



Audit Bureau  
of Circulations

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

Subject to Audit

# Diabetes

For the six months ended June 30, 2009

**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)
<b>Paid &amp; Verified Circulation:</b> (See Par. 6)					
<b>Subscriptions:</b>					
Paid	4,695	100.0			
Verified					
<b>Total Paid &amp; Verified Subscriptions</b>	<b>4,695</b>	<b>100.0</b>			
Single Copy Sales					
<b>Total Paid &amp; Verified Circulation</b>	<b>4,695</b>	<b>100.0</b>	<b>None Claimed</b>		

## 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		\$329.76
Average Subscription Price per Copy			\$27.48

(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.	4,806		4,806		4,806
Feb.	4,635		4,635		4,635
Mar.	4,672		4,672		4,672
Apr.	4,674		4,674		4,674
May	4,677		4,677		4,677
June	4,706		4,706		4,706

## 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		6,190	100.0	5,751	100.0	5,258	100.0	4,797	100.0
Verified	N/A		N/A		N/A		N/A		N/A	
<b>Total Paid &amp; Verified Subscriptions</b>	<b>N/A</b>		<b>6,190</b>	<b>100.0</b>	<b>5,751</b>	<b>100.0</b>	<b>5,258</b>	<b>100.0</b>	<b>4,797</b>	<b>100.0</b>
Single Copy Sales	N/A		N/A		N/A		N/A		N/A	
<b>Total Paid &amp; Verified Circulation</b>	<b>N/A</b>		<b>6,190</b>	<b>100.0</b>	<b>5,751</b>	<b>100.0</b>	<b>5,258</b>	<b>100.0</b>	<b>4,797</b>	<b>100.0</b>
Year Over Year Percent of Change						-7.1		-8.6		-8.8
Avg. Annualized Subscription Price	N/A		\$216.30		\$258.00		\$292.44		\$325.08	

## 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
<b>PAID SUBSCRIPTIONS</b>		
Individual Subscriptions*	1,630	34.7
Association:		
Non-Deductible*	3,065	65.3
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>4,695</b>	<b>100.0</b>
<b>VERIFIED SUBSCRIPTIONS</b>		
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>		
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>4,695</b>	<b>100.0</b>
<b>SINGLE COPY SALES</b>		
<b>TOTAL SINGLE COPY SALES</b>		
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>4,695</b>	<b>100.0</b>

\*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 0.4% 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	117		117		117
Arizona	41		41		41
Arkansas	13		13		13
California	346		346		346
Colorado	42		42		42
Connecticut	72		72		72
Delaware	9		9		9
District of Columbia	9		9		9
Florida	89		89		89
Georgia	63		63		63
Idaho	4		4		4
Illinois	99		99		99
Indiana	63		63		63
Iowa	20		20		20
Kansas	8		8		8
Kentucky	23		23		23
Louisiana	43		43		43
Maine	11		11		11
Maryland	66		66		66
Massachusetts	192		192		192
Michigan	73		73		73
Minnesota	57		57		57
Mississippi	12		12		12
Missouri	68		68		68
Montana	5		5		5
Nebraska	18		18		18
Nevada	4		4		4
New Hampshire	10		10		10
New Jersey	410		410		410
New Mexico	9		9		9
New York	240		240		240
North Carolina	76		76		76
North Dakota	6		6		6
Ohio	91		91		91
Oklahoma	15		15		15
Oregon	12		12		12
Pennsylvania	175		175		175
Rhode Island	13		13		13
South Carolina	16		16		16
South Dakota	3		3		3
Tennessee	45		45		45
Texas	118		118		118
Utah	26		26		26
Vermont	7		7		7
Virginia	38		38		38
Washington	52		52		52
West Virginia	13		13		13
Wisconsin	29		29		29
Wyoming	1		1		1
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>2,972</b>		<b>2,972</b>		<b>2,972</b>
Alaska	3		3		3
Hawaii	5		5		5
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>8</b>		<b>8</b>		<b>8</b>
U.S. Unclassified					
<b>TOTAL UNITED STATES</b>	<b>2,980</b>		<b>2,980</b>		<b>2,980</b>
Poss. & Other Areas	8		8		8
<b>U.S. &amp; POSS., etc.</b>	<b>2,988</b>		<b>2,988</b>		<b>2,988</b>
Canada	130		130		130
International	1,559		1,559		1,559
Other Unclassified					
Military or Civilian Personnel Overseas					
<b>GRAND TOTAL</b>	<b>4,677</b>		<b>4,677</b>		<b>4,677</b>

## 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.....	2,276	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).....	2,249	98.8	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	None	
(d) Thirteen to twenty-four months.....	26	1.2	(d) Subscriptions as part of membership in an organization.....	None	
(e) Twenty-five months and more.....	1	0.0	Total Subscriptions Sold in Period.....	2,276	100.0
Total Subscriptions Sold in Period.....	2,276	100.0			
<b>B. USE OF PREMIUMS</b>					
(a) Ordered without premium.....	2,276	100.0			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums.....	None				
Total Subscriptions Sold in Period.....	2,276	100.0			

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## 9. EXPLANATORY

- (a) Suggested Retail Prices: Subscriptions: Canada, 1 yr. \$435.00. International, 1 yr. \$655.00.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 713 copies per issue.
- (c) Post expiration copies: None.
- (d) Association (Non-Deductible): The average of 3,065 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, 2007; Variation from Publisher's Statements

Audit Period Ended <sup>^</sup>	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	5,261	5,258	3	0.1
12-31-06	None Claimed	5,755	5,751	4	0.1
12-31-05	None Claimed	6,190	6,190		

<sup>^</sup>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

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

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MARTHA RAMSEY

Date Signed: July 27, 2009

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04-0240-7	Analyzed Issue Date	05/01/09
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	
	Association Subscription Price	100.00
	U.S. Subscription Price	375.00
	Canadian Subscription Price	435.00
	International Subscription Price	655.00