



**PAID, VERIFIED &  
ANALYZED  
NON-PAID MAGAZINE  
PUBLISHER'S STATEMENT**

Subject to Audit

# The History Channel Magazine

For the six months ended December 31, 2009

**Field Served:** Official publication of The History Channel Club. Members are American History enthusiasts with a passion for deepening their learning and understanding about the people, the politics, the science and technology and the events that have shaped our country.

**Definition of List Source Recipients:**

**Method of Circulation for Analyzed Non-Paid Circulation:** Distribution by 2nd class mail to individual recipients.

Published by North American Media Group, Inc.

Frequency: 6 times/year

ABC Member # 04-0452-1

The History Channel Magazine

Paid, Verified & Analyzed Non-Paid Magazine Publisher's Statement

For six months ended December 31, 2009

## 1. TOTAL AVERAGE PAID, VERIFIED & ANALYZED NON-PAID CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
<b>Paid, Verified &amp; Analyzed Non-Paid Circulation: (See Par. 6)</b>					
<b>Subscriptions:</b>					
Paid	252,609	90.8			
Verified					
<b>Total Paid &amp; Verified Subscriptions</b>	<b>252,609</b>	<b>90.8</b>			
Single Copy Sales	1,844	0.7			
<b>Total Paid &amp; Verified Circulation</b>	<b>254,453</b>	<b>91.5</b>	<u>None Claimed</u>		
<b>Total Analyzed Non-Paid Circulation</b>	<b>23,573</b>	<b>8.5</b>	<u>None Claimed</u>		
<b>Total Paid, Verified &amp; Analyzed Non-Paid Circulation</b>	<b>278,026</b>	<b>100.0</b>	<b>275,000</b>	<b>3,026</b>	<b>1.1</b>

## 2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$3.99		
Subscription	\$20.00		
Average Subscription Price Annualized			
Average Subscription Price per Copy			
(1) For the Statement period			
(2) See Par. 9.			

## 3. PAID, VERIFIED & ANALYZED NON-PAID CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Analyzed Non-Paid	Total Paid, Verified, & Analyzed Non-Paid
July/Aug.	250,769		250,769	2,085	252,854	34,354	287,208
Sept./Oct.	254,293		254,293	1,107	255,400	19,203	274,603
Nov./Dec.	252,763		252,763	2,340	255,103	17,161	272,264

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

None

## 5. TREND ANALYSIS

	2005	%	2006	%	2007	%	2008	%	2009	%
Subscriptions:										
Paid	159,787	81.3	210,338	88.0	229,819	88.0	237,633	86.4	256,223	90.7
Verified	N/A		N/A		N/A		N/A		N/A	
<b>Total Paid &amp; Verified Subscriptions</b>	<b>159,787</b>	<b>81.3</b>	<b>210,338</b>	<b>88.0</b>	<b>229,819</b>	<b>88.0</b>	<b>237,633</b>	<b>86.4</b>	<b>256,223</b>	<b>90.7</b>
Single Copy Sales	1,334	0.7	2,881	1.2	2,971	1.1	2,394	0.9	2,184	0.7
<b>Total Paid &amp; Verified Circulation</b>	<b>161,121</b>	<b>82.0</b>	<b>213,219</b>	<b>89.2</b>	<b>232,790</b>	<b>89.1</b>	<b>240,027</b>	<b>87.3</b>	<b>258,407</b>	<b>91.4</b>
Year Over Year Percent of Change				32.3		9.2		3.1		7.7
<b>Total Analyzed Non-Paid Circ.</b>	<b>35,406</b>	<b>18.0</b>	<b>25,946</b>	<b>10.8</b>	<b>28,376</b>	<b>10.9</b>	<b>34,879</b>	<b>12.7</b>	<b>24,162</b>	<b>8.6</b>
Year Over Year Percent of Change				-26.7		9.4		22.9		-30.7
<b>Total Paid, Verified &amp; Analyzed Non-Paid Circ.</b>	<b>196,527</b>	<b>100.0</b>	<b>239,165</b>	<b>100.0</b>	<b>261,166</b>	<b>100.0</b>	<b>274,906</b>	<b>100.0</b>	<b>282,569</b>	<b>100.0</b>
Year Over Year Percent of Change				21.7		9.2		5.3		2.8
Avg. Annualized Subscription Price	N/A		N/A		N/A		N/A		N/A	

## 6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID, VERIFIED & ANALYZED NON-PAID 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
<b>PAID SUBSCRIPTIONS</b>		
Club/Membership:		
Non-Deductible	252,609	90.8
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>252,609</b>	<b>90.8</b>
<b>VERIFIED SUBSCRIPTIONS</b>		
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>		
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>252,609</b>	<b>90.8</b>
<b>SINGLE COPY SALES</b>		
Single Issue Sales	1,844	0.7
<b>TOTAL SINGLE COPY SALES</b>	<b>1,844</b>	<b>0.7</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>254,453</b>	<b>91.5</b>
<b>ANALYZED NON-PAID</b>		
Market Coverage	23,573	8.5
<b>TOTAL ANALYZED NON-PAID</b>	<b>23,573</b>	<b>8.5</b>
<b>TOTAL PAID, VERIFIED &amp; ANALYZED NON-PAID</b>	<b>278,026</b>	<b>100.0</b>

\*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:

None

## 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 September/October 2009 issue

Total paid & verified circulation of this issue was 0.4% greater than the total average paid & verified circulation.

Total analyzed non-paid circulation of this issue was 18.5% less than the total average analyzed non-paid circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION	ANALYZED NON-PAID	TOTAL CIRCULATION	STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION	ANALYZED NON-PAID	TOTAL CIRCULATION
Alabama	3,808		3,808	10	3,818	288	4,106	Ohio	11,651		11,651	74	11,725	879	12,604
Arizona	5,674		5,674	22	5,696	429	6,125	Oklahoma	3,904		3,904	5	3,909	295	4,204
Arkansas	2,737		2,737	2	2,739	207	2,946	Oregon	3,708		3,708	10	3,718	280	3,998
California	22,862		22,862	89	22,951	1,724	24,675	Pennsylvania	14,363		14,363	47	14,410	1,085	15,495
Colorado	4,595		4,595	13	4,608	347	4,955	Rhode Island	814		814	4	818	62	880
Connecticut	2,841		2,841	20	2,861	215	3,076	South Carolina	3,595		3,595	10	3,605	272	3,877
Delaware	288		288	5	293	22	315	South Dakota	848		848	2	850	64	914
District of Columbia	911		911	2	913	69	982	Tennessee	5,701		5,701	31	5,732	431	6,163
Florida	15,342		15,342	56	15,398	1,158	16,556	Texas	15,027		15,027	57	15,084	1,136	16,220
Georgia	6,250		6,250	26	6,276	472	6,748	Utah	2,024		2,024	5	2,029	153	2,182
Idaho	1,502		1,502	6	1,508	113	1,621	Vermont	620		620	1	621	47	668
Illinois	10,628		10,628	67	10,695	802	11,497	Virginia	7,648		7,648	46	7,694	578	8,272
Indiana	6,686		6,686	26	6,712	505	7,217	Washington	6,032		6,032	29	6,061	455	6,516
Iowa	2,966		2,966	13	2,979	224	3,203	West Virginia	2,105		2,105	7	2,112	159	2,271
Kansas	2,974		2,974	19	2,993	225	3,218	Wisconsin	5,742		5,742	26	5,768	434	6,202
Kentucky	3,939		3,939	18	3,957	297	4,254	Wyoming	825		825	1	826	62	888
Louisiana	2,907		2,907	11	2,918	219	3,137	<b>TOTAL 48 CONTERMI- NOUS STATES</b>	<b>252,576</b>		<b>252,576</b>	<b>1,102</b>	<b>253,678</b>	<b>19,074</b>	<b>272,752</b>
Maine	1,487		1,487	1	1,488	112	1,600	Alaska	718		718	1	719	54	773
Maryland	4,953		4,953	18	4,971	374	5,345	Hawaii	774		774	1	775	58	833
Massachusetts	5,060		5,060	34	5,094	382	5,476	<b>TOTAL ALASKA &amp; HAWAII</b>	<b>1,492</b>		<b>1,492</b>	<b>2</b>	<b>1,494</b>	<b>112</b>	<b>1,606</b>
Minnesota	4,456		4,456	32	4,488	337	4,825	U.S. Unclassified							
Mississippi	1,890		1,890	5	1,895	143	2,038	<b>TOTAL UNITED STATES</b>	<b>254,068</b>		<b>254,068</b>	<b>1,104</b>	<b>255,172</b>	<b>19,186</b>	<b>274,358</b>
Missouri	6,107		6,107	22	6,129	461	6,590	Poss. & Other Areas	78		78	3	81	6	87
Montana	1,128		1,128	6	1,134	85	1,219	<b>U.S. &amp; POSS., etc.</b>	<b>254,146</b>		<b>254,146</b>	<b>1,107</b>	<b>255,253</b>	<b>19,192</b>	<b>274,445</b>
Nebraska	1,671		1,671	6	1,677	126	1,803	Canada	12		12		12	1	13
Nevada	2,470		2,470	9	2,479	186	2,665	International	5		5		5		5
New Hampshire	1,425		1,425	7	1,432	108	1,540	Other Unclassified Military or Civilian							
New Jersey	7,132		7,132	39	7,171	539	7,710	Personnel Overseas	130		130		130	10	140
New Mexico	1,755		1,755	11	1,766	133	1,899	<b>GRAND TOTAL</b>	<b>254,293</b>		<b>254,293</b>	<b>1,107</b>	<b>255,400</b>	<b>19,203</b>	<b>274,603</b>
New York	14,666		14,666	71	14,737	1,107	15,844								
North Carolina	7,297		7,297	24	7,321	551	7,872								
North Dakota	648		648	2	650	49	699								

## ANALYSIS BY ABCD COUNTY SIZE for the September/October 2009 issue

Magazine of less than 500,000 total average paid, verified and/or analyzed non-paid 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 December 31, 2009

A. DURATION		%	C.CHANNELS		%
(a) One to six months (1 to 3 issues) .....	None		(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	None	
(b) Seven to eleven months (4 to 5 issues) .....	None		(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	None	
(c) Twelve months (6 issues) .....	6,943	10.8	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	None	
(d) Thirteen to twenty-four months.....	36,580	56.9	(d) Subscriptions as part of membership in an organization, See Par. 9.....	64,310	100.0
(e) Twenty-five months and more .....	20,787	32.3	Total Subscriptions Sold in Period .....	64,310	100.0
Total Subscriptions Sold in Period .....	64,310	100.0			
<b>B. USE OF PREMIUMS</b>					
(a) Ordered without premium .....	64,310	100.0			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums .....	None				
Total Subscriptions Sold in Period .....	64,310	100.0			

## 9. EXPLANATORY

- (a) Suggested Retail Prices: Subscriptions: 1 yr. \$24.00; 2 yrs. \$44.00; 3 yrs. \$59.00. \$20.00 of each year's payment is allocated to a 1 yr. subscription to this publication.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 4,768 copies per issue.
- (c) Post expiration copies: None.
- (d) Publications reporting only Club Membership - Non-Deductible Subscription Sales are not required to report an average subscription price.
- (e) Club/Membership Subscription Sales (Non-Deductible): The average of 252,609 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to members of The History Channel Club. \$20.00 of the club/membership fee is allocated for a 1 year subscription to this publication and is non-deductible from the club/membership fee. Renewing members of The History Channel Club pay \$24.00 for 1 year, \$44.00 for 2 years, \$59.00 for 3 years, \$360.00 for a Lifetime membership, of which \$20.00 of each year's dues are for a 1 year subscription to THE HISTORY CHANNEL MAGAZINE and are non-deductible. New members pay \$12.00 for 1 year, \$24.00 for 2 years, \$31.00 for 3 years. Members have access to a free "Guide to Historic America," members-only product offerings, discounts on genealogy services, product giveaways and historical travel giveaways. THE HISTORY CHANNEL MAGAZINE is the official publication of The History Channel Club.
- (f) Market Coverage Copies, averaging 23,573 copies per issue, shown in Par. 6 and included in Par. 1, represent copies delivered to new unpaid members who decide not to continue their membership and copies mailed to members who responded to a free trial offer. Consecutive issuance is not measured.

## 10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2008; Variation from Publisher's Statements

Audit Period Ended <sup>^</sup>	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)	Rate Base (Analyzed Non-Paid)	Audit Report (Analyzed Non-Paid)	Publisher's Statements (Analyzed Non-Paid)	Difference (Analyzed Non-Paid)	Percentage of Difference (Analyzed Non-Paid)
12-31-08	None Claimed	247,819	240,026	7,793	3.3	None Claimed	27,086	34,879	-7,793	-22.3
12-31-07	None Claimed	231,788	232,790	-1,022	-0.4	None Claimed	29,378	28,376	1,002	3.5
12-31-06	None Claimed	214,824	213,219	1,605	0.8	None Claimed	24,340	25,945	-1,605	-6.2
12-31-05	None Claimed	160,686	161,120	-434	-0.3	None Claimed	35,406	35,406	*	
12-31-04	None Claimed	108,067	*			None Claimed	46,268	*		

  

Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)
12-31-08	(a)	274,905	274,905		
12-31-07	250,000	261,166	261,166		
12-31-06	250,000	239,164	239,164		
12-31-05	150,000	196,092	196,526	-434	-0.2
12-31-04	100,000	154,335	*		

(a) Effective 09/01/08 changed from 250,000 to 275,000.

<sup>^</sup>Effective with the June 2006 Publisher's Statements, publications were given the option of reporting verified circulation.

\*Initial Audit for 6 months ended December 31, 2004 - Publisher's Statement not required for this period.

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: North American Media Group, Inc.

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LAURA BURKHOLDER

NEWELL THOMPSON

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V.P., Member Development

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04-0452-1	Analyzed Issue Date	09-10/01/09
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	3.99
	Association Subscription Price	
	U.S. Subscription Price	20.00
	Canadian Subscription Price	
	International Subscription Price	