



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

Subject to Audit

Diabetes Forecast

For the six months ended June 30, 2008

Field Served: DIABETES FORECAST is the premier lifestyle magazine for people with diabetes, helping them and their families live healthy and fulfilling lives. It provides comprehensive, accurate, and timely information and support on all aspects of diabetes, including diet, fitness, self-care, and research breakthroughs.

Definition of List Source Recipients: Members of the American Association of Diabetes Educators and the Diabetes Care and Education Group of the American Dietetic Association.

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

Published by American Diabetes Association

Frequency: 12 times/year

ABC Member # 04-0240-5

Diabetes Forecast

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	411,109	87.6			
Verified	43,000	9.2			
Total Paid & Verified Subscriptions	454,109	96.8			
Single Copy Sales	1,682	0.4			
Total Paid & Verified Circulation	455,791	97.2	445,000	10,791	2.4
Total Analyzed Non-Paid Circulation	13,143	2.8	None Claimed		
Total Paid, Verified & Analyzed Non-Paid Circulation	468,934	100.0	None Claimed		

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

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy Subscription	\$4.99		
Average Subscription Price Annualized (12 issue frequency)	\$28.00		
Average Subscription Price per Copy		\$16.20	\$1.35

(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
Jan.	408,448	43,000	451,448	1,646	453,094	13,282	466,376
Feb.	410,300	43,000	453,300	1,651	454,951	13,253	468,204
Mar.	400,308	43,000	443,308	1,724	445,032	13,215	458,247
Apr.	407,701	43,000	450,701	1,712	452,413	13,116	465,529
May	414,326	43,000	457,326	1,680	459,006	13,035	472,041
June	425,575	43,000	468,575	1,681	470,256	12,954	483,210

For six months ended June 30, 2008

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2003	%	2004	%	2005	%	2006	%	2007	%
Subscriptions:										
Paid	409,475	94.3	426,314	94.6	461,215	95.3	460,339	94.3	478,561	96.4
Verified	N/A		N/A		N/A		5,700	1.2	834	0.2
Total Paid & Verified Subscriptions	409,475	94.3	426,314	94.6	461,215	95.3	466,039	95.5	479,395	96.6
Single Copy Sales	8,626	2.0	8,315	1.8	6,441	1.3	2,532	0.5	1,852	0.4
Total Paid & Verified Circulation	418,101	96.3	434,629	96.4	467,656	96.6	468,571	96.0	481,247	97.0
Year Over Year Percent of Change		-0.5		4.0		7.6		0.2		2.7
Total Analyzed Non-Paid Circ.	16,165	3.7	16,074	3.6	16,446	3.4	19,438	4.0	14,660	3.0
Year Over Year Percent of Change		46.1		-0.6		2.3		18.2		-24.6
Total Paid, Verified & Analyzed Non-Paid Circ.	434,266	100.0	450,703	100.0	484,102	100.0	488,009	100.0	495,907	100.0
Year Over Year Percent of Change		0.7		3.8		7.4		0.8		1.6
Avg. Annualized Subscription Price	\$17.04		\$15.96		\$15.60		\$19.56		\$15.96	

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		
Association:		
Non-Deductible*	370,541	79.0
Loyalty/Award Point*	24,724	5.2
Sponsored Sales	15,844	3.4
TOTAL PAID SUBSCRIPTIONS	411,109	87.6
VERIFIED SUBSCRIPTIONS		
Public Place (See Par. 6A)	43,000	9.2
TOTAL VERIFIED SUBSCRIPTIONS	43,000	9.2
TOTAL PAID & VERIFIED SUBSCRIPTIONS	454,109	96.8
SINGLE COPY SALES		
Single Issue Sales	1,682	0.4
TOTAL SINGLE COPY SALES	1,682	0.4
TOTAL PAID & VERIFIED CIRCULATION	455,791	97.2
ANALYZED NON-PAID		
List Source	13,143	2.8
TOTAL ANALYZED NON-PAID	13,143	2.8
TOTAL PAID, VERIFIED & ANALYZED NON-PAID	468,934	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:	Doctor/Health Care		Total Public Place Copies
	Providers	Other	
None	43,000		43,000

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 April, 2008 issue

Total paid & verified circulation of this issue was 0.7% less than the total average paid & verified circulation.

Total analyzed non-paid circulation of this issue was 0.2% 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	5,331	331	5,662	32	5,694	149	5,843	Ohio	16,740	1,063	17,803	79	17,882	585	18,467
Arizona	8,215	1,008	9,223	23	9,246	226	9,472	Oklahoma	4,422	342	4,764	19	4,783	168	4,951
Arkansas	3,066	186	3,252	13	3,265	98	3,363	Oregon	6,235	237	6,472	9	6,481	154	6,635
California	39,994	9,880	49,874	131	50,005	1,155	51,160	Pennsylvania	20,781	2,214	22,995	80	23,075	609	23,684
Colorado	5,761	560	6,321	41	6,362	197	6,559	Rhode Island	1,403	273	1,676	4	1,680	48	1,728
Connecticut	5,964	583	6,547	18	6,565	145	6,710	South Carolina	4,855	270	5,125	20	5,145	160	5,305
Delaware	1,505	382	1,887	4	1,891	35	1,926	South Dakota	1,060	54	1,114	5	1,119	58	1,177
District of Columbia	849	120	969	4	973	23	996	Tennessee	7,731	456	8,187	55	8,242	279	8,521
Florida	26,176	3,529	29,705	53	29,758	520	30,278	Texas	24,310	2,506	26,816	113	26,929	735	27,664
Georgia	10,828	1,275	12,103	91	12,194	326	12,520	Utah	2,811	120	2,931	21	2,952	62	3,014
Idaho	1,763	126	1,889	8	1,897	74	1,971	Vermont	1,089	55	1,144	1	1,145	45	1,190
Illinois	18,541	1,751	20,292	41	20,333	612	20,945	Virginia	12,618	703	13,321	30	13,351	338	13,689
Indiana	8,201	530	8,731	30	8,761	332	9,093	Washington	10,387	843	11,230	43	11,273	351	11,624
Iowa	4,712	138	4,850	26	4,876	177	5,053	West Virginia	2,396	565	2,961	13	2,974	85	3,059
Kansas	5,167	189	5,356	33	5,389	137	5,526	Wisconsin	9,297	310	9,607	35	9,642	369	10,011
Kentucky	4,471	306	4,777	18	4,795	241	5,036	Wyoming	756	66	822	3	825	37	862
Louisiana	4,558	387	4,945	17	4,962	168	5,130	TOTAL 48 CONTERMI-							
Maine	2,374	156	2,530	9	2,539	75	2,614	NOUS STATES	402,054	43,000	445,054	1,531	446,585	12,941	459,526
Maryland	10,385	694	11,079	33	11,112	312	11,424	Alaska	1,005		1,005	4	1,009	39	1,048
Massachusetts	9,248	843	10,091	31	10,122	350	10,472	Hawaii	1,994		1,994	5	1,999	81	2,080
Michigan	14,850	1,576	16,426	75	16,501	492	16,993	TOTAL ALASKA	2,999		2,999	9	3,008	120	3,128
Minnesota	8,623	471	9,094	30	9,124	334	9,458	& HAWAII							
Mississippi	2,674	207	2,881	5	2,886	101	2,987	U.S. Unclassified							
Missouri	8,413	390	8,803	48	8,851	326	9,177	TOTAL UNITED	405,053	43,000	448,053	1,540	449,593	13,061	462,654
Montana	1,457	84	1,541	6	1,547	69	1,616	STATES	879		879	4	883	45	928
Nebraska	2,557	136	2,693	5	2,698	125	2,823	Poss. & Other Areas	879		879	4	883	45	928
Nevada	2,754	405	3,159	4	3,163	85	3,248	U.S. & POSS., etc.	405,932	43,000	448,932	1,544	450,476	13,106	463,582
New Hampshire	2,333	203	2,536	9	2,545	113	2,658	Canada	978		978	160	1,138	1	1,139
New Jersey	13,577	2,917	16,494	27	16,521	419	16,940	International	657		657	8	665		665
New Mexico	2,448	135	2,583	15	2,598	106	2,704	Other Unclassified							
New York	26,606	2,821	29,427	99	29,526	930	30,456	Military or Civilian							
North Carolina	10,599	553	11,152	18	11,170	368	11,538	Personnel Overseas	134		134		134	9	143
North Dakota	1,163	51	1,214	4	1,218	38	1,256	GRAND TOTAL	407,701	43,000	450,701	1,712	452,413	13,116	465,529

ANALYSIS BY ABCD COUNTY SIZE for the April, 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 6 issues).....	1,034	0.4	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	None	
(b) Seven to eleven months (7 to 11 issues).....	114	0.0	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	None	
(c) Twelve months (12 issues).....	258,593	95.1	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	None	
(d) Thirteen to twenty-four months.....	11,089	4.1	(d) Subscriptions as part of membership in an organization, See Par. 9.....	272,010	100.0
(e) Twenty-five months and more	1,180	0.4			
Total Subscriptions Sold in Period	272,010	100.0	Total Subscriptions Sold in Period	272,010	100.0
B. USE OF PREMIUMS					
(a) Ordered without premium	272,010	100.0			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums	None				
Total Subscriptions Sold in Period	272,010	100.0			

9. EXPLANATORY

- (a) Suggested Retail Prices: Subscriptions: U.S., 2 yrs. \$28.00. Canada, 1 yr. \$68.00. International, 1 yr. \$98.00.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 16,438 copies per issue.
- (c) Post expiration copies: None.
- (d) Association (Non-Deductible): The average of 370,541 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to members of the American Diabetes Association (ADA). Benefits include ADA Toll Free Hotline, discount on diabetes related books. \$14.00 to \$21.00 is allocated for a 1 year subscription to this publication and is non-deductible from dues.
- (e) Loyalty/Award Point Subscription Sales: The average of 24,724 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. Subscriptions were sold at 12 issues for \$15.00 in exchange for redemption of 600 points at the rate of 2.5¢ per mile.
- (f) Sponsored Subscription Sales: The average of 15,844 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more.
- (g) List Source, averaging 13,143 copies per issue, shown in Par. 6 and included in Par. 1, represents names obtained from the non-paid lists of the of the American Association of Diabetes Educators.
- (h) DOC NEWS ceased publication with the January, 2008 issue. Effective with the June, 2008 issue, a total of 9,836 former DOC NEWS subscribers were served with DIABETES FORECAST for the balance of the subscription term.

10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 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)
06-30-06	445,000	473,189	472,588	601	0.1	None Claimed	17,690	17,690		
06-30-05	435,000	452,547	451,899	648	0.1	None Claimed	16,691	16,691		
06-30-04	(a)	420,096	420,714	-618	-0.1	None Claimed	16,208	16,208		
06-30-03	400,000	421,452	418,395	3,057	0.7	None Claimed	13,603	13,603		
06-30-02	(b)	425,489	424,176	1,313	0.3	None Claimed	5,531	5,531*		
Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)					
06-30-06	None Claimed	490,879	490,278	601	0.1					
06-30-05	None Claimed	469,238	468,590	648	0.1					
06-30-04	None Claimed	436,304	436,922	-618	-0.1					
06-30-03	None Claimed	435,055	431,998	3,057	0.7					
06-30-02	None Claimed	431,020	429,707	1,313	0.3					

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

*Analyzed non-paid circulation reported for the first time with the publisher's statement for the 6 months ended June 30, 2002.

(a) Effective 01/01/04 changed from 400,000 to 435,000

(b) Effective 01/01/02 changed from 360,000 to 400,000

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: American Diabetes Association

DIABETES FORECAST, published by American Diabetes Association • 1701 North Beauregard Street • Alexandria, VA 22311

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MARTHA RAMSEY

Date Signed: July 31, 2008

Director, Membership

VP, Publications

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Established: 1948

ABC Member since: 1997

04-0240-5	Analyzed Issue Date	04/01/08
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.99
	Association Subscription Price	16.32
	U.S. Subscription Price	28.00
	Canadian Subscription Price	68.00
	International Subscription Price	98.00