



Audit Bureau
of Circulations

American Scientist

For the six months ended December 31, 2008

Field Served: Science.

PAID & VERIFIED MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

Published by Sigma Xi, The Scientific Research Society

Frequency: 6 times/year

ABC Member # 04-0043-0

American Scientist

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	63,862	85.3			
Verified					
Total Paid & Verified Subscriptions	63,862	85.3			
Single Copy Sales	11,012	14.7			
Total Paid & Verified Circulation	74,874	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)		\$25.28	
Average Subscription Price per Copy		\$4.21	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended June 30, 2008.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
July/Aug.	70,602		70,602	11,218	81,820
Sept./Oct.	60,528		60,528	10,817	71,345
Nov./Dec.	60,455		60,455	11,004	71,459

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

Paid & Verified Magazine
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5. TREND ANALYSIS

	2004	%	2005	%	2006	%	2007	%	2008	%
Subscriptions:										
Paid	69,185	82.3	67,815	81.6	66,449	81.6	65,531	81.8	64,121	85.1
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	69,185	82.3	67,815	81.6	66,449	81.6	65,531	81.8	64,121	85.1
Single Copy Sales	14,857	17.7	15,266	18.4	14,973	18.4	14,570	18.2	11,201	14.9
Total Paid & Verified Circulation	84,042	100.0	83,081	100.0	81,422	100.0	80,101	100.0	75,322	100.0
Year Over Year Percent of Change		-5.3		-1.1		-2.0		-1.6		-6.0
Avg. Annualized Subscription Price	\$19.70		\$20.04		\$3.37		\$25.08		\$25.28	

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*	7,047	9.4
Association:		
Non-Deductible*	56,815	75.9
TOTAL PAID SUBSCRIPTIONS	63,862	85.3
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	63,862	85.3
SINGLE COPY SALES		
Single Issue Sales	11,012	14.7
TOTAL SINGLE COPY SALES	11,012	14.7
TOTAL PAID & VERIFIED CIRCULATION	74,874	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 November/December, 2008 issue

Total paid & verified circulation of this issue was 4.6% 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	573		573	53	626
Arizona	886		886	254	1,140
Arkansas	286		286	38	324
California	6,989		6,989	798	7,787
Colorado	1,281		1,281	211	1,492
Connecticut	1,032		1,032	82	1,114
Delaware	301		301	21	322
District of Columbia	432		432	31	463
Florida	1,771		1,771	245	2,016
Georgia	1,026		1,026	97	1,123
Idaho	290		290	39	329
Illinois	2,197		2,197	435	2,632
Indiana	982		982	50	1,032
Iowa	587		587	37	624
Kansas	462		462	63	525
Kentucky	387		387	28	415
Louisiana	471		471	43	514
Maine	343		343	27	370
Maryland	2,518		2,518	117	2,635
Massachusetts	3,162		3,162	135	3,297
Michigan	1,628		1,628	90	1,718
Minnesota	1,033		1,033	113	1,146
Mississippi	378		378	18	396
Missouri	924		924	152	1,076
Montana	164		164	35	199
Nebraska	352		352	29	381
Nevada	240		240	47	287
New Hampshire	338		338	19	357
New Jersey	2,039		2,039	197	2,236
New Mexico	736		736	45	781
New York	4,151		4,151	427	4,578
North Carolina	1,934		1,934	99	2,033
North Dakota	107		107	19	126

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Ohio	1,961		1,961	75	2,036
Oklahoma	490		490	38	528
Oregon	838		838	120	958
Pennsylvania	2,814		2,814	176	2,990
Rhode Island	422		422	16	438
South Carolina	547		547	42	589
South Dakota	152		152	16	168
Tennessee	939		939	180	1,119
Texas	2,925		2,925	282	3,207
Utah	293		293	81	374
Vermont	228		228	9	237
Virginia	2,032		2,032	178	2,210
Washington	1,407		1,407	402	1,809
West Virginia	223		223	15	238
Wisconsin	845		845	45	890
Wyoming	95		95	22	117
TOTAL 48 CONTER-MINOUS STATES	56,211		56,211	5,791	62,002
Alaska	186		186	63	249
Hawaii	305		305	115	420
TOTAL ALASKA & HAWAII	491		491	178	669
U.S. Unclassified					
TOTAL UNITED STATES	56,702		56,702	5,969	62,671
Poss. & Other Areas	103		103	132	235
U.S. & POSS., etc.	56,805		56,805	6,101	62,906
Canada	1,419		1,419	2,231	3,650
International	2,203		2,203	2,626	4,829
Other Unclassified					
Military or Civilian					
Personnel Overseas	28		28	46	74
GRAND TOTAL	60,455		60,455	11,004	71,459

ANALYSIS BY ABCD COUNTY SIZE for the November/December, 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 December 31, 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.....	1,351	10.9
(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)	11,787	95.3	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	None	
(d) Thirteen to twenty-four months.....	311	2.5	(d) Subscriptions as part of membership in an organization, See Par. 9.....	11,021	89.1
(e) Twenty-five months and more	274	2.2	Total Subscriptions Sold in Period	12,372	100.0
Total Subscriptions Sold in Period	12,372	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	12,372	100.0			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums	None				
Total Subscriptions Sold in Period	12,372	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. \$44.00; 2 yrs. \$82.00; 3 yrs. \$118.00.

(b) Average non-analyzed non-paid circulation for the 6 month period: 841 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 3,565 or 5.6% of average paid subscription circulation.

(d) Association (Non-deductible): The average of 56,815 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 \$74.00 to join, of which \$24.00 is allocated to a one-year subscription to AMERICAN SCIENTIST. Benefits include discounts for Annual Review publications, merchandise and other Affinity Programs and is non-deductible from dues.

10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2008; 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)
06-30-08	None Claimed	76,951	77,984	-1,033	-1.3
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

[^]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	11-12/01/08
	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	44.00