



Audit Bureau
of Circulations

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

Subject to Audit

Diabetes Care

For the six months ended June 30, 2009

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

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	10,644	100.0			
Verified					
Total Paid & Verified Subscriptions	10,644	100.0			
Single Copy Sales					
Total Paid & Verified Circulation	10,644	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)	\$375.00		\$291.24
Average Subscription Price per Copy			\$24.27

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2008.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan.	11,002		11,002		11,002
Feb.	10,757		10,757		10,757
Mar.	10,695		10,695		10,695
Apr.	10,570		10,570		10,570
May	10,437		10,437		10,437
June	10,406		10,406		10,406

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

Paid & Verified Magazine
Publisher's Statement

For six months ended June 30, 2009

5. TREND ANALYSIS

	2004	%	2005	%	2006	%	2007	%	2008	%
Subscriptions:										
Paid	N/A		14,942	100.0	14,929	100.0	14,705	100.0	12,368	100.0
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	N/A		14,942	100.0	14,929	100.0	14,705	100.0	12,368	100.0
Single Copy Sales	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Circulation	N/A		14,942	100.0	14,929	100.0	14,705	100.0	12,368	100.0
Year Over Year Percent of Change						-0.1		-1.5		-15.9
Avg. Annualized Subscription Price	N/A		\$187.40		\$197.28		\$226.44		\$276.12	

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*	2,329	21.9
Association:		
Non-Deductible*	8,315	78.1
TOTAL PAID SUBSCRIPTIONS	10,644	100.0
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	10,644	100.0
SINGLE COPY SALES		
TOTAL SINGLE COPY SALES		
TOTAL PAID & VERIFIED CIRCULATION	10,644	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, 2009 issue

Total paid & verified circulation of this issue was 1.9% 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	162		162		162
Arizona	125		125		125
Arkansas	42		42		42
California	790		790		790
Colorado	103		103		103
Connecticut	143		143		143
Delaware	26		26		26
District of Columbia	36		36		36
Florida	328		328		328
Georgia	166		166		166
Idaho	26		26		26
Illinois	310		310		310
Indiana	158		158		158
Iowa	61		61		61
Kansas	56		56		56
Kentucky	50		50		50
Louisiana	86		86		86
Maine	31		31		31
Maryland	187		187		187
Massachusetts	265		265		265
Michigan	212		212		212
Minnesota	165		165		165
Mississippi	40		40		40
Missouri	157		157		157
Montana	32		32		32
Nebraska	32		32		32
Nevada	20		20		20
New Hampshire	43		43		43
New Jersey	623		623		623
New Mexico	41		41		41
New York	584		584		584
North Carolina	189		189		189
North Dakota	19		19		19

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Ohio	244		244		244
Oklahoma	58		58		58
Oregon	87		87		87
Pennsylvania	348		348		348
Rhode Island	22		22		22
South Carolina	62		62		62
South Dakota	17		17		17
Tennessee	105		105		105
Texas	359		359		359
Utah	48		48		48
Vermont	14		14		14
Virginia	141		141		141
Washington	131		131		131
West Virginia	38		38		38
Wisconsin	126		126		126
Wyoming	5		5		5
TOTAL 48 CONTERMINOUS STATES	7,113		7,113		7,113
Alaska	19		19		19
Hawaii	27		27		27
TOTAL ALASKA & HAWAII	46		46		46
U.S. Unclassified					
TOTAL UNITED STATES	7,159		7,159		7,159
Poss. & Other Areas	36		36		36
U.S. & POSS., etc.	7,195		7,195		7,195
Canada	285		285		285
International	2,956		2,956		2,956
Other Unclassified					
Military or Civilian					
Personnel Overseas	1		1		1
GRAND TOTAL	10,437		10,437		10,437

ANALYSIS BY ABCD COUNTY SIZE for the May, 2009 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, 2009

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.....	4,961	100.0
(b) Seven to eleven months (7 to 11 issues).....	None		(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	None	
(c) Twelve months (12 issues).....	4,919	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.....	41	0.8	(d) Subscriptions as part of membership in an organization.....	None	
(e) Twenty-five months and more.....	1	0.0	Total Subscriptions Sold in Period.....	4,961	100.0
Total Subscriptions Sold in Period.....	4,961	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium.....	4,961	100.0			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums.....	None				
Total Subscriptions Sold in Period.....	4,961	100.0			

9. EXPLANATORY

- (a) Suggested Retail Prices: Subscriptions: Canada, 1 yr. \$477.75. International, 1 yr. \$675.00.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 976 copies per issue.
- (c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 20 or 0.2% of average paid subscription circulation.
- (d) Association (Non-Deductible): The average of 8,315 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, 2007; 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)
12-31-07	None Claimed	14,708	14,705	3	0.0
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

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

JAMES SKOWRENSKI

MARTHA RAMSEY

Date Signed: July 29, 2009

Director, Membership and Subscription Services VP, Publications

P: 703.549.1500 • F: 703.683.2890 • URL: <http://care.diabetesjournals.org>

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ABC Member since: 2003

04-0240-8	Analyzed Issue Date	05/01/09
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	
	Association Subscription Price	110.00
	U.S. Subscription Price	375.00
	Canadian Subscription Price	477.75
	International Subscription Price	675.00