



Audit Bureau
of Circulations

Diabetes Care

For the six months ended June 30, 2008

Field Served: DIABETES CARE is a publication of clinical research and clinical practice standards for physicians, nurse practitioners, and those engaged in professional education and administration. Articles include reviews and commentaries on issues dealing with diabetes care.

Published by American Diabetes Association

Frequency: 12 times/year

ABC Member # 04-0240-8

PAID & VERIFIED MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

Diabetes Care

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	13,555	100.0			
Verified					
Total Paid & Verified Subscriptions	13,555	100.0			
Single Copy Sales					
Total Paid & Verified Circulation	13,555	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 (12 issue frequency)	\$350.00	\$228.72	
Average Subscription Price per Copy		\$19.06	

(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
Jan.	13,704		13,704		13,704
Feb.	13,804		13,804		13,804
Mar.	14,217		14,217		14,217
Apr.	13,151		13,151		13,151
May	13,216		13,216		13,216
June	13,237		13,237		13,237

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

Paid & Verified 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		14,942	100.0	14,929	100.0	14,705	100.0
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	N/A		N/A		14,942	100.0	14,929	100.0	14,705	100.0
Single Copy Sales	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Circulation	N/A		N/A		14,942	100.0	14,929	100.0	14,705	100.0
Year Over Year Percent of Change								-0.1		-1.5
Avg. Annualized Subscription Price	N/A		N/A		\$187.40		\$197.28		\$226.44	

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*	3,602	26.6
Association:		
Non-Deductible*	9,953	73.4
TOTAL PAID SUBSCRIPTIONS	13,555	100.0
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	13,555	100.0
SINGLE COPY SALES		
TOTAL SINGLE COPY SALES		
TOTAL PAID & VERIFIED CIRCULATION	13,555	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 May, 2008 issue

Total paid & verified circulation of this issue was 2.5% less than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	212		212		212
Arizona	142		142		142
Arkansas	56		56		56
California	960		960		960
Colorado	140		140		140
Connecticut	188		188		188
Delaware	26		26		26
District of Columbia	44		44		44
Florida	492		492		492
Georgia	204		204		204
Idaho	37		37		37
Illinois	396		396		396
Indiana	240		240		240
Iowa	84		84		84
Kansas	70		70		70
Kentucky	91		91		91
Louisiana	130		130		130
Maine	36		36		36
Maryland	251		251		251
Massachusetts	360		360		360
Michigan	293		293		293
Minnesota	206		206		206
Mississippi	48		48		48
Missouri	211		211		211
Montana	35		35		35
Nebraska	46		46		46
Nevada	28		28		28
New Hampshire	56		56		56
New Jersey	731		731		731
New Mexico	55		55		55
New York	799		799		799
North Carolina	296		296		296
North Dakota	22		22		22

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Ohio	348		348		348
Oklahoma	75		75		75
Oregon	90		90		90
Pennsylvania	506		506		506
Rhode Island	31		31		31
South Carolina	90		90		90
South Dakota	25		25		25
Tennessee	176		176		176
Texas	509		509		509
Utah	61		61		61
Vermont	30		30		30
Virginia	203		203		203
Washington	171		171		171
West Virginia	56		56		56
Wisconsin	167		167		167
Wyoming	5		5		5
TOTAL 48 CONTERMINOUS STATES	9,528		9,528		9,528
Alaska	21		21		21
Hawaii	36		36		36
TOTAL ALASKA & HAWAII	57		57		57
U.S. Unclassified					
TOTAL UNITED STATES	9,585		9,585		9,585
Poss. & Other Areas	37		37		37
U.S. & POSS., etc.	9,622		9,622		9,622
Canada	309		309		309
International	3,285		3,285		3,285
Other Unclassified					
Military or Civilian Personnel Overseas					
GRAND TOTAL	13,216		13,216		13,216

ANALYSIS BY ABCD COUNTY SIZE for the May, 2008 issue

Magazines of less than 500,000 total average 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 6 issues).....	2	0.0	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	5,704	100.0
(b) Seven to eleven months (7 to 11 issues).....	1	0.0	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	None	
(c) Twelve months (12 issues).....	5,656	99.2	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	None	
(d) Thirteen to twenty-four months.....	45	0.8	(d) Subscriptions as part of membership in an organization.....	None	
(e) Twenty-five months and more.....	None		Total Subscriptions Sold in Period.....	5,704	100.0
Total Subscriptions Sold in Period.....	5,704	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium.....	5,704	100.0			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums.....	None				
Total Subscriptions Sold in Period.....	5,704	100.0			

9. EXPLANATORY

- (a) Suggested Retail Prices: Subscriptions: Canada, 1 yr. \$405.00. International, 1 yr. \$630.00.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 985 copies per issue.
- (c) Post expiration copies: None.
- (d) Association (Non-Deductible): The average of 9,953 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to members of American Diabetes Association. \$110.00 to \$150.00 is allocated for a 1 year subscription to this publication and is non-deductible from dues.

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)
12-31-06	None Claimed	14,933	14,929	4	0.0
12-31-05	None Claimed	14,942	14,942		

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

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Date Signed: July 23, 2008

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04-0240-8	Analyzed Issue Date	05/01/08
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	
	Association Subscription Price	
	U.S. Subscription Price	350.00
	Canadian Subscription Price	405.00
	International Subscription Price	630.00