



Audit Bureau
of Circulations

American Scientist

For the six months ended June 30, 2009

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, 2009

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	61,443	86.5			
Verified					
Total Paid & Verified Subscriptions	61,443	86.5			
Single Copy Sales	9,600	13.5			
Total Paid & Verified Circulation	71,043	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)		\$25.98	
Average Subscription Price per Copy		\$4.33	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2008.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan./Feb.	61,213		61,213	9,735	70,948
Mar./Apr.	61,238		61,238	10,193	71,431
May/June	61,877		61,877	8,875	70,752

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

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*	6,972	9.8
Association:		
Non-Deductible*	54,471	76.7
TOTAL PAID SUBSCRIPTIONS	61,443	86.5
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	61,443	86.5
SINGLE COPY SALES		
Single Issue Sales	9,600	13.5
TOTAL SINGLE COPY SALES	9,600	13.5
TOTAL PAID & VERIFIED CIRCULATION	71,043	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, 2009 issue

Total paid & verified circulation of this issue was 0.4% 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	586		586	39	625
Arizona	935		935	532	1,467
Arkansas	294		294	21	315
California	7,125		7,125	768	7,893
Colorado	1,288		1,288	157	1,445
Connecticut	1,037		1,037	55	1,092
Delaware	310		310	15	325
District of Columbia	449		449	25	474
Florida	1,897		1,897	189	2,086
Georgia	1,054		1,054	73	1,127
Idaho	292		292	16	308
Illinois	2,215		2,215	160	2,375
Indiana	995		995	73	1,068
Iowa	600		600	37	637
Kansas	479		479	59	538
Kentucky	408		408	40	448
Louisiana	477		477	39	516
Maine	331		331	26	357
Maryland	2,580		2,580	96	2,676
Massachusetts	3,222		3,222	105	3,327
Michigan	1,639		1,639	100	1,739
Minnesota	1,064		1,064	93	1,157
Mississippi	398		398	15	413
Missouri	962		962	142	1,104
Montana	167		167	19	186
Nebraska	352		352	24	376
Nevada	245		245	21	266
New Hampshire	337		337	14	351
New Jersey	2,051		2,051	182	2,233
New Mexico	759		759	46	805
New York	4,246		4,246	303	4,549
North Carolina	1,974		1,974	62	2,036
North Dakota	104		104	15	119

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Ohio	2,005		2,005	76	2,081
Oklahoma	506		506	27	533
Oregon	849		849	108	957
Pennsylvania	2,885		2,885	139	3,024
Rhode Island	414		414	11	425
South Carolina	558		558	34	592
South Dakota	155		155	23	178
Tennessee	974		974	138	1,112
Texas	3,063		3,063	258	3,321
Utah	297		297	63	360
Vermont	231		231	7	238
Virginia	2,084		2,084	152	2,236
Washington	1,459		1,459	250	1,709
West Virginia	228		228	12	240
Wisconsin	879		879	67	946
Wyoming	95		95	16	111
TOTAL 48 CONTER-MINOUS STATES	57,554		57,554	4,942	62,496
Alaska	189		189	56	245
Hawaii	325		325	29	354
TOTAL ALASKA & HAWAII	514		514	85	599
U.S. Unclassified					
TOTAL UNITED STATES	58,068		58,068	5,027	63,095
Poss. & Other Areas	106		106	75	181
U.S. & POSS., etc.	58,174		58,174	5,102	63,276
Canada	1,418		1,418	1,577	2,995
International	2,257		2,257	2,157	4,414
Other Unclassified					
Military or Civilian					
Personnel Overseas	28		28	39	67
GRAND TOTAL	61,877		61,877	8,875	70,752

ANALYSIS BY ABCD COUNTY SIZE for the May/June, 2009 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, 2009

A. DURATION		%
(a) One to six months (1 to 3 issues).....	None	
(b) Seven to eleven months (4 to 5 issues).....	None	
(c) Twelve months (6 issues).....	28,015	98.0
(d) Thirteen to twenty-four months.....	285	1.0
(e) Twenty-five months and more.....	291	1.0
Total Subscriptions Sold in Period.....	28,591	100.0
B. USE OF PREMIUMS		
(a) Ordered without premium.....	28,591	100.0
(b) Ordered with material reprinted from this publication.....	None	
(c) Ordered with other premiums.....	None	
Total Subscriptions Sold in Period.....	28,591	100.0

C. CHANNELS		%
(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	2,280	8.0
(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	None	
(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	None	
(d) Subscriptions as part of membership in an organization, See Par. 9.....	26,311	92.0
Total Subscriptions Sold in Period.....	28,591	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: 738 copies per issue.

(c) Post expiration copies: None.

(d) Association (Non-deductible): The average of 54,471 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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	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