



Audit Bureau
of Circulations

**PAID & VERIFIED
MAGAZINE
PUBLISHER'S STATEMENT**

Subject to Audit

Diabetes

For the six months ended June 30, 2008

Field Served: DIABETES is used by researchers, physicians, medical schools, hospitals and universities. Articles are those of original manuscripts on all aspects of research relating to the physiology and pathophysiology of diabetes. DIABETES is intended for those who spend significant time in patient care and research.

Published by American Diabetes Association

Frequency: 12 times/year

ABC Member # 04-0240-7

Diabetes

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	4,835	100.0			
Verified					
Total Paid & Verified Subscriptions	4,835	100.0			
Single Copy Sales					
Total Paid & Verified Circulation	4,835	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		
Average Subscription Price per Copy		\$295.08	\$24.59

(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
Jan.	4,677		4,677		4,677
Feb.	4,706		4,706		4,706
Mar.	4,929		4,929		4,929
Apr.	4,929		4,929		4,929
May	4,907		4,907		4,907
June	4,864		4,864		4,864

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		6,190	100.0	5,751	100.0	5,258	100.0
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	N/A		N/A		6,190	100.0	5,751	100.0	5,258	100.0
Single Copy Sales	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Circulation	N/A		N/A		6,190	100.0	5,751	100.0	5,258	100.0
Year Over Year Percent of Change								-7.1		-8.6
Avg. Annualized Subscription Price	N/A		N/A		\$216.30		\$258.00		\$292.44	

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*	1,669	34.5
Association:		
Non-Deductible*	3,166	65.5
TOTAL PAID SUBSCRIPTIONS	4,835	100.0
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	4,835	100.0
SINGLE COPY SALES		
TOTAL SINGLE COPY SALES		
TOTAL PAID & VERIFIED CIRCULATION	4,835	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 1.5% greater than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	125		125		125
Arizona	43		43		43
Arkansas	12		12		12
California	372		372		372
Colorado	37		37		37
Connecticut	68		68		68
Delaware	5		5		5
District of Columbia	11		11		11
Florida	80		80		80
Georgia	65		65		65
Idaho	7		7		7
Illinois	110		110		110
Indiana	55		55		55
Iowa	20		20		20
Kansas	14		14		14
Kentucky	18		18		18
Louisiana	44		44		44
Maine	8		8		8
Maryland	72		72		72
Massachusetts	206		206		206
Michigan	86		86		86
Minnesota	65		65		65
Mississippi	11		11		11
Missouri	72		72		72
Montana	6		6		6
Nebraska	18		18		18
Nevada	6		6		6
New Hampshire	12		12		12
New Jersey	459		459		459
New Mexico	12		12		12
New York	263		263		263
North Carolina	80		80		80
North Dakota	6		6		6
Ohio	102		102		102
Oklahoma	14		14		14
Oregon	15		15		15
Pennsylvania	171		171		171
Rhode Island	12		12		12
South Carolina	16		16		16
South Dakota	3		3		3
Tennessee	47		47		47
Texas	119		119		119
Utah	17		17		17
Vermont	8		8		8
Virginia	41		41		41
Washington	64		64		64
West Virginia	13		13		13
Wisconsin	33		33		33
Wyoming	1		1		1
TOTAL 48 CONTERMINOUS STATES	3,144		3,144		3,144
Alaska	4		4		4
Hawaii	6		6		6
TOTAL ALASKA & HAWAII	10		10		10
U.S. Unclassified					
TOTAL UNITED STATES	3,154		3,154		3,154
Poss. & Other Areas	5		5		5
U.S. & POSS., etc.	3,159		3,159		3,159
Canada	152		152		152
International	1,596		1,596		1,596
Other Unclassified					
Military or Civilian Personnel Overseas					
GRAND TOTAL	4,907		4,907		4,907

ANALYSIS BY ABCD COUNTY SIZE for the May, 2008 issue

Magazines of less than 500,000 total average paid and verified 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).....	None		(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	2,291	100.0
(b) Seven to eleven months (7 to 11 issues).....	4	0.2	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	None	
(c) Twelve months (12 issues).....	2,262	98.7	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	None	
(d) Thirteen to twenty-four months.....	25	1.1	(d) Subscriptions as part of membership in an organization.....	None	
(e) Twenty-five months and more.....	None		Total Subscriptions Sold in Period.....	2,291	100.0
Total Subscriptions Sold in Period.....	2,291	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium.....	2,291	100.0			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums.....	None				
Total Subscriptions Sold in Period.....	2,291	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: 725 copies per issue.
- (c) Post expiration copies: None.
- (d) Association (Non-Deductible): The average of 3,166 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to members of the American Diabetes Association. \$100.00 to \$220.00 is allocated for a 1 year subscription to this publication and is non-deductible from dues.
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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	5,755	5,751	4	0.1
12-31-05	None Claimed	6,190	6,190		

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

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Date Signed: July 23, 2008

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04-0240-7	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