



Audit Bureau
of Circulations

PAID & VERIFIED MAGAZINE

PUBLISHER'S STATEMENT

Subject to Audit

AMERICAN PHOTO

For the six months ended December 31, 2007

Field Served: Photography. For men and women interested in creative photography.

Published by Hachette Filipacchi Media U.S., Inc.

Frequency: 6 times/year

ABC Member # 04-0042-0

American Photo

Paid & Verified Magazine
Publisher's Statement

For six months ended December 31, 2007

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					
Print	120,458	71.8			
Digital	2,879	1.7			
Total Paid Subscriptions	123,337	73.6			
Verified	25,000	14.9			
Total Paid & Verified Subscriptions	148,337	88.5			
Single Copy Sales	19,333	11.5			
Total Paid & Verified Circulation	167,670	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$4.99		
Subscription	\$15.00		
Average Subscription Price Annualized (6 issue frequency)		\$13.74	
Average Subscription Price per Copy		\$2.29	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended June 30, 2007.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
July/Aug.	122,116	25,000	147,116	21,500	168,616
Sept./Oct.	121,730	25,000	146,730	15,500	162,230
Nov./Dec.	126,165	25,000	151,165	21,000	172,165

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2003	%	2004	%	2005	%	2006	%	2007	%
Subscriptions:										
Paid	178,279	85.0	169,842	83.7	172,391	85.6	130,504	70.0	120,554	69.7
Verified	N/A		N/A		N/A		23,400	12.6	27,500	15.9
Total Paid & Verified Subscriptions	178,279	85.0	169,842	83.7	172,391	85.6	153,904	82.6	148,054	85.6
Single Copy Sales	31,467	15.0	33,134	16.3	29,100	14.4	32,467	17.4	24,833	14.4
Total Paid & Verified Circulation	209,746	100.0	202,976	100.0	201,491	100.0	186,371	100.0	172,887	100.0
Year Over Year Percent of Change		-18.0		-3.2		-0.7		-7.5		-7.2
Avg. Annualized Subscription Price	\$14.16		\$13.80		\$13.98		\$15.78		\$13.74	

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.

	Print Average for Period	Digital Average for Period	Average for Period	% of Circulation
PAID SUBSCRIPTIONS				
Individual Subscriptions*	100,307	2,879	103,186	61.5
Combination Subscriptions*	27		27	0.0
Loyalty/Award Point*	11,860		11,860	7.1
Partnership:				
Deductible*	780		780	0.5
Sponsored Sales	7,484		7,484	4.5
TOTAL PAID SUBSCRIPTIONS	120,458	2,879	123,337	73.6
VERIFIED SUBSCRIPTIONS				
Public Place (See Par. 6A)	25,000		25,000	14.9
TOTAL VERIFIED SUBSCRIPTIONS	25,000		25,000	14.9
TOTAL PAID & VERIFIED SUBSCRIPTIONS	145,458	2,879	148,337	88.5
SINGLE COPY SALES				
Single Issue Sales	19,333		19,333	11.5
TOTAL SINGLE COPY SALES	19,333		19,333	11.5
TOTAL PAID & VERIFIED CIRCULATION	164,791	2,879	167,670	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:

Verified Subscription:	Doctor/Health Care Providers	Personal Care Salons	Business/ Professional Services	Other	Total Public Place Copies
Public Place	19,212	3,752	2,036		25,000

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 July/August, 2007 issue

Total paid & verified circulation of this issue was 0.6% greater than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	1,525		1,525	93	1,618
Arizona	2,475		2,475	248	2,723
Arkansas	665		665	65	730
California	17,594	6,752	24,346	2,317	26,663
Colorado	2,709		2,709	477	3,186
Connecticut	1,829	437	2,266	204	2,470
Delaware	349	172	521	57	578
District of Columbia	414	187	601	46	647
Florida	6,662		6,662	736	7,398
Georgia	2,771	1,037	3,808	462	4,270
Idaho	515		515	32	547
Illinois	5,285	2,025	7,310	464	7,774
Indiana	1,841	79	1,920	215	2,135
Iowa	1,010		1,010	97	1,107
Kansas	1,003		1,003	126	1,129
Kentucky	1,044		1,044	142	1,186
Louisiana	1,049		1,049	95	1,144
Maine	554		554	90	644
Maryland	2,593	918	3,511	320	3,831
Massachusetts	3,006	1,429	4,435	342	4,777
Michigan	3,692	1,399	5,091	287	5,378
Minnesota	2,049		2,049	215	2,264
Mississippi	657		657	45	702
Missouri	2,077		2,077	183	2,260
Montana	379		379	41	420
Nebraska	522		522	48	570
Nevada	1,029		1,029	210	1,239
New Hampshire	645	237	882	53	935
New Jersey	3,610	3,575	7,185	790	7,975
New Mexico	867		867	112	979
New York	8,834	3,810	12,644	1,946	14,590
North Carolina	3,700		3,700	166	3,866
North Dakota	217		217	20	237
Ohio	3,708		3,708	376	4,084
Oklahoma	1,079		1,079	71	1,150
Oregon	1,949		1,949	105	2,054
Pennsylvania	4,492	1,436	5,928	637	6,565
Rhode Island	373		373	40	413
South Carolina	1,383		1,383	88	1,471
South Dakota	223		223	38	261
Tennessee	1,856		1,856	278	2,134
Texas	7,346	731	8,077	1,041	9,118

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Utah	1,038		1,038	123	1,161
Vermont	319		319	16	335
Virginia	3,277	776	4,053	385	4,438
Washington	3,507		3,507	390	3,897
West Virginia	482		482	32	514
Wisconsin	2,062		2,062	253	2,315
Wyoming	234		234	31	265
TOTAL 48 CONTERMINOUS STATES	116,499	25,000	141,499	14,648	156,147
Alaska	340		340	79	419
Hawaii	515		515	144	659
TOTAL ALASKA & HAWAII	855		855	223	1,078
U.S. Unclassified					
TOTAL UNITED STATES	117,354	25,000	142,354	14,871	157,225
Poss. & Other Areas	178		178	117	295
U.S. & POSS., etc.	117,532	25,000	142,532	14,988	157,520
CANADA					
Alberta	366		366	341	707
British Columbia	305		305	497	802
Manitoba	87		87	55	142
New Brunswick	51		51	36	87
Newfoundland/Labrador	12		12	37	49
Northwest Territories	4		4	4	8
Nova Scotia	42		42	81	123
Nunavut				2	2
Ontario	1,016		1,016	1,054	2,070
Prince Edward Island	9		9	8	17
Quebec	165		165	280	445
Saskatchewan	109		109	31	140
Yukon Territory	2		2	7	9
Canadian Unclassified					
TOTAL CANADA	2,168		2,168	2,433	4,601
International	2,232		2,232	3,931	6,163
Other Unclassified					
Military or Civilian Personnel Overseas	184		184	148	332
GRAND TOTAL	122,116	25,000	147,116	21,500	168,616

ANALYSIS BY ABCD COUNTY SIZE for the July/August, 2007 issue

Magazines of less than 500,000 total average 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, 2007

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 3 issues)	7	0.0	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	54,086	91.0
(b) Seven to eleven months (4 to 5 issues)	53	0.1	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	2,483	4.2
(c) Twelve months (6 issues)	44,804	75.4	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	2,867	4.8
(d) Thirteen to twenty-four months.....	10,763	18.1	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	3,809	6.4			
Total Subscriptions Sold in Period	59,436	100.0	Total Subscriptions Sold in Period	59,436	100.0
B. USE OF PREMIUMS					
		%			%
(a) Ordered without premium	59,436	100.0			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums	None				
Total Subscriptions Sold in Period	59,436	100.0			

9. EXPLANATORY

(a) Suggested Retail Prices: Average Single Copy: Canada, \$5.99. Subscriptions: U.S., 2 yrs. \$30.00; 3 yrs. \$45.00. Canada and International, 1 yr. \$29.00.

(b) Average non-analyzed non-paid circulation for the 6 month period: 7,279 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 1,334 or 1.1% of average paid subscription circulation.

(d) 6 subscriptions sold in combination during this statement period.

Combination Publication	Subscriptions Sold	Subscription Term	Price of Combination	Suggested Retail Price
Various (2)	6	Various	\$15.00	Various
Various (3)		Various	\$21.00	Various

(e) Loyalty/Award Point Subscription Sales: The average of 11,860 copies per issue, shown in Par. 6 and included in Par. 1, includes the following:

An average of 11,857 copies per issue represents copies served to subscribers in exchange for the redemption of Airline Frequent Flyer Miles. These subscriptions were sold at 6 issues for \$12.00, in exchange for the redemption of 400 to 1,200 points at the rate of \$0.01 to \$0.03 per mile.

An average of 3 copies per issue represents copies purchased through the redemption of loyalty points valued at \$0.02 per point.

(f) Partnership Subscription Sales (Deductible): The average of 780 copies per issue, shown in Par. 6 and included in Par. 1, represents copies sold in partnership relationships wherein this publication was bundled with the purchase of other products or services. Purchasers were advised that \$10.00 to \$18.00 of the sales price was allocated for a one year subscription to this publication.

(g) Sponsored Subscription Sales: The average of 7,484 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more.

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2006; 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 & Verified)
12-31-06	(a)	186,293	186,370	-77	-0.0
12-31-05	200,000	202,485	201,491	994	0.5
12-31-04	200,000	200,489	202,976	-2,487	-1.2
12-31-03	(b)	207,979	209,746	-1,767	-0.8
12-31-02	250,000	253,461	255,887	-2,426	-0.9

[^]Effective with the June 2006 Publisher's Statements, publications were given the option of reporting verified circulation.

(a) Effective 03/01/06 changed from 200,000 to 175,000

(b) Effective 03/04/03 changed from 250,000 to 200,000

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: Hachette Filipacchi Media U.S., Inc.

AMERICAN PHOTO, published by Hachette Filipacchi Media U.S., Inc. • 1633 Broadway • New York, NY 10019

THOMAS J. MASTERSON

JEFFREY ROBERTS

Date Signed: January 24, 2008

Sr. Vice-President/Consumer Marketing

Vice-President/Publisher

P: 212.767.6000 • F: 212.489.4582 • URL: www.americanphotomag.com

Established: 1978

ABC Member since: 1978

04-0042-0	Analyzed Issue Date	07-08/01/07
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.99
	Association Subscription Price	
	U.S. Subscription Price	15.00
	Canadian Subscription Price	29.00
	International Subscription Price	29.00