



Audit Bureau  
of Circulations

# America's Horse

For the six months ended June 30, 2008

Field Served: Owners, breeders and trainers of American Quarter Horse and other horse enthusiasts.

Published by The American Quarter Horse Association

Frequency: 11 times a year

ABC Member # 04-0017-1

## PAID & VERIFIED MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

America's Horse

### 1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
<b>Paid &amp; Verified Circulation:</b> (See Par. 6)					
<b>Subscriptions:</b>					
Paid	310,108	100.0			
Verified					
<b>Total Paid &amp; Verified Subscriptions</b>	<b>310,108</b>	<b>100.0</b>			
Single Copy Sales					
<b>Total Paid &amp; Verified Circulation</b>	<b>310,108</b>	<b>100.0</b>	<b>250,000</b>	<b>60,108</b>	<b>24.0</b>

### 2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy Subscription	N/A		
Average Subscription Price Annualized (11 issue frequency)	\$1.00		
Average Subscription Price per Copy		\$1.00	\$0.09

(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.	313,289		313,289		313,289
Feb./Mar.	309,911		309,911		309,911
Apr.	310,340		310,340		310,340
May	307,874		307,874		307,874
June	309,125		309,125		309,125

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

None

Paid & Verified Magazine  
Publisher's Statement

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## 5. TREND ANALYSIS

	2003	%	2004	%	2005	%	2006	%	2007	%
Subscriptions:										
Paid	N/A		N/A		N/A		N/A		310,968	100.0
Verified	N/A		N/A		N/A		N/A		N/A	
<b>Total Paid &amp; Verified Subscriptions</b>	<b>N/A</b>		<b>N/A</b>		<b>N/A</b>		<b>N/A</b>		<b>310,968</b>	<b>100.0</b>
Single Copy Sales	N/A		N/A		N/A		N/A		N/A	
<b>Total Paid &amp; Verified Circulation</b>	<b>N/A</b>		<b>N/A</b>		<b>N/A</b>		<b>N/A</b>		<b>310,968</b>	<b>100.0</b>
Year Over Year Percent of Change										
Avg. Annualized Subscription Price	N/A		N/A		N/A		N/A		N/A	

## 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
<b>PAID SUBSCRIPTIONS</b>		
Association:		
Non-Deductible*	310,108	100.0
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>310,108</b>	<b>100.0</b>
<b>VERIFIED SUBSCRIPTIONS</b>		
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>		
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>310,108</b>	<b>100.0</b>
<b>SINGLE COPY SALES</b>		
<b>TOTAL SINGLE COPY SALES</b>		
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>310,108</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 June, 2008 issue

Total paid & verified circulation of this issue was 0.3% 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	4,599	4,599	4,599		4,599
Arizona	6,569	6,569	6,569		6,569
Arkansas	4,968	4,968	4,968		4,968
California	19,069	19,069	19,069		19,069
Colorado	9,116	9,116	9,116		9,116
Connecticut	967	967	967		967
Delaware	256	256	256		256
District of Columbia	24	24	24		24
Florida	8,028	8,028	8,028		8,028
Georgia	5,369	5,369	5,369		5,369
Idaho	5,207	5,207	5,207		5,207
Illinois	5,826	5,826	5,826		5,826
Indiana	5,865	5,865	5,865		5,865
Iowa	5,785	5,785	5,785		5,785
Kansas	6,553	6,553	6,553		6,553
Kentucky	4,332	4,332	4,332		4,332
Louisiana	6,422	6,422	6,422		6,422
Maine	668	668	668		668
Maryland	1,575	1,575	1,575		1,575
Massachusetts	922	922	922		922
Michigan	5,064	5,064	5,064		5,064
Minnesota	5,179	5,179	5,179		5,179
Mississippi	4,647	4,647	4,647		4,647
Missouri	8,508	8,508	8,508		8,508
Montana	5,858	5,858	5,858		5,858
Nebraska	5,716	5,716	5,716		5,716
Nevada	2,388	2,388	2,388		2,388
New Hampshire	472	472	472		472
New Jersey	1,561	1,561	1,561		1,561
New Mexico	4,894	4,894	4,894		4,894
New York	3,947	3,947	3,947		3,947
North Carolina	5,598	5,598	5,598		5,598
North Dakota	2,558	2,558	2,558		2,558
Ohio	8,680	8,680	8,680		8,680
Oklahoma	13,941	13,941	13,941		13,941
Oregon	5,920	5,920	5,920		5,920
Pennsylvania	5,622	5,622	5,622		5,622
Rhode Island	150	150	150		150
South Carolina	2,373	2,373	2,373		2,373
South Dakota	4,146	4,146	4,146		4,146
Tennessee	5,473	5,473	5,473		5,473
Texas	39,769	39,769	39,769		39,769
Utah	4,861	4,861	4,861		4,861
Vermont	477	477	477		477
Virginia	3,620	3,620	3,620		3,620
Washington	6,394	6,394	6,394		6,394
West Virginia	1,364	1,364	1,364		1,364
Wisconsin	4,653	4,653	4,653		4,653
Wyoming	4,032	4,032	4,032		4,032
<b>TOTAL 48 CONTER-MINOUIS STATES</b>	<b>269,985</b>	<b>269,985</b>	<b>269,985</b>		<b>269,985</b>
Alaska	335	335	335		335
Hawaii	499	499	499		499
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>834</b>	<b>834</b>	<b>834</b>		<b>834</b>
U.S. Unclassified					
<b>TOTAL UNITED STATES</b>	<b>270,819</b>	<b>270,819</b>	<b>270,819</b>		<b>270,819</b>
Poss. & Other Areas	24	24	24		24
<b>U.S. &amp; POSS., etc.</b>	<b>270,843</b>	<b>270,843</b>	<b>270,843</b>		<b>270,843</b>
Canada	18,766	18,766	18,766		18,766
International	19,516	19,516	19,516		19,516
Other Unclassified					
Military or Civilian Personnel Overseas					
<b>GRAND TOTAL</b>	<b>309,125</b>	<b>309,125</b>	<b>309,125</b>		<b>309,125</b>

## ANALYSIS BY ABCD COUNTY SIZE for the 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 6 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 (7 to 10 issues)	None		(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	None	
(c) Twelve months (11 issues)	73,969	71.0	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	None	
(d) Thirteen to twenty-four months	None		(d) Subscriptions as part of membership in an organization, See Par. 9	104,196	100.0
(e) Twenty-five months and more	30,227	29.0			
Total Subscriptions Sold in Period	104,196	100.0	Total Subscriptions Sold in Period	104,196	100.0
<b>B. USE OF PREMIUMS</b>					
(a) Ordered without premium	104,196	100.0			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums	None				
Total Subscriptions Sold in Period	104,196	100.0			

## 9. EXPLANATORY

- (a) Suggested Retail Prices: No additional prices.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 5,135 copies per issue.
- (c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 2,155 or 0.7% of average paid subscription circulation.
- (d) Association (Non-Deductible): The average of 310,108 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to members of the American Quarter Horse Association. New and renewing members pay between \$15.00 and \$400.00, of which \$1.00 is allocated to AMERICA'S HORSE and is non-deductible from dues. Available benefits include limited access to free internet records, discounts on horse registration fees, discounts and rebates from corporate partners, free educational materials and weekly newsletters. This publication is one of the official magazines of the American Quarter Horse Association.
- (e) Included in Association Subscriptions is an average of 37,765 copies per issue served to lifetime subscribers. Subscribers paid between \$100.00 and \$400.00 for lifetime subscriptions.
- (f) Included in Association Subscriptions is an average of 16,143 copies per issue, served to youth lifetime subscribers. Subscribers paid between \$50.00 and \$100.00 for the youth lifetime subscription which is valid until the subscriber's 18th birthday.

## 10. VARIANCE

Latest released Audit Report for 6 months ended December 31, 2006; 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)
12-31-06	None Claimed	311,916	*		

<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, 2006 - 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: American Quarter Horse Association

AMERICA'S HORSE, published by The American Quarter Horse Association • 1600 Quarter Horse Drive • Amarillo, TX 79104

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Date Signed: July 28, 2008

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ABC Member since: 2007

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	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	
	Association Subscription Price	1.00
	U.S. Subscription Price	1.00
	Canadian Subscription Price	
	International Subscription Price	