



Audit Bureau  
of Circulations

# America's Horse

For the six months ended June 30, 2007

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

Published by The American Quarter Horse Association

Frequency: 12 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	310,816	100.0			
Verified					
<b>Total Paid &amp; Verified Subscriptions</b>	<b>310,816</b>	<b>100.0</b>			
Single Copy Sales					
<b>Total Paid &amp; Verified Circulation</b>	<b>310,816</b>	<b>100.0</b>	<b>None Claimed</b>		

### 2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	N/A		
Subscription	\$1.00		
Average Subscription Price Annualized (12 issue frequency)			
Average Subscription Price per Copy			

(1) For the Statement period

(2) See Par. 9.

### 3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan.	312,473		312,473		312,473
Feb.	312,850		312,850		312,850
Mar.	309,013		309,013		309,013
Apr.	311,075		311,075		311,075
May	309,150		309,150		309,150
June	310,332		310,332		310,332

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

None

Paid & Verified Magazine  
Publisher's Statement

For six months ended June 30, 2007

## 5. TREND ANALYSIS

	2002	%	2003	%	2004	%	2005	%	2006	%
Subscriptions:										
Paid	N/A		N/A		N/A		N/A		N/A	
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>N/A</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>N/A</b>	
Year Over Year Percent of Change										
Paid & Verified Rate Base	N/A		N/A		N/A		N/A		N/A	
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*	310,816	100.0
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>310,816</b>	<b>100.0</b>
<b>VERIFIED SUBSCRIPTIONS</b>		
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>		
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>310,816</b>	<b>100.0</b>
<b>SINGLE COPY SALES</b>		
<b>TOTAL SINGLE COPY SALES</b>		
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>310,816</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, 2007 issue

Total paid & verified circulation of this issue was 0.0% 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	4,824		4,824		4,824
Arizona	6,584		6,584		6,584
Arkansas	5,171		5,171		5,171
California	19,269		19,269		19,269
Colorado	9,118		9,118		9,118
Connecticut	1,019		1,019		1,019
Delaware	263		263		263
District of Columbia	26		26		26
Florida	8,315		8,315		8,315
Georgia	5,515		5,515		5,515
Idaho	5,290		5,290		5,290
Illinois	6,003		6,003		6,003
Indiana	6,089		6,089		6,089
Iowa	5,993		5,993		5,993
Kansas	6,755		6,755		6,755
Kentucky	4,308		4,308		4,308
Louisiana	6,389		6,389		6,389
Maine	684		684		684
Maryland	1,602		1,602		1,602
Massachusetts	967		967		967
Michigan	5,191		5,191		5,191
Minnesota	5,325		5,325		5,325
Mississippi	4,842		4,842		4,842
Missouri	9,125		9,125		9,125
Montana	5,824		5,824		5,824
Nebraska	5,862		5,862		5,862
Nevada	2,393		2,393		2,393
New Hampshire	488		488		488
New Jersey	1,562		1,562		1,562
New Mexico	4,752		4,752		4,752
New York	4,006		4,006		4,006
North Carolina	5,702		5,702		5,702
North Dakota	2,566		2,566		2,566

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Ohio	8,937		8,937		8,937
Oklahoma	13,933		13,933		13,933
Oregon	6,032		6,032		6,032
Pennsylvania	5,637		5,637		5,637
Rhode Island	155		155		155
South Carolina	2,377		2,377		2,377
South Dakota	4,243		4,243		4,243
Tennessee	5,670		5,670		5,670
Texas	39,208		39,208		39,208
Utah	4,784		4,784		4,784
Vermont	469		469		469
Virginia	3,655		3,655		3,655
Washington	6,504		6,504		6,504
West Virginia	1,408		1,408		1,408
Wisconsin	4,740		4,740		4,740
Wyoming	3,986		3,986		3,986
<b>TOTAL 48 CONTER-MINOUS STATES</b>	<b>273,560</b>		<b>273,560</b>		<b>273,560</b>
Alaska	341		341		341
Hawaii	481		481		481
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>822</b>		<b>822</b>		<b>822</b>
U.S. Unclassified					
<b>TOTAL UNITED STATES</b>	<b>274,382</b>		<b>274,382</b>		<b>274,382</b>
Poss. & Other Areas	24		24		24
<b>U.S. &amp; POSS., etc.</b>	<b>274,406</b>		<b>274,406</b>		<b>274,406</b>
Canada	17,776		17,776		17,776
International	18,150		18,150		18,150
Other Unclassified					
Military or Civilian Personnel Overseas					
<b>GRAND TOTAL</b>	<b>310,332</b>		<b>310,332</b>		<b>310,332</b>

## ANALYSIS BY ABCD COUNTY SIZE for the June, 2007 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, 2007

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 8 issues)	None		(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	None	
(c) Twelve months (12 issues)	89,122	79.1	(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	112,726	100.0
(e) Twenty-five months and more	23,604	20.9	Total Subscriptions Sold in Period	112,726	100.0
Total Subscriptions Sold in Period	112,726	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	112,726	100.0			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums	None				
Total Subscriptions Sold in Period	112,726	100.0			

## 9. EXPLANATORY

(a) Suggested Retail Prices: No additional prices.

(b) Average non-analyzed non-paid circulation for the 6 month period: 962 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 6,807 or 2.2% of average paid subscription circulation.

(d) Owing to the fact that a sufficient period of time has not elapsed since becoming a member of the Bureau to maintain records required for calculating average price, the requirement to report average subscription price has been temporarily waived.

Prices utilized during the period are: \$1.00.

(e) Association (Non-Deductible): The average of 310,816 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.

(f) Included in Association Subscriptions is an average of 41,062 copies per issue served to lifetime subscribers. Subscribers paid between \$100.00 and \$400.00 for lifetime subscriptions.

(g) Included in Association Subscriptions is an average of 17,507 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

KIM MCKINNEY

JIM JENNINGS

Date Signed: July 30, 2007

Circulation Director

Exec. Director of Publications

Sales Office:

P: 806.376.4888 • F: 806.349.6400 • URL: www.aqha.com

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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	