



America's Horse

Annual Frequency: 10 times a year

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

Published by The American Quarter Horse Association

Publisher's Statement

6 months ended December 31, 2015, Subject to Audit

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
183,501		183,501	None Claimed	

TOTAL CIRCULATION BY ISSUE

Issue	Print				
	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
July	183,661		183,661		183,661
Aug.	183,506		183,506		183,506
Sept.	183,961		183,961		183,961
Oct.	183,586		183,586		183,586
Nov.	183,240		183,240		183,240
Dec.	183,053		183,053		183,053
Average	183,501		183,501		183,501

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	% of Circulation
Paid Subscriptions		
Association: Nondeductible	183,501	100.0
Total Paid Subscriptions	183,501	100.0
Verified Subscriptions		
Total Paid & Verified Subscriptions	183,501	100.0
Single Copy Sales		
Total Paid & Verified Circulation	183,501	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2015	None Claimed	186,067	186,067		
6/30/2014	None Claimed	206,330	206,330		
6/30/2013	None Claimed	224,893	224,893		

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PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy Subscription	N/A		
Average Subscription Price Annualized (3)	\$1.00	\$1.00	
Average Subscription Price per Copy		\$0.10	

- (1) For statement period
- (2) Represents subscriptions for the 12 month period ended June 30, 2015
- (3) Based on the following issue per year frequency: 10

ADDITIONAL DATA IN WWW.AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Circulation by Regional, Metro & Demographic Editions
 Geographic Data
 Analysis of New & Renewal Paid Individual Subscriptions
 Trend Analysis

RATE BASE

None Claimed.

NOTES

Rounding %: Due to rounding, percentages may not always add up to 100%.

Association: Nondeductible: Copies served where the subscription was included in the dues of an association. The subscription was nondeductible from dues.

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 6,993

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 Alliance for Audited Media's bylaws and rules.

Parent Company: American Quarter Horse Association

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Established: 1998

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