



**PAID, VERIFIED & ANALYZED
NON-PAID MAGAZINE
PUBLISHER'S STATEMENT**

Subject to Audit

Clinical Diabetes

For the six months ended June 30, 2008

Field Served: CLINICAL DIABETES is a journal for diabetes care physicians who spend about 90% of their time in direct patient care. Articles are on pharmacological management, exercise and diet, medical-legal issues, and health care delivery.

Definition of List Source Recipients: Diabetes care physicians.

Method of Circulation for Analyzed Non-Paid Circulation: Mailed to individual recipients via 2nd class mail.

Published by American Diabetes Association

Frequency: 4 times/year

ABC Member # 04-0199-6

Clinical Diabetes

1. TOTAL AVERAGE PAID, VERIFIED & ANALYZED NON-PAID CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Paid, Verified & Analyzed Non-Paid Circulation: (See Par. 6)					
Subscriptions:					
Paid	1,216	2.0			
Verified					
Total Paid & Verified Subscriptions	1,216	2.0			
Single Copy Sales					
Total Paid & Verified Circulation	1,216	2.0	None Claimed		
Total Analyzed Non-Paid Circulation	60,875	98.0	None Claimed		
Total Paid, Verified & Analyzed Non-Paid Circulation	62,091	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy Subscription	N/A		
Average Subscription Price Annualized (4 issue frequency)	\$65.00		
Average Subscription Price per Copy		\$54.40	\$13.60

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2007.

3. PAID, VERIFIED & ANALYZED NON-PAID CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Analyzed Non-Paid	Total Paid, Verified, & Analyzed Non-Paid
Winter	1,222		1,222		1,222	64,749	65,971
Spring	1,210		1,210		1,210	57,000	58,210

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

Paid, Verified & Analyzed Non-Paid Magazine Publisher's Statement

For six months ended June 30, 2008

5. TREND ANALYSIS

	2003	%	2004	%	2005	%	2006	%	2007	%
Subscriptions:										
Paid	N/A		N/A		1,494	2.6	1,301	2.1	1,157	1.8
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	N/A		N/A		1,494	2.6	1,301	2.1	1,157	1.8
Single Copy Sales	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Circulation	N/A		N/A		1,494	2.6	1,301	2.1	1,157	1.8
Year Over Year Percent of Change								-12.9		-11.1
Total Analyzed Non-Paid Circ.	N/A		N/A		56,871	97.4	59,608	97.9	62,245	98.2
Year Over Year Percent of Change								4.8		4.4
Total Paid, Verified & Analyzed Non-Paid Circ.	N/A		N/A		58,365	100.0	60,909	100.0	63,402	100.0
Year Over Year Percent of Change								4.4		4.1
Avg. Annualized Subscription Price	N/A		N/A		\$34.68		\$45.72		\$53.00	

6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID, VERIFIED & ANALYZED NON-PAID 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*	1,216	2.0
TOTAL PAID SUBSCRIPTIONS	1,216	2.0
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	1,216	2.0
SINGLE COPY SALES		
TOTAL SINGLE COPY SALES		
TOTAL PAID & VERIFIED CIRCULATION	1,216	2.0
ANALYZED NON-PAID		
List Source	60,875	98.0
TOTAL ANALYZED NON-PAID	60,875	98.0
TOTAL PAID, VERIFIED & ANALYZED NON-PAID	62,091	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:

None

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:

None

7. GEOGRAPHIC DATA for the Spring, 2008 issue

Total paid & verified circulation of this issue was 0.5% less than the total average paid & verified circulation.

Total analyzed non-paid circulation of this issue was 6.4% less than the total average analyzed non-paid circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION	ANALYZED NON-PAID	TOTAL CIRCULATION	STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION	ANALYZED NON-PAID	TOTAL CIRCULATION
Alabama	6		6		6	813	819	Ohio	37		37		37	2,126	2,163
Arizona	18		18		18	923	941	Oklahoma	10		10		10	698	708
Arkansas	5		5		5	506	511	Oregon	14		14		14	609	623
California	122		122		122	6,364	6,486	Pennsylvania	41		41		41	2,823	2,864
Colorado	9		9		9	854	863	Rhode Island	2		2		2	240	242
Connecticut	22		22		22	960	982	South Carolina	12		12		12	741	753
Delaware	1		1		1	237	238	South Dakota	4		4		4	149	153
District of Columbia	4		4		4	208	212	Tennessee	15		15		15	1,183	1,198
Florida	47		47		47	3,360	3,407	Texas	37		37		37	3,840	3,877
Georgia	27		27		27	1,559	1,586	Utah	10		10		10	295	305
Idaho	7		7		7	229	236	Vermont	4		4		4	195	199
Illinois	39		39		39	2,417	2,456	Virginia	16		16		16	1,537	1,553
Indiana	17		17		17	1,159	1,176	Washington	28		28		28	1,062	1,090
Iowa	9		9		9	446	455	West Virginia	4		4		4	407	411
Kansas	15		15		15	467	482	Wisconsin	23		23		23	797	820
Kentucky	8		8		8	718	726	Wyoming	2		2		2	119	121
Louisiana	11		11		11	537	548	TOTAL 48 CONTERMI-							
Maine	6		6		6	351	357	NOUS STATES	956		956		956	56,617	57,573
Maryland	16		16		16	1,526	1,542	Alaska	4		4		4	165	169
Massachusetts	33		33		33	1,470	1,503	Hawaii	5		5		5	214	219
Michigan	29		29		29	2,057	2,086	TOTAL ALASKA							
Minnesota	28		28		28	667	695	& HAWAII	9		9		9	379	388
Mississippi	8		8		8	492	500	U.S. Unclassified							
Missouri	17		17		17	1,015	1,032	TOTAL UNITED							
Montana	10		10		10	183	193	STATES	965		965		965	56,996	57,961
Nebraska	5		5		5	289	294	Poss. & Other Areas	4		4		4	4	8
Nevada	2		2		2	386	388	U.S. & POSS., etc.	969		969		969	57,000	57,969
New Hampshire	12		12		12	278	290	Canada	32		32		32		32
New Jersey	51		51		51	2,281	2,332	International	208		208		208		208
New Mexico	8		8		8	362	370	Other Unclassified							
New York	70		70		70	5,038	5,108	Military or Civilian							
North Carolina	32		32		32	1,524	1,556	Personnel Overseas	1		1		1		1
North Dakota	3		3		3	120	123	GRAND TOTAL	1,210		1,210		1,210	57,000	58,210

ANALYSIS BY ABCD COUNTY SIZE for the Spring, 2008 issue

Magazine of less than 500,000 total average paid, verified and/or analyzed non-paid circulation not required to answer this paragraph.

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 2 issues)	None			(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	622		100.0
(b) Seven to eleven months (3 issues)	None			(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	None		
(c) Twelve months (4 issues)	607		97.6	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	None		
(d) Thirteen to twenty-four months.....	11		1.8	(d) Subscriptions as part of membership in an organization	None		
(e) Twenty-five months and more	4		0.6	Total Subscriptions Sold in Period	622		100.0
Total Subscriptions Sold in Period	622		100.0				
B. USE OF PREMIUMS							
(a) Ordered without premium	622		100.0				
(b) Ordered with material reprinted from this publication.....	None						
(c) Ordered with other premiums	None						
Total Subscriptions Sold in Period	622		100.0				

9. EXPLANATORY

- (a) Suggested Retail Prices: Subscriptions: Canada, 1 yr. \$85.00. International, 1 yr. \$120.00.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 628 copies per issue.
- (c) Post expiration copies: None.
- (d) CLINICAL DIABETES is an official journal of the American Diabetes Association. Category 1 members, including doctors, nurses, technical professionals and researchers, pay membership dues of \$220.00. Category 2 members, including those who work with diabetic patients, such as educators, pay membership dues of \$110.00. Neither category receives this publication as part of membership and must remit \$25.00 (U.S.) or \$46.00 (International) for a 1 year subscription. Benefits of membership in the American Diabetes Association include: Discounts on ADA Scientific and Medical Programs; up to two free Professional Section Council Memberships; on-line access to ADA Journals; and members only discounts on ADA periodicals, books and patient materials.
- (e) List Source, averaging 60,875 copies per issue, shown in Par. 6 and included in Par. 1, represents names obtained from the non-paid lists of Diabetes Care physicians.

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2006; 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)	Rate Base (Analyzed Non-Paid)	Audit Report (Analyzed Non-Paid)	Publisher's Statements (Analyzed Non-Paid)	Difference (Analyzed Non-Paid)	Percentage of Difference (Analyzed Non-Paid)
12-31-06	None Claimed	1,306	1,301	5	0.4	None Claimed	59,608	59,608		
12-31-05	None Claimed	1,493	1,493			None Claimed	56,871	56,871		

Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)
12-31-06	None Claimed	60,914	60,909	5	0.0
12-31-05	None Claimed	58,364	58,364		

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

CLINICAL DIABETES transferred from the Business Division to the Magazine Division effective with the June 30, 2005 Publisher's Statement. The first Magazine Audit Report was issued for the 12 months ended December 31, 2005, therefore no variation will be shown prior to that time period.

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 Diabetes Association

CLINICAL DIABETES, published by American Diabetes Association • 1701 N. Beauregard Street • Alexandria, VA 22311

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Date Signed: July 23, 2008

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ABC Member since: 2003

04-0199-6	Analyzed Issue Date	03/01/08
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	
	Association Subscription Price	
	U.S. Subscription Price	65.00
	Canadian Subscription Price	85.00
	International Subscription Price	120.00