

**PAID  
MAGAZINE**

**PUBLISHER'S STATEMENT**

Subject to Audit



Audit Bureau  
of Circulations

# The American Quarter Horse Journal

For the six months ended December 31, 2004

**Field Served:** Equine-News, stories and pictures regarding the breeding and performance of the quarter horse.

Published by The American Quarter Horse Association

Frequency: 12 times/year

ABC Member # 04-0935-0

The American Quarter Horse Journal  
Paid Magazine  
Publisher's Statement

For 6 months ended December 31, 2004

## AVERAGE PAID CIRCULATION

<b>1</b>	<b>Total Average Paid Circulation:</b>		65,343
		% of Total	
	Subscriptions (Individual):	63,672	97.4
	Single Copy Sales:	1,671	2.6
	Total Paid	65,343	100.0
	Paid Advertising Rate Base/Circulation Guarantee:		None Claimed
	% Above/Below Rate Base (+/-)		

## PRICES

**2** Prices effective during the six month period ending December 31, 2004

Publisher's Suggested 1 year price	\$25.00
Average Single Copy cover price	\$4.25

## 2A AVERAGE PRICE

Represents the price of individual subscriptions sold during the 12 month period ending June 30, 2004

Average subscription price:	Net	Gross
Per Copy	\$1.97	(optional)
Annualized (12 issue frequency)	\$23.60	(optional)

Publisher's Suggested 1 year price in effect for average price period, \$25.00.

## 2B SUPPLEMENTAL ANALYSIS OF PRICES

Gross individual subscriptions sold in the six month period ended December 31, 2004 at below 35% of average net price.

None Claimed

## ANALYSIS OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS

**3** Total gross individual subscriptions (new and renewal) sold in the six month period ended December 31, 2004

<b>A. DURATION</b>			<b>C. CHANNELS</b>		
		%			%
(a) One to six months (1 to 6 issues).....	None		(a) Ordered by mail and/or direct request (may include direct mail, renewal mail, insert cards, television, direct mail agents, Internet and e-mail, etc.)	22,902	99.6
(b) Seven to eleven months (7 to 11 issues).....	None		(b) Ordered through salespeople:		
(c) Twelve months (12 issues).....	18,170	79.0	1. Catalog agencies and individual agents - includes institutional and library subscriptions.....	100	0.4
(d) Thirteen to twenty-four months.....	None		2. Publisher's own and independent salespeople - includes sales through both direct personal contact and telemarketing efforts for consumer and trade subscriptions.....		None
(e) Twenty-five months and more.....	4,832	21.0	3. Members of schools, churches, fraternal and similar organizations - includes fund raising programs directed to individuals.....		None
Total Subscriptions Sold in Period.....	23,002	100.0	(c) Association members.....	None	None
<b>B. USE OF PREMIUMS</b>			Total Subscriptions Sold in Period.....	23,002	100.0
(a) Ordered without premium.....	23,002	100.0			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums.....	None				
Total Subscriptions Sold in Period.....	23,002	100.0			

## ANALYSIS OF AVERAGE CIRCULATION

### 4A PAID BY ISSUES

Issue	Subscriptions	Single Copy Sales	Total Paid
July	64,119	1,676	65,795
Aug.	63,866	1,663	65,529
Sept.	63,654	1,655	65,309
Oct.	63,931	1,688	65,619
Nov.	63,197	1,683	64,880
Dec.	63,266	1,663	64,929

### 4B SUPPLEMENTAL ANALYSIS OF AVERAGE PAID CIRCULATION

Analysis not required

## AVERAGE CIRCULATION of Regional, Metro and Demographic Editions

5

None

## POST EXPIRATION COPIES

6

(a) Average number of copies served on subscriptions not more than three months after expiration.

None

## GEOGRAPHIC DATA for the December, 2004 Issue

7A

Paid circulation of this issue was 0.6% less than the total average paid circulation.

### Analysis by ABCD County

Magazines of less than 500,000 total average paid circulation not required to answer this paragraph.

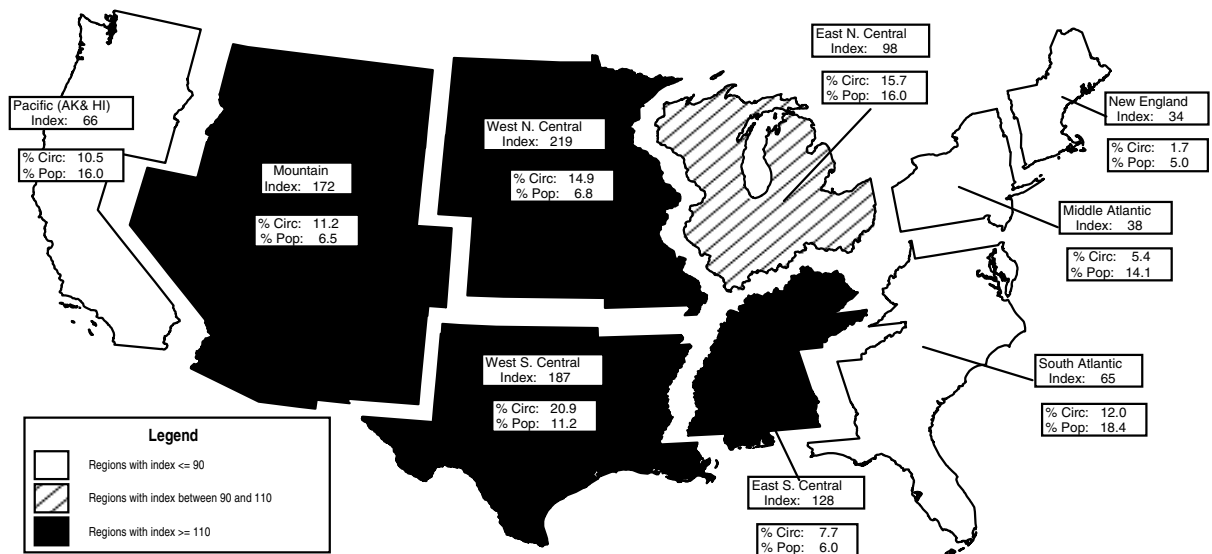
Analysis by State/Province

STATE	PAID CIRCULATION			% OF CIRC.
	SUBSCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	
Maine .....	186		186	
New Hampshire.....	134		134	
Vermont.....	127		127	
Massachusetts.....	271		271	
Rhode Island.....	44	5	49	
Connecticut.....	282	4	286	
<b>NEW ENGLAND</b>	<b>1,044</b>	<b>9</b>	<b>1,053</b>	<b>1.7</b>
New York.....	1,184	25	1,209	
New Jersey.....	486	14	500	
Pennsylvania.....	1,638	25	1,663	
<b>MIDDLE ATLANTIC</b>	<b>3,308</b>	<b>64</b>	<b>3,372</b>	<b>5.4</b>
Ohio.....	2,792	91	2,883	
Indiana.....	1,940	59	1,999	
Illinois.....	1,891	66	1,957	
Michigan.....	1,593	78	1,671	
Wisconsin.....	1,266	22	1,288	
<b>EAST N. CENTRAL</b>	<b>9,482</b>	<b>316</b>	<b>9,798</b>	<b>15.7</b>
Minnesota.....	1,447	24	1,471	
Iowa.....	1,573	30	1,603	
Missouri.....	2,289	33	2,322	
North Dakota.....	482	3	485	
South Dakota.....	636	13	649	
Nebraska.....	1,147	44	1,191	
Kansas.....	1,486	56	1,542	
<b>WEST N. CENTRAL</b>	<b>9,060</b>	<b>203</b>	<b>9,263</b>	<b>14.9</b>
Delaware.....	91	6	97	
Maryland.....	477	6	483	
District of Columbia.....	5		5	
Virginia.....	983	15	998	
West Virginia.....	383		383	
North Carolina.....	1,607	29	1,636	
South Carolina.....	586	5	591	
Georgia.....	1,313	8	1,321	
Florida.....	1,917	81	1,998	
<b>SOUTH ATLANTIC</b>	<b>7,362</b>	<b>150</b>	<b>7,512</b>	<b>12.0</b>
Kentucky.....	1,119	21	1,140	
Tennessee.....	1,493	9	1,502	
Alabama.....	1,171	11	1,182	
Mississippi.....	980	20	1,000	
<b>EAST S. CENTRAL</b>	<b>4,763</b>	<b>61</b>	<b>4,824</b>	<b>7.7</b>
Arkansas.....	1,280	8	1,288	
Louisiana.....	1,184	23	1,207	
Oklahoma.....	2,596	74	2,670	
Texas.....	7,722	178	7,900	
<b>WEST S. CENTRAL</b>	<b>12,782</b>	<b>283</b>	<b>13,065</b>	<b>20.9</b>

STATE	PAID CIRCULATION			% OF CIRC.
	SUBSCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	
Montana.....	795	12	807	
Idaho.....	712	14	726	
Wyoming.....	494		494	
Colorado.....	1,808	67	1,875	
New Mexico.....	710	27	737	
Arizona.....	1,235	38	1,273	
Utah.....	630	25	655	
Nevada.....	374	10	384	
<b>MOUNTAIN</b>	<b>6,758</b>	<b>193</b>	<b>6,951</b>	<b>11.2</b>
Alaska.....	125	8	133	
Washington.....	1,334	56	1,390	
Oregon.....	951	76	1,027	
California.....	3,805	119	3,924	
Hawaii.....	89		89	
<b>PACIFIC</b>	<b>6,304</b>	<b>259</b>	<b>6,563</b>	<b>10.5</b>
U.S. Unclassified.....				
<b>UNITED STATES</b>	<b>60,863</b>	<b>1,538</b>	<b>62,401</b>	<b>100.0</b>
U.S. Circ. Percent of Grand Total.....				<b>96.1</b>
Poss. & Other Areas.....	7		7	0.0
<b>U.S. &amp; POSS., etc.</b>	<b>60,870</b>	<b>1,538</b>	<b>62,408</b>	<b>96.1</b>

CANADA				
Newfoundland.....	3		3	0.2
Nova Scotia.....	67		67	4.2
Prince Edward Island.....	12		12	0.7
New Brunswick.....	36	6	42	2.6
Quebec.....	121		121	7.5
Ontario.....	512	43	555	34.4
Manitoba.....	73	11	84	5.2
Saskatchewan.....	124		124	7.7
Alberta.....	354	25	379	23.5
British Columbia.....	198	26	224	13.9
Northwest Territories.....				
Nunavut.....				
Yukon Territory.....	1		1	0.1
Canadian Unclassified.....				
<b>TOTAL CANADA</b>	<b>1,501</b>	<b>111</b>	<b>1,612</b>	<b>100.0</b>
Canadian Circ. Percent of Grand Total.....				<b>2.5</b>
International.....	896	13	909	1.4
Other Unclassified.....				
Military or Civilian Personnel Overseas.....				
<b>GRAND TOTAL</b>	<b>63,267</b>	<b>1,662</b>	<b>64,929</b>	<b>100.0</b>

Index = Geographic Distribution of % Circulation ÷ % Population



## ANALYSIS OF ANALYZED NON-PAID

**8** This publication does not report analyzed non-paid circulation

## EXPLANATORY

**9** (a) Publisher Suggested Prices: Subscriptions: U.S., 3 yrs. \$60.00. Canada, 1 yr. \$50.00; 3 yrs. \$135.00. International, 1 yr. \$80.00; 3 yrs. \$225.00. (c) 1,498 subscriptions were sold in this statement period for 1 yr. \$40.00, 3 yrs. \$100.00; Canada, 1 yr. \$81.00, 3 yrs. \$225.00; International, 1 yr. \$150.00, 3 yrs. \$430.00, which included a subscription to THE AMERICAN QUARTER HORSE RACING JOURNAL (12 issues) with a publisher suggested price of 1 yr. \$23.12 and THE AMERICAN QUARTER HORSE JOURNAL (12 issues) with a publisher suggested price of 1 yr. \$22.14.

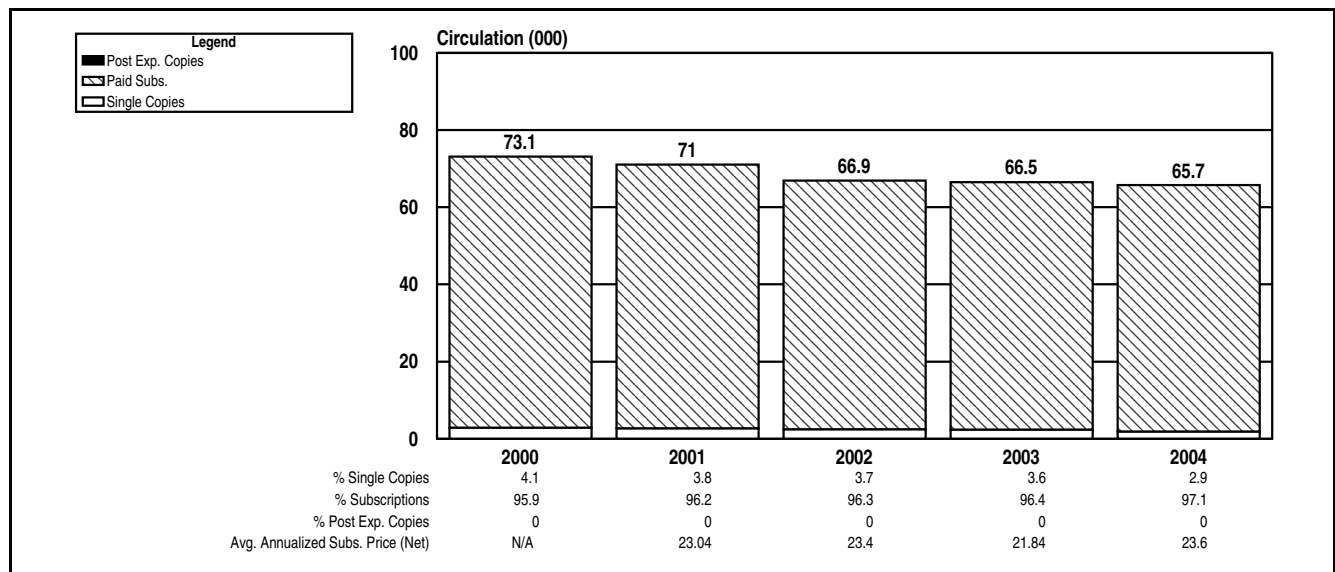
(b) Average non-analyzed non-paid circulation for the 6 month period: 1,459 copies per issue.

## SUPPLEMENTAL ANALYSIS OF AVERAGE PAID CIRCULATION

Analysis not required

## FIVE YEAR ANNUAL TRENDS

**10** Total average paid circulation as reported in June and December Publisher's Statements



## VARIANCE

**11** Latest released Audit Report for 12 months ended June 30, 2004; Variation from Publisher's Statements

Audit Period Ended	Rate Base (Paid)	Audit Report (Paid)	Publisher's Statements (Paid)	Difference (Paid)	Percentage of Difference (Paid)
06-30-04	None Claimed	66,117	66,117		
06-30-03	None Claimed	66,606	66,606		
06-30-02	None Claimed	68,611	68,681	-70	-0.1
06-30-01	None Claimed	72,196	72,196		
06-30-00	None Claimed	73,417	73,799	-382	-0.5

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  
 THE AMERICAN QUARTER HORSE JOURNAL, published by The American Quarter Horse Association • 1600 Quarter Horse Drive, P.O. Box 32470 • Amarillo, TX 79104

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 Established: 1948 ABC Member since: 1960

04-0935-0	Analyzed Issue Date	12/01/04
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.25
	Association Subscription Price	
	U.S. Subscription Price	25.00
	Canadian Subscription Price	50.00
	International Subscription Price	80.00