

CIRCULATION UPDATE

	1H 2015	% OF TOTAL
TOTAL CIRCULATION	737,052	
Total Paid & Verified Subscriptions	630,795	85.6%
Total Paid Subscriptions (Print)	581,355	78.9%
Total Paid Subscriptions (Digital)	16,562	2.2%
Total Verified Subscriptions	32,878	4.5%
Single Copy Sales	106,257	14.4%
Print	86,300	11.7%
Digital	19,957	2.7%
Rate Base	725,000	
% Above Rate Base	2.0%	

	1H 2014	% OF TOTAL
TOTAL CIRCULATION	754,846	
Total Paid & Verified Subscriptions	641,228	84.9%
Total Paid Subscriptions (Print)	595,833	78.9%
Total Paid Subscriptions (Digital)	17,352	2.3%
Total Verified Subscriptions	28,043	3.7%
Single Copy Sales	113,618	15.1%
Print	99,480	13.2%
Digital	14,138	1.9%
Rate Base	725,000	
% Above Rate Base	4.1%	

Source: AAM Statements June 30, 2014 and June 30, 2013.
Note: Increased rate base to 725,000 in 2014.



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