



Audit Bureau
of Circulations

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

Subject to Audit

Diabetes Spectrum

For the six months ended June 30, 2008

Field Served: DIABETES SPECTRUM is a publication for all members of the diabetes-care team, including nurses, dietitians, behavioral medicine professionals, and physicians. It is a tool for translating new diabetes research into clinical practice. Articles cover medical management, patient education, nutrition and behavioral science, exercise and many other topics.

Published by American Diabetes Association

Frequency: 4 times/year

ABC Member # 04-0241-0

Diabetes Spectrum

Paid & Verified Magazine
Publisher's Statement

For six months ended June 30, 2008

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	6,172	100.0			
Verified					
Total Paid & Verified Subscriptions	6,172	100.0			
Single Copy Sales					
Total Paid & Verified Circulation	6,172	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)	\$85.00		
Average Subscription Price per Copy		\$31.32	\$7.83

(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
Winter	6,191		6,191		6,191
Spring	6,153		6,153		6,153

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2003	%	2004	%	2005	%	2006	%	2007	%
Subscriptions:										
Paid	N/A		N/A		5,516	100.0	5,608	100.0	5,588	100.0
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	N/A		N/A		5,516	100.0	5,608	100.0	5,588	100.0
Single Copy Sales	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Circulation	N/A		N/A		5,516	100.0	5,608	100.0	5,588	100.0
Year Over Year Percent of Change								1.7		-0.4
Avg. Annualized Subscription Price	N/A		N/A		\$38.28		\$38.80		\$35.96	

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*	1,383	22.4
Association:		
Non-Deductible*	4,789	77.6
TOTAL PAID SUBSCRIPTIONS	6,172	100.0
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	6,172	100.0
SINGLE COPY SALES		
TOTAL SINGLE COPY SALES		
TOTAL PAID & VERIFIED CIRCULATION	6,172	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 0.3% 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	64		64		64
Arizona	92		92		92
Arkansas	27		27		27
California	776		776		776
Colorado	94		94		94
Connecticut	138		138		138
Delaware	17		17		17
District of Columbia	20		20		20
Florida	278		278		278
Georgia	145		145		145
Idaho	25		25		25
Illinois	258		258		258
Indiana	163		163		163
Iowa	63		63		63
Kansas	66		66		66
Kentucky	74		74		74
Louisiana	55		55		55
Maine	30		30		30
Maryland	139		139		139
Massachusetts	223		223		223
Michigan	181		181		181
Minnesota	125		125		125
Mississippi	42		42		42
Missouri	101		101		101
Montana	29		29		29
Nebraska	31		31		31
Nevada	30		30		30
New Hampshire	34		34		34
New Jersey	241		241		241
New Mexico	42		42		42
New York	391		391		391
North Carolina	154		154		154
North Dakota	21		21		21

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Ohio	206		206		206
Oklahoma	64		64		64
Oregon	82		82		82
Pennsylvania	281		281		281
Rhode Island	22		22		22
South Carolina	72		72		72
South Dakota	9		9		9
Tennessee	97		97		97
Texas	290		290		290
Utah	29		29		29
Vermont	19		19		19
Virginia	126		126		126
Washington	142		142		142
West Virginia	37		37		37
Wisconsin	133		133		133
Wyoming	16		16		16
TOTAL 48 CONTERMINOUS STATES	5,794		5,794		5,794
Alaska	17		17		17
Hawaii	17		17		17
TOTAL ALASKA & HAWAII	34		34		34
U.S. Unclassified					
TOTAL UNITED STATES	5,828		5,828		5,828
Poss. & Other Areas	10		10		10
U.S. & POSS., etc.	5,838		5,838		5,838
Canada	100		100		100
International	212		212		212
Other Unclassified					
Military or Civilian Personnel Overseas	3		3		3
GRAND TOTAL	6,153		6,153		6,153

ANALYSIS BY ABCD COUNTY SIZE for the Spring, 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 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	3,779	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)	3,740	99.0	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	None	
(d) Thirteen to twenty-four months	33	0.9	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	6	0.1	Total Subscriptions Sold in Period	3,779	100.0
Total Subscriptions Sold in Period	3,779	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	3,779	100.0			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums	None				
Total Subscriptions Sold in Period	3,779	100.0			

9. EXPLANATORY

- (a) Suggested Retail Prices: Subscriptions: Canada, 1 yr. \$115.00. International, 1 yr. \$135.00. (c) Post expiration copies: None.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 675 copies per issue. (d) Association (Non-Deductible): The average of 4,789 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to members of the American Diabetes Association. \$40.00 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	5,625	5,608	17	0.3
12-31-05	None Claimed	5,315	5,515		

[^]Effective with the June 2006 Publisher's Statements, publications were given the option of reporting verified circulation. DIABETES SPECTRUM 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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04-0241-0	Analyzed Issue Date	03/01/08
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	
	Association Subscription Price	40.00
	U.S. Subscription Price	85.00
	Canadian Subscription Price	115.00
	International Subscription Price	135.00