



Audit Bureau
of Circulations

TIME-THE WEEKLY NEWSMAGAZINE

For the six months ended June 30, 2009

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	3,258,207	96.6			
Verified	13,651	0.4			
Total Paid & Verified Subscriptions	3,271,858	97.0			
Single Copy Sales	100,382	3.0			
Total Paid & Verified Circulation	3,372,240	100.0	3,250,000	122,240	3.8

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)		\$30.39	
Average Subscription Price per Copy		\$0.54	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2008.

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. 12+	3,223,287	30,169	3,253,456	64,970	3,318,426	Apr. 6	3,295,703	11,114	3,306,817	99,357	3,406,174
19+	3,238,966	30,050	3,269,016	98,371	3,367,387	13	3,289,114	11,190	3,300,304	75,830	3,376,134
26+	3,225,463	24,791	3,250,254	165,798	3,416,052	20	3,279,134	10,951	3,290,085	73,971	3,364,056
Feb. 2+	3,238,863	25,229	3,264,092	336,351	3,600,443	27	3,277,676	11,347	3,289,023	74,604	3,363,627
9+	3,263,483	24,317	3,287,800	89,282	3,377,082	May 4	3,271,588	10,784	3,282,372	104,731	3,387,103
16	3,273,479	18,565	3,292,044	80,781	3,372,825	11	3,282,905	8,339	3,291,244	108,571	3,399,815
23	3,267,538	17,589	3,285,127	92,211	3,377,338	18	3,251,735	8,713	3,260,448	69,419	3,329,867
Mar. 2	3,245,043	11,876	3,256,919	79,194	3,336,113	25	3,232,390	8,790	3,241,180	109,758	3,350,938
9	3,301,190	11,162	3,312,352	82,862	3,395,214	June 1	3,222,402	8,606	3,231,008	114,992	3,346,000
16	3,313,143	10,913	3,324,056	63,679	3,387,735	8	3,201,899	7,169	3,209,068	71,771	3,280,839
23	3,292,272	10,729	3,303,001	96,130	3,399,131	15	3,233,387	6,921	3,240,308	93,967	3,334,275
30	3,291,383	9,962	3,301,345	82,737	3,384,082	22	3,227,641	6,686	3,234,327	94,581	3,328,908
						29	3,215,491	5,313	3,220,804	85,632	3,306,436

+See Par. 9.

For six months ended June 30, 2009

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

TIME - THE WEEKLY NEWSMAGAZINE is published in many 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., Canada, Bermuda, Puerto Rico and United States Possessions. The domestic edition carries national advertising, plus specific geographic and targeted advertising pages. Editorial material is basically identical in all editions. All other countries are served the Europe/Middle East/African, Asian, or South Pacific editions. All advertisers may use one or more 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	11	1,627,570	2,221	1,629,791		1,629,791	1,600,000
TIME Wellness	2	1,017,991	1,192	1,019,183		1,019,183	1,000,000
TIME Style & Design	2	569,207	80	569,287		569,287	550,000

5. TREND ANALYSIS

	2004	%	2005	%	2006	%	2007	%	2008	%
Subscriptions:										
Paid	3,866,054	95.8	3,887,480	96.3	3,600,657	88.2	3,137,495	93.0	3,159,358	93.6
Verified	N/A		N/A		355,674	8.7	131,649	3.9	97,820	2.9
Total Paid & Verified Subscriptions	3,866,054	95.8	3,887,480	96.3	3,956,331	96.9	3,269,144	96.9	3,257,178	96.5
Single Copy Sales	168,218	4.2	151,028	3.7	126,409	3.1	105,361	3.1	117,188	3.5
Total Paid & Verified Circulation	4,034,272	100.0	4,038,508	100.0	4,082,740	100.0	3,374,505	100.0	3,374,366	100.0
Year Over Year Percent of Change		-1.7		0.1		1.1		-17.3		-0.0
Avg. Annualized Subscription Price	\$38.14		\$37.79		\$37.36		\$32.62		\$32.48	

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*	2,936,127	87.0
Combination Subscriptions*	158,264	4.7
Award Point*	163,816	4.9
TOTAL PAID SUBSCRIPTIONS	3,258,207	96.6
VERIFIED SUBSCRIPTIONS		
Public Place (See Par. 6A)	6,390	0.2
Individual Use (See Par. 6B)	7,261	0.2
TOTAL VERIFIED SUBSCRIPTIONS	13,651	0.4
TOTAL PAID & VERIFIED SUBSCRIPTIONS	3,271,858	97.0
SINGLE COPY SALES		
Single Issue Sales	100,382	3.0
TOTAL SINGLE COPY SALES	100,382	3.0
TOTAL PAID & VERIFIED CIRCULATION	3,372,240	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:

	Doctor/Health Care Providers	Automotive Outlets	Other	Total Public Place Copies
Verified Subscription: Public Place	4,663	1,727		6,390

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:

	Card Holders (credit/debit)	Individually Requested	Other	Total Individual Use Copies
Verified Subscription: Individual Use	6,808	453		7,261

7. GEOGRAPHIC DATA for the April 20, 2009 issue

Total paid & verified circulation of this issue was 0.2% less 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	34,840	97	34,937	437	35,374
Arizona	67,452	215	67,667	1,097	68,764
Arkansas	18,645	52	18,697	322	19,019
California	419,815	668	420,483	9,804	430,287
Colorado	68,752	409	69,161	1,461	70,622
Connecticut	58,468	145	58,613	845	59,458
Delaware	11,140	62	11,202	184	11,386
District of Columbia	9,571	48	9,619	749	10,368
Florida	192,285	675	192,960	5,485	198,445
Georgia	74,371	255	74,626	1,505	76,131
Idaho	13,217	56	13,273	224	13,497
Illinois	149,731	374	150,105	5,972	156,077
Indiana	58,028	210	58,238	1,091	59,329
Iowa	33,500	130	33,630	257	33,887
Kansas	31,145	119	31,264	248	31,512
Kentucky	32,285	84	32,369	555	32,924
Louisiana	29,553	96	29,649	499	30,148
Maine	18,803	96	18,899	280	19,179
Maryland	71,154	266	71,420	1,608	73,028
Massachusetts	102,309	265	102,574	2,117	104,691
Michigan	107,043	339	107,382	2,318	109,700
Minnesota	71,173	251	71,424	1,153	72,577
Mississippi	15,791	58	15,849	259	16,108
Missouri	57,403	185	57,588	790	58,378
Montana	12,009	48	12,057	146	12,203
Nebraska	18,465	91	18,556	273	18,829
Nevada	24,365	46	24,411	659	25,070
New Hampshire	20,006	59	20,065	309	20,374
New Jersey	119,589	384	119,973	2,570	122,543
New Mexico	19,916	51	19,967	238	20,205
New York	228,259	671	228,930	4,795	233,725
North Carolina	85,379	330	85,709	1,544	87,253
North Dakota	7,406	22	7,428	63	7,491
Ohio	119,386	356	119,742	2,102	121,844
Oklahoma	26,717	61	26,778	449	27,227
Oregon	41,895	98	41,993	839	42,832
Pennsylvania	153,173	735	153,908	2,349	156,257
Rhode Island	13,508	33	13,541	318	13,859
South Carolina	36,001	139	36,140	717	36,857
South Dakota	8,503	28	8,531	67	8,598
Tennessee	48,153	103	48,256	651	48,907
Texas	183,619	305	183,924	5,541	189,465
Utah	22,779	77	22,856	642	23,498
Vermont	11,139	39	11,178	166	11,344
Virginia	87,145	260	87,405	2,308	89,713
Washington	80,330	152	80,482	1,804	82,286
West Virginia	13,729	41	13,770	136	13,906
Wisconsin	71,774	411	72,185	641	72,826
Wyoming	5,798	33	5,831	72	5,903
TOTAL 48 CONTER- MINOUS STATES	3,205,517	9,728	3,215,245	68,659	3,283,904
Alaska	7,407	19	7,426	407	7,833
Hawaii	17,053	19	17,072	769	17,841
TOTAL ALASKA & HAWAII	24,460	38	24,498	1,176	25,674
U.S. Unclassified					
TOTAL UNITED STATES Poss. & Other Areas	3,229,977	9,766	3,239,743	69,835	3,309,578
U.S. & POSS., etc.	3,240,443	9,771	3,250,214	69,847	3,320,061
Canada	36,143	1,179	37,322	4,124	41,446
International	248		248		248
Other Unclassified Military or Civilian Personnel Overseas	2,300	1	2,301		2,301
GRAND TOTAL	3,279,134	10,951	3,290,085	73,971	3,364,056

ANALYSIS BY ABCD COUNTY SIZE for the April 20, 2009 issue

County Size	% of Households	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	1,507,086	45.9	115
B	30	984,781	30.0	100
C	15	449,012	13.7	91
D	15	343,025	10.4	69

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, 2009

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 28 issues)	205,688	11.2	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	1,719,712	93.6
(b) Seven to eleven months (29 to 51 issues)	21,164	1.1	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	27,872	1.5
(c) Twelve months (52 to 56 issues)	1,213,311	66.0	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	90,743	4.9
(d) Thirteen to twenty-four months	316,184	17.2	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	81,980	4.5	Total Subscriptions Sold in Period	1,838,327	100.0
Total Subscriptions Sold in Period	1,838,327	100.0			

B. USE OF PREMIUMS		
		%
(a) Ordered without premium	1,345,965	73.2
(b) Ordered with material reprinted from this publication, See Par. 9	15,294	0.8
(c) Ordered with other premiums, See Par. 9	477,068	26.0
Total Subscriptions Sold in Period	1,838,327	100.0

9. EXPLANATORY

- (a) Suggested Retail Prices: Average Single Copy: Canada, \$5.95. Subscriptions: No additional prices.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 117,604 copies per issue.
- (c) Post expiration copies: None.
- (d) Single Copy Sales for issues denoted in Par. 3 of this statement were impacted by the Anderson News closure.
- (e) 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.
- (f) 143,237 subscriptions were sold in combination during this statement period.
- | Combination Publication | Subscriptions Sold | Subscription Term | Price of Combination | Suggested Retail Price |
|-------------------------|--------------------|-------------------|----------------------|------------------------|
| Travel + Leisure | 99,790 | 12 issues | \$42.00 | \$45.00 |
| Time For Kids | 21,224 | 28 issues | \$39.80-\$44.20 | \$26.87 |
| Fortune | 12,539 | 25 issues | \$19.95-\$54.00 | \$29.95 |
| Various Newspapers | 4,394 | Various | Various | Various |
| Money | 2,028 | 12-24 issues | \$25.95-\$35.00 | \$15.00-\$30.00 |
| Entertainment Weekly | 1,234 | 28-57 issues | \$25.95-\$49.95 | \$29.98-\$61.04 |
| Sports Illustrated | 1,140 | 56 issues | \$39.00 | \$89.04 |
| Various Magazines | 888 | Various | Various | Various |
- (g) Award Point Subscription Sales: The average of 163,816 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 \$21.89 to \$36.00, in exchange for the redemption of 730 to 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 retailer gift card, with a value of \$5.00, or a level, bag, flashlight, organizer, clock, radio or watch, with no advertised or stated value, was offered with some subscriptions.
- (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.
- (j) TIME-THE WEEKLY NEWSMAGAZINE IN CANADA magazine ceased publication with the December 29, 2008 issue. Effective with the March 9, 2009 issue, a total of 31,886 former TIME-THE WEEKLY NEWSMAGAZINE IN CANADA subscribers were served with TIME for the balance of the subscription term. Subscribers of TIME-THE WEEKLY NEWSMAGAZINE IN CANADA who wished not to receive TIME were offered a cash refund. Each subscriber received 1 issue of TIME for every issue remaining of their TIME-THE WEEKLY NEWSMAGAZINE IN CANADA subscription. Included in Individual Subscriptions in Par. 6 is an average of 20,208 copies per issue served to former TIME-THE WEEKLY NEWSMAGAZINE IN CANADA subscribers.

10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2008; 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)
06-30-08	3,250,000	3,404,486	3,369,801	34,685	1.0
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

[^]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

NATHANIEL SIMMONS

MARK FORD

Date Signed: August 7, 2009

Vice President, Consumer Marketing

President/Publisher

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04-1200-0	Analyzed Issue Date	04/20/09
	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	