



Audit Bureau
of Circulations

American Scientist

For the six months ended June 30, 2008

Field Served: Science.

Published by Sigma Xi, The Scientific Research Society

Frequency: 6 times/year

ABC Member # 04-0043-0

PAID & VERIFIED MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

American Scientist

Paid & Verified Magazine
Publisher's Statement

For six months ended June 30, 2008

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	64,379	85.0			
Verified					
Total Paid & Verified Subscriptions	64,379	85.0			
Single Copy Sales	11,391	15.0			
Total Paid & Verified Circulation	75,770	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$4.95		
Subscription	\$28.00		
Average Subscription Price Annualized (6 issue frequency)		\$25.14	
Average Subscription Price per Copy		\$4.19	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2007.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan./Feb.	64,481		64,481	10,590	75,071
Mar./Apr.	64,224		64,224	12,403	76,627
May/June	64,433		64,433	11,180	75,613

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2003	%	2004	%	2005	%	2006	%	2007	%
Subscriptions:										
Paid	71,404	80.4	69,185	82.3	67,815	81.6	66,449	81.6	65,531	81.8
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	71,404	80.4	69,185	82.3	67,815	81.6	66,449	81.6	65,531	81.8
Single Copy Sales	17,359	19.6	14,857	17.7	15,266	18.4	14,973	18.4	14,570	18.2
Total Paid & Verified Circulation	88,763	100.0	84,042	100.0	83,081	100.0	81,422	100.0	80,101	100.0
Year Over Year Percent of Change		-2.7		-5.3		-1.1		-2.0		-1.6
Avg. Annualized Subscription Price	\$27.27		\$19.70		\$20.04		\$3.37		\$25.08	

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*	7,110	9.4
Association:		
Non-Deductible*	57,269	75.6
TOTAL PAID SUBSCRIPTIONS	64,379	85.0
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	64,379	85.0
SINGLE COPY SALES		
Single Issue Sales	11,391	15.0
TOTAL SINGLE COPY SALES	11,391	15.0
TOTAL PAID & VERIFIED CIRCULATION	75,770	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:

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 May/June, 2008 issue

Total paid & verified circulation of this issue was 0.2% 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	597		597	54	651
Arizona	935		935	271	1,206
Arkansas	308		308	39	347
California	7,349		7,349	828	8,177
Colorado	1,320		1,320	211	1,531
Connecticut	1,104		1,104	72	1,176
Delaware	327		327	24	351
District of Columbia	476		476	37	513
Florida	2,063		2,063	249	2,312
Georgia	1,113		1,113	102	1,215
Idaho	311		311	41	352
Illinois	2,341		2,341	196	2,537
Indiana	1,034		1,034	116	1,150
Iowa	622		622	37	659
Kansas	532		532	69	601
Kentucky	417		417	55	472
Louisiana	510		510	48	558
Maine	336		336	27	363
Maryland	2,623		2,623	123	2,746
Massachusetts	3,365		3,365	146	3,511
Michigan	1,726		1,726	127	1,853
Minnesota	1,138		1,138	139	1,277
Mississippi	450		450	16	466
Missouri	968		968	158	1,126
Montana	167		167	31	198
Nebraska	353		353	32	385
Nevada	251		251	63	314
New Hampshire	359		359	26	385
New Jersey	2,200		2,200	205	2,405
New Mexico	785		785	57	842
New York	4,388		4,388	451	4,839
North Carolina	2,080		2,080	110	2,190
North Dakota	115		115	18	133

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Ohio	2,087		2,087	102	2,189
Oklahoma	541		541	44	585
Oregon	852		852	164	1,016
Pennsylvania	3,098		3,098	257	3,355
Rhode Island	374		374	16	390
South Carolina	599		599	47	646
South Dakota	166		166	14	180
Tennessee	1,025		1,025	204	1,229
Texas	3,071		3,071	327	3,398
Utah	325		325	72	397
Vermont	236		236	8	244
Virginia	2,198		2,198	174	2,372
Washington	1,460		1,460	478	1,938
West Virginia	232		232	14	246
Wisconsin	894		894	82	976
Wyoming	97		97	22	119
TOTAL 48 CONTER-MINOUS STATES	59,918		59,918	6,203	66,121
Alaska	215		215	63	278
Hawaii	320		320	88	408
TOTAL ALASKA & HAWAII	535		535	151	686
U.S. Unclassified					
TOTAL UNITED STATES	60,453		60,453	6,354	66,807
Poss. & Other Areas	116		116	123	239
U.S. & POSS., etc.	60,569		60,569	6,477	67,046
Canada	1,472		1,472	2,136	3,608
International	2,356		2,356	2,526	4,882
Other Unclassified					
Military or Civilian					
Personnel Overseas	36		36	41	77
GRAND TOTAL	64,433		64,433	11,180	75,613

ANALYSIS BY ABCD COUNTY SIZE for the May/June, 2008 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, 2008

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	2,042	5.1
(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)	39,228	98.6	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	None	
(d) Thirteen to twenty-four months	291	0.7	(d) Subscriptions as part of membership in an organization, See Par. 9	37,765	94.9
(e) Twenty-five months and more	288	0.7	Total Subscriptions Sold in Period	39,807	100.0
Total Subscriptions Sold in Period	39,807	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	39,807	100.0			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums	None				
Total Subscriptions Sold in Period	39,807	100.0			

9. EXPLANATORY

(a) Suggested Retail Prices: Subscriptions: U.S., 2 yrs. \$50.00; 3 yrs. \$70.00. Canada, 1 yr. \$36.00; 2 yrs. \$66.00; 3 yrs. \$94.00. International, 1 yr. \$43.00; 2 yrs. \$80.00; 3 yrs. \$115.00.

(b) Average non-analyzed non-paid circulation for the 6 month period: 669 copies per issue.

(c) Post expiration copies: None.

(d) Association (Non-deductible): The average of 57,269 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to members of Sigma Xi, The Scientific Research Society. The cost is \$71.00 to join, of which \$24.00 is allocated to a one-year subscription to AMERICAN SCIENTIST. Benefits include discounts for Annual Review publications and Hertz car rentals and is non-deductible from dues.

10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2007; 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)
06-30-07	None Claimed	80,747	80,747		
06-30-06	None Claimed	81,898	81,898		
06-30-05	None Claimed	82,905	83,896	-991	-1.2
06-30-04	None Claimed	82,447	85,862	-3,235	-3.8
06-30-03	None Claimed	86,304	91,289	-4,985	-5.5

[^]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.

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04-0043-0	Analyzed Issue Date	05-06/01/08
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.95
	Association Subscription Price	24.00
	U.S. Subscription Price	28.00
	Canadian Subscription Price	36.00
	International Subscription Price	43.00