



Audit Bureau
of Circulations

TIME-THE WEEKLY NEWSMAGAZINE

For the six months ended June 30, 2008

Field Served: General News.

Published by Time Inc.

Frequency: 56 times/year

ABC Member # 04-1200-0

PAID & VERIFIED MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

Time-The Weekly Newsmagazine

Paid & Verified Magazine
Publisher's Statement

1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Paid & Verified Circulation: (See Par. 6)					
Subscriptions:					
Paid	3,175,976	93.7			
Verified	117,240	3.5			
Total Paid & Verified Subscriptions	3,293,216	97.2			
Single Copy Sales	95,950	2.8			
Total Paid & Verified Circulation	3,389,166	100.0	3,250,000	139,166	4.3

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$4.95		
Subscription	\$49.00		
Average Subscription Price Annualized (56 issue frequency)		\$32.77	
Average Subscription Price per Copy		\$0.59	

(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	Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan.	14 3,302,326	118,121	3,420,447	91,609	3,512,056	Apr.	7 3,185,401	117,784	3,303,185	98,679	3,401,864
	21 3,303,621	117,804	3,421,425	67,514	3,488,939		14 3,217,012	117,841	3,334,853	65,172	3,400,025
	28 3,253,579	118,408	3,371,987	102,466	3,474,453		21 3,174,086	117,848	3,291,934	121,409	3,413,343
Feb.	4 3,229,418	117,258	3,346,676	78,711	3,425,387		28 3,166,002	117,741	3,283,743	73,784	3,357,527
	11 3,232,901	117,116	3,350,017	75,260	3,425,277	May	5 3,198,802	121,068	3,319,870	106,090	3,425,960
	18 3,221,413	116,984	3,338,397	118,145	3,456,542		12 3,152,268	121,015	3,273,283	102,242	3,375,525
	25 3,203,956	117,074	3,321,030	90,418	3,411,448		19 3,102,475	119,979	3,222,454	130,649	3,353,103
Mar.	3 3,214,517	117,048	3,331,565	101,265	3,432,830		26 3,091,569	119,813	3,211,382	81,595	3,292,977
	10 3,173,190	117,688	3,290,878	107,398	3,398,276	June	2 3,074,041	119,653	3,193,694	109,983	3,303,677
	17 3,179,677	116,999	3,296,676	89,145	3,385,821		9 3,094,988	113,760	3,208,748	65,939	3,274,687
	24 3,186,675	115,326	3,302,001	118,648	3,420,649		16 3,090,796	113,693	3,204,489	93,999	3,298,488
	31 3,180,592	114,694	3,295,286	114,620	3,409,906		23 3,090,267	113,623	3,203,890	106,000	3,309,890
							30 3,079,828	112,662	3,192,490	88,000	3,280,490

For six months ended June 30, 2008

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

TIME - THE WEEKLY NEWSMAGAZINE is published in many editions. All domestic editions carry the national advertising, plus specific geographic and targeted advertising pages. Editorial material is basically identical in all editions. All advertisers may use one or more editions. The domestic edition of TIME - THE WEEKLY NEWSMAGAZINE, whose circulation is represented by this statement is, with relatively few exceptions, sold only to residents of the U.S., Bermuda, Puerto Rico and United States Possessions. Canadian subscribers are served their own special edition. All other International countries are served the Europe/Middle East/African, Asian, or South Pacific editions.

Edition	Number of Issues	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Rate Base
TARGETED EDITIONS							
TIME Global Business	13	1,589,594	48,263	1,637,857		1,637,857	1,600,000
TIME Pursuits	1	1,001,287	25,930	1,027,217		1,027,217	1,000,000
TIME Style & Design	2	564,145	1,497	565,642		565,642	550,000

5. TREND ANALYSIS

	2003	%	2004	%	2005	%	2006	%	2007	%
Subscriptions:										
Paid	3,936,447	95.9	3,866,054	95.8	3,887,480	96.3	3,600,657	88.2	3,137,495	93.0
Verified	N/A		N/A		N/A		355,674	8.7	131,649	3.9
Total Paid & Verified Subscriptions	3,936,447	95.9	3,866,054	95.8	3,887,480	96.3	3,956,331	96.9	3,269,144	96.9
Single Copy Sales	167,837	4.1	168,218	4.2	151,028	3.7	126,409	3.1	105,361	3.1
Total Paid & Verified Circulation	4,104,284	100.0	4,034,272	100.0	4,038,508	100.0	4,082,740	100.0	3,374,505	100.0
Year Over Year Percent of Change		-0.2		-1.7		0.1		1.1		-17.3
Avg. Annualized Subscription Price	\$42.81		\$38.14		\$37.79		\$37.36		\$32.62	

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
PAID SUBSCRIPTIONS		
Individual Subscriptions*	2,832,917	83.6
Combination Subscriptions*	233,704	6.9
Loyalty/Award Point*	102,456	3.0
Partnership:		
Deductible*	6,899	0.2
TOTAL PAID SUBSCRIPTIONS	3,175,976	93.7
VERIFIED SUBSCRIPTIONS		
Public Place (See Par. 6A)	105,748	3.2
Individual Use (See Par. 6B)	11,492	0.3
TOTAL VERIFIED SUBSCRIPTIONS	117,240	3.5
TOTAL PAID & VERIFIED SUBSCRIPTIONS	3,293,216	97.2
SINGLE COPY SALES		
Single Issue Sales	95,950	2.8
TOTAL SINGLE COPY SALES	95,950	2.8
TOTAL PAID & VERIFIED CIRCULATION	3,389,166	100.0

*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:

Verified Subscription: Public Place	Doctor/Health Care		Automotive	Other	Total Public Place Copies
	Providers	Outlets			
	100,575	5,173			105,748

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:

Verified Subscription: Individual Use	Card Holders	Individually	Executives	Organization	Other	Total Individual Use Copies
	(credit/debit)	Requested		Members		
	6,845	1,921	1,678	1,048		11,492

7. GEOGRAPHIC DATA for the January 14, 2008 issue

Total paid & verified circulation of this issue was 3.6% greater than the total average paid & verified circulation.

STATE	PAID SUBSCRIP- TIONS	VERIFIED SUBSCRIP- TIONS	TOTAL PAID & VERIFIED SUBSCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	34,502	1,211	35,713	634	36,347
Arizona	66,765	2,204	68,969	1,666	70,635
Arkansas	19,430	670	20,100	298	20,398
California	431,615	14,844	446,459	15,733	462,192
Colorado	68,174	2,646	70,820	2,110	72,930
Connecticut	61,345	2,011	63,356	1,076	64,432
Delaware	11,547	389	11,936	247	12,183
District of Columbia	9,870	385	10,255	656	10,911
Florida	197,754	8,453	206,207	8,411	214,618
Georgia	76,526	3,259	79,785	3,604	83,389
Idaho	13,760	498	14,258	307	14,565
Illinois	154,134	5,424	159,558	3,662	163,220
Indiana	58,370	2,084	60,454	1,053	61,507
Iowa	32,133	928	33,061	474	33,535
Kansas	31,359	1,008	32,367	423	32,790
Kentucky	32,058	1,348	33,406	551	33,957
Louisiana	31,370	962	32,332	667	32,999
Maine	19,113	444	19,557	370	19,927
Maryland	74,792	3,273	78,065	2,016	80,081
Massachusetts	105,056	3,106	108,162	2,781	110,943
Michigan	111,294	4,248	115,542	2,065	117,607
Minnesota	69,132	1,776	70,908	1,402	72,310
Mississippi	15,925	478	16,403	207	16,610
Missouri	56,617	2,026	58,643	1,180	59,823
Montana	11,974	312	12,286	201	12,487
Nebraska	18,311	634	18,945	338	19,283
Nevada	25,033	772	25,805	1,464	27,269
New Hampshire	20,658	600	21,258	414	21,672
New Jersey	126,681	5,776	132,457	3,319	135,776
New Mexico	20,859	505	21,364	482	21,846
New York	239,380	10,116	249,496	6,490	255,986
North Carolina	82,650	2,816	85,466	2,359	87,825
North Dakota	6,930	199	7,129	77	7,206
Ohio	121,674	4,426	126,100	2,251	128,351
Oklahoma	27,246	1,010	28,256	337	28,593
Oregon	41,457	1,286	42,743	1,108	43,851
Pennsylvania	151,454	5,951	157,405	2,748	160,153
Rhode Island	14,037	438	14,475	302	14,777
South Carolina	33,868	1,375	35,243	872	36,115
South Dakota	8,196	267	8,463	120	8,583
Tennessee	47,892	2,040	49,932	1,054	50,986
Texas	188,534	7,079	195,613	7,158	202,771
Utah	24,566	891	25,457	858	26,315
Vermont	11,423	229	11,652	191	11,843
Virginia	88,011	2,921	90,932	2,865	93,797
Washington	80,803	2,293	83,096	2,447	85,543
West Virginia	13,074	412	13,486	211	13,697
Wisconsin	69,393	1,850	71,243	780	72,023
Wyoming	5,915	157	6,072	114	6,186
TOTAL 48 CONTER- MINOUS STATES	3,262,660	118,030	3,380,690	90,153	3,470,843
Alaska	7,836	42	7,878	510	8,388
Hawaii	17,899	35	17,934	922	18,856
TOTAL ALASKA & HAWAII	25,735	77	25,812	1,432	27,244
U.S. Unclassified					
TOTAL UNITED STATES Poss. & Other Areas	3,288,395	118,107	3,406,502	91,585	3,498,087
U.S. & POSS., etc.	3,299,469	118,115	3,417,584	91,609	3,509,193
Canada					
International	236		236		236
Other Unclassified Military or Civilian Personnel Overseas	2,621	6	2,627		2,627
GRAND TOTAL	3,302,326	118,121	3,420,447	91,609	3,512,056

ANALYSIS BY ABCD COUNTY SIZE for the January 14, 2008 issue

County Size	% of Households	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	1,627,874	46.9	117
B	30	1,036,067	29.9	100
C	15	462,970	13.3	89
D	15	343,932	9.9	66

County Size Group Definitions by the A.C. Nielsen Company- Data for the conterminous 48 states.

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 28 issues).....	182,803	10.4	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	1,638,530	92.9
(b) Seven to eleven months (29 to 51 issues).....	64,884	3.7	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	35,668	2.0
(c) Twelve months (52 to 56 issues).....	1,192,413	67.6	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	89,391	5.1
(d) Thirteen to twenty-four months.....	263,375	14.9	(d) Subscriptions as part of membership in an organization.....	None	
(e) Twenty-five months and more.....	60,114	3.4	Total Subscriptions Sold in Period.....	1,763,589	100.0
Total Subscriptions Sold in Period.....	1,763,589	100.0			

B. USE OF PREMIUMS		%
(a) Ordered without premium.....	1,355,238	76.9
(b) Ordered with material reprinted from this publication, See Par. 9.....	37,151	2.1
(c) Ordered with other premiums, See Par. 9.....	371,200	21.0
Total Subscriptions Sold in Period.....	1,763,589	100.0

9. EXPLANATORY

- (a) Suggested Retail Prices: No additional prices.
 (b) Average non-analyzed non-paid circulation for the 6 month period: 209,250 copies per issue.
 (c) Post expiration copies: None.

(d) This publication publishes double issues during the year. Each double issue represents two copies of service during the subscription period. This publication published five double issues during the average price calculation period. The average price and annualized price are based on 56 issues.

(e) 67,059 subscriptions were sold in combination during this statement period.

Combination Publication	Subscriptions Sold	Subscription Term	Price of Combination	Suggested Retail Price
Fortune	27,208	25-75 issues	\$15.00-\$60.00	\$39.95-\$119.85
Time For Kids	26,515	28 issues	\$38.70-\$44.20	\$26.87
Various Newspapers	4,640	Various	Various	Various
Money	2,320	12-24 issues	\$22.00-\$37.00	\$15.00-\$30.00
Sports Illustrated	1,904	56-168 issues	\$39.00-\$117.00	\$89.04-\$267.12
Entertainment Weekly	1,800	28-57 issues	\$19.95-\$29.95	\$29.98-\$61.04
This Old House	1,426	10 issues	\$19.96	\$19.95
Various Magazines	830	Various	Various	Various
Health	416	10-30 issues	\$19.95-\$59.85	\$19.97-\$59.91

(f) Partnership Subscription Sales (Deductible): The average of 6,899 copies per issue, shown in Par. 6 and included in Par. 1, represents copies sold in a partnership relationship wherein this publication was bundled with the purchase of a product or service. Purchasers were advised that a portion of the sales price was allocated for a subscription to this publication.

Type of Partnership	Avg. Copies Sold	Subscription Term	Amount Allocated
Various Retailers	4,605	28-56 issues	\$9.95-\$50.00
Home and Garden Shows	2,294	20 issues	\$6.95-\$9.95

(g) Loyalty/Award Point Subscription Sales: The average of 102,456 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to subscribers in exchange for the redemption of Airline Frequent Flyer Miles. These subscriptions were sold at 56 issues for \$36.00, in exchange for the redemption of 1,200 points at the rate of 3¢ per mile.

(h) Use of Premiums: A printed publication, "TIME Capsule", with no advertised or stated value, was offered with some subscriptions.

A level, flash cards, organizer, radio, bag, clock, watch or booklet, with no advertised or stated value, was offered with some subscriptions.

Several test offers were made, none of which produced more than one-half of one percent of Total Subscriptions Sold in Period. All of these offers taken together produced 0.5% of Total Subscriptions Sold in Period.

(i) It is the practice of the publisher to expire all subscriptions on a monthly basis; therefore, some subscribers may receive from one to four more issues than they are entitled to, but no offer of this kind is made to subscribers.

10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2007; Variation from Publisher's Statements

Audit Period Ended [^]	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)
06-30-07	(a)	3,754,147	3,746,588	7,559	0.2
06-30-06	4,000,000	4,053,580	4,062,524	-8,944	-0.2
06-30-05	4,000,000	4,037,209	4,042,163	-4,954	-0.1
06-30-04	4,000,000	4,067,263	4,074,164	-6,901	-0.2
06-30-03	4,000,000	4,115,842	4,103,218	12,624	0.3

[^]Effective with the June, 2006 Publisher's Statements, publications were given the option of reporting verified circulation.

(a) Effective 01/01/07, changed from 4,000,000 to 3,250,000.

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: Time Inc.

TIME-THE WEEKLY NEWSMAGAZINE, published by Time Inc. • Time & Life Building, Rockefeller Center • New York, NY 10020

GENE FOCA

EDWARD R. McCARRICK

Date Signed: July 30, 2008

Consumer Marketing, Vice President

President/Worldwide Publisher

Sales Offices: Atlanta 404-364-4010; Boston 617-954-9401; Chicago 312-321-7926; Dallas 972-387-8562; Detroit 248-988-7783; Los Angeles 310-268-7321; New York 212-522-1395; San Francisco 415-434-5210; Washington, D.C. 202-861-4077

P: 212.522.1212 • URL: www.time.com

Established: 1923 ABC Member since: 1924

04-1200-0	Analyzed Issue Date	01/14/08
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.95
	Association Subscription Price	
	U.S. Subscription Price	49.00
	Canadian Subscription Price	
	International Subscription Price	