	293	3.4
Telecommunication .....	188	178	234	600	6.9
Internet and E-mail.....	151	215	289	655	7.5
Total Direct request from recipient's company:	<b>1,150</b>	<b>1,503</b>	<b>2,457</b>	<b>5,110</b>	<b>58.8</b>
Written .....	7	23	680	710	8.2
Telecommunication .....	892	785	1,355	3,032	34.9
Internet and E-mail.....	251	695	422	1,368	15.7
Total Communication other than request:					
Written.....					
Telecommunication .....					
Internet and E-mail.....					
Association .....					
Business Directories, See Par. 11(c) .....	1,313	339	384	2,036	23.4
Lists .....					
Acquired Circulation.....					
Other Sources.....					
<b>Total Qualified Non-Paid Circulation .....</b>	<b>2,814</b>	<b>2,279</b>	<b>3,601</b>	<b>8,694</b>	<b>100.0</b>
<b>Percent .....</b>	<b>32.4</b>	<b>26.2</b>	<b>41.4</b>	<b>100.0</b>	
Paid Subscription Circulation.....					
Paid Acquired Circulation .....					
Single Copy Sales .....					
<b>Total Qualified Circulation .....</b>				<b>8,697</b>	

3C

MAILING ADDRESS ANALYSIS

	Total	%	Paid	Qualified Non-Paid
Individual by name and title and/or occupation . . . . .	3,467	39.9	1	3,466
Individual by name only . . . . .	14	0.1	2	12
Title or occupation only . . . . .	5,140	59.1		5,140
Company name only . . . . .				
Multi-Copy Same Addressee . . . . .	76	0.9		76
<b>Total Qualified Paid Subscription &amp; Non-Paid Circulation . . . . .</b>	<b>8,697</b>	<b>100.0</b>	<b>3</b>	<b>8,694</b>
Single Copy Sales . . . . .				
<b>Total Qualified Circulation . . . . .</b>	<b>8,697</b>			

4

GEOGRAPHIC ANALYSIS

State & ZIP Code	Total	%	Paid	Qualified Non-Paid
<b>New England</b>				
ME 039-049 . . . . .	24			24
NH 030-038 . . . . .	18			18
VT 050-059 . . . . .	3			3
MA 010-027 . . . . .	54		1	53
RI 028-029 . . . . .	22			22
CT 060-069 . . . . .	26			26
<b>New England</b>	<b>147</b>	<b>1.7</b>	<b>1</b>	<b>146</b>
<b>Middle Atlantic</b>				
NY 100-149 . . . . .	123			123
NJ 070-089 . . . . .	77			77
PA 150-196 . . . . .	81			81
<b>Middle Atlantic</b>	<b>281</b>	<b>3.2</b>		<b>281</b>
<b>East N. Central</b>				
OH 430-459 . . . . .	40			40
IN 460-479 . . . . .	16			16
IL 600-629 . . . . .	79			79
MI 480-499 . . . . .	32			32
WI 530-549 . . . . .	15		1	14
<b>East N. Central</b>	<b>182</b>	<b>2.1</b>	<b>1</b>	<b>181</b>
<b>West N. Central</b>				
MN 550-567 . . . . .	11			11
IA 500-528 . . . . .	3			3
MO 630-658 . . . . .	90			90
ND 580-588 . . . . .	47			47
SD 570-577 . . . . .	31			31
NE 680-693 . . . . .	24			24
KS 660-679 . . . . .	73			73
<b>West N. Central</b>	<b>279</b>	<b>3.2</b>		<b>279</b>
<b>South Atlantic</b>				
DE 197-199 . . . . .	18			18
MD 206-219 . . . . .	163			163
DC 200, 202-205 . . . . .	462			462
VA 201, 220-246 . . . . .	1,370			1,370
WV 247-268 . . . . .	10			10
NC 270-289 . . . . .	165			165
SC 290-299 . . . . .	105			105
GA 300-319 . . . . .	248			248
FL 320-349 . . . . .	342			342
<b>South Atlantic</b>	<b>2,883</b>	<b>33.1</b>		<b>2,883</b>

State & ZIP Code	Total	%	Paid	Qualified Non-Paid
<b>East S. Central</b>				
KY 400-427 . . . . .	60			60
TN 370-385 . . . . .	37			37
AL 350-369 . . . . .	105			105
MS 386-397 . . . . .	75			75
<b>East S. Central</b>	<b>277</b>	<b>3.2</b>		<b>277</b>
<b>West S. Central</b>				
AR 716-729 . . . . .	24			24
LA 700-714 . . . . .	70			70
OK 730-749 . . . . .	93			93
TX 750-799 . . . . .	1,534			1,534
<b>West S. Central</b>	<b>1,721</b>	<b>19.8</b>		<b>1,721</b>
<b>Mountain</b>				
MT 590-599 . . . . .	13			13
ID 832-838 . . . . .	22			22
WY 820-831 . . . . .	33			33
CO 800-816 . . . . .	90		1	89
NM 870-884 . . . . .	66			66
AZ 850-865 . . . . .	107			107
UT 840-847 . . . . .	30			30
NV 889-898 . . . . .	56			56
<b>Mountain</b>	<b>417</b>	<b>4.8</b>	<b>1</b>	<b>416</b>
<b>Pacific</b>				
AK 995-999 . . . . .	76			76
WA 980-994 . . . . .	185			185
OR 970-979 . . . . .	10			10
CA 900-961 . . . . .	581			581
HI 967-968 . . . . .	144			144
<b>Pacific</b>	<b>996</b>	<b>11.5</b>		<b>996</b>
Single Copy Sales . . . . .				
U.S. Unclassified . . . . .				
<b>United States</b>	<b>7,183</b>	<b>82.6</b>	<b>3</b>	<b>7,180</b>
Poss. & Other Areas				
004-009, 969 . . . . .	40	0.5		40
<b>U.S. &amp; Poss., etc.</b>	<b>7,223</b>	<b>83.1</b>	<b>3</b>	<b>7,220</b>
Canada . . . . .				
Mexico . . . . .				
Military or Civilian				
Personnel Overseas . . . . .	1,473	16.9		1,473
Other International . . . . .	1	0.0		1
<b>Total International</b>	<b>1,474</b>	<b>16.9</b>		<b>1,474</b>
E-Mail Address Only . . . . .				
Other Unclassified . . . . .				
<b>Grand Total</b>	<b>8,697</b>	<b>100.0</b>	<b>3</b>	<b>8,694</b>



# EXCHANGE & COMMISSARY NEWS

## ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS Sold During 6 Month Period Ended June 30, 2011

**5 PRICE DATA** See Par. 11(d)  
 Basic Prices: Subscriptions: 1 yr. \$105.00  
 Single Copy: \$10.00 except October issue, \$65.00  
 Sales include Premium Values  
 Basic & higher than basic: .....  
 75% - 99% of basic: .....  
 50% - 74% of basic: .....  
 25% - 49% of basic: ..... Reporting  
 Less than 25% of basic: ..... not  
**Total** ..... required

**6 TERM DATA** Reporting not required

**7 SALES CHANNELS** Reporting not required

**8 PREMIUM USAGE** Reporting not required

## ADDITIONAL CIRCULATION INFORMATION

**9 POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION**  
Reporting not required

**10 RENEWAL ANALYSIS OF PAID CIRCULATION**  
Reporting not required

**11 EXPLANATORY**

(a) Non-Paid Multi-Copy Same Addressee subscriptions, averaging 76 copies per issue, represent copies distributed in quantities of 2 to 28 to business concerns. Copies were mailed in bulk to individuals for redistribution.

(b) Miscellaneous includes checking and promotion copies, averaging 127 copies per issue, served to advertisers and agencies.

(c) Business Directories represent copies served to subscribers obtained from the Army and Air Force Exchange Service Telephone Directory and the online membership directories of the U.S. Senate and U.S. House of Representatives.

(d) Authorized prices with 5% or more of total subscription sales:  
Reporting not required

**Definition of Recipient Qualification:**

Qualified recipients are: overseas and stateside headquarters, post and base personnel in the field served, region, district, area and zone management personnel, government policy makers in these areas; embassy co-op store personnel, military sales representatives and military distributors.

<p><b>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</b></p>	<p><b>Frequency:</b> Monthly  <b>Format:</b> Standard  <b>Established:</b> 1962  <b>ABC Member Since:</b> 2009  <b>Member No.</b> 06-0487-5  <b>SRDS:</b> 90  <b>Published by:</b>          Executive Business Media          825 Old Country Road          Westbury, NY 11590          T: (516) 334-3030 • F: (516) 334-8958          www.ebmpubs.com          Publisher: Murry Greenwald          Editor: Phil Gray</p>
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