



Audit Bureau
of Circulations

THE SATURDAY EVENING POST

For the six months ended June 30, 2008

Field Served: A Magazine for Readers - A magazine of fiction, humor, health, travel, recipes and other general interest features.

Published by Benjamin Franklin Literary & Medical Society

Frequency: 6 times/year

ABC Member # 04-1015-0

PAID & VERIFIED MAGAZINE

PUBLISHER'S STATEMENT

Subject to Audit

The Saturday Evening Post

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	348,893	98.8			
Verified					
Total Paid & Verified Subscriptions	348,893	98.8			
Single Copy Sales	4,132	1.2			
Total Paid & Verified Circulation	353,025	100.0	350,000	3,025	0.9

2. PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy	\$3.99		
Subscription	\$14.97		
Average Subscription Price Annualized (6 issue frequency)		\$12.58	\$12.38
Average Subscription Price per Copy		\$2.10	\$2.06

(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./Feb.	349,607		349,607	3,343	352,950
Mar./Apr.	347,867		347,867	4,511	352,378
May/June	349,205		349,205	4,543	353,748

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

Edition	Number of Issues	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Rate Base
Central	3	101,087		101,087	997	102,084	105,000
Eastern	3	65,463		65,463	2,000	67,463	66,500
Southern	3	104,740		104,740	575	105,315	98,000
Western	3	77,603		77,603	560	78,163	80,500

5. TREND ANALYSIS

	2003	%	2004	%	2005	%	2006	%	2007	%
Subscriptions:										
Paid	348,591	97.7	345,617	97.9	350,363	98.4	350,570	98.7	347,110	98.6
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	348,591	97.7	345,617	97.9	350,363	98.4	350,570	98.7	347,110	98.6
Single Copy Sales	8,213	2.3	7,312	2.1	5,538	1.6	4,501	1.3	5,028	1.4
Total Paid & Verified Circulation	356,804	100.0	352,929	100.0	355,901	100.0	355,071	100.0	352,138	100.0
Year Over Year Percent of Change		-1.3		-1.1		0.8		-0.2		-0.8
Avg. Annualized Subscription Price	\$12.60		\$12.77		\$12.71		\$12.72		\$12.60	

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*	348,893	98.8
TOTAL PAID SUBSCRIPTIONS	348,893	98.8
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	348,893	98.8
SINGLE COPY SALES		
Single Issue Sales	4,132	1.2
TOTAL SINGLE COPY SALES	4,132	1.2
TOTAL PAID & VERIFIED CIRCULATION	353,025	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 January/February, 2008 issue

Total paid & verified circulation of this issue was 0.0% 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	6,055		6,055	24	6,079
Arizona	7,227		7,227	47	7,274
Arkansas	3,936		3,936	12	3,948
California	31,265		31,265	149	31,414
Colorado	6,141		6,141	29	6,170
Connecticut	3,781		3,781	62	3,843
Delaware	1,078		1,078	16	1,094
District of Columbia	380		380	2	382
Florida	18,278		18,278	65	18,343
Georgia	8,582		8,582	23	8,605
Idaho	2,805		2,805	8	2,813
Illinois	13,863		13,863	106	13,969
Indiana	10,260		10,260	41	10,301
Iowa	6,061		6,061	30	6,091
Kansas	5,629		5,629	12	5,641
Kentucky	4,706		4,706	15	4,721
Louisiana	3,705		3,705	14	3,719
Maine	2,588		2,588	40	2,628
Maryland	5,089		5,089	26	5,115
Massachusetts	6,442		6,442	114	6,556
Michigan	14,393		14,393	82	14,475
Minnesota	9,439		9,439	135	9,574
Mississippi	3,517		3,517	7	3,524
Missouri	8,756		8,756	46	8,802
Montana	2,628		2,628	28	2,656
Nebraska	3,426		3,426	27	3,453
Nevada	2,258		2,258	8	2,266
New Hampshire	1,889		1,889	23	1,912
New Jersey	6,564		6,564	46	6,610
New Mexico	2,610		2,610	13	2,623
New York	15,552		15,552	206	15,758
North Carolina	9,698		9,698	43	9,741
North Dakota	1,845		1,845	25	1,870

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Ohio	16,085		16,085	140	16,225
Oklahoma	5,847		5,847	30	5,877
Oregon	7,008		7,008	32	7,040
Pennsylvania	15,942		15,942	233	16,175
Rhode Island	1,007		1,007	11	1,018
South Carolina	4,771		4,771	19	4,790
South Dakota	2,105		2,105	52	2,157
Tennessee	7,565		7,565	28	7,593
Texas	19,555		19,555	150	19,705
Utah	2,447		2,447	34	2,481
Vermont	1,197		1,197	22	1,219
Virginia	8,471		8,471	33	8,504
Washington	10,658		10,658	67	10,725
West Virginia	2,930		2,930	16	2,946
Wisconsin	9,474		9,474	113	9,587
Wyoming	1,223		1,223	19	1,242
TOTAL 48 CONTER-MINOUS STATES	346,731		346,731	2,523	349,254
Alaska	993		993	19	1,012
Hawaii	808		808		808
TOTAL ALASKA & HAWAII	1,801		1,801	19	1,820
U.S. Unclassified					
TOTAL UNITED STATES	348,532		348,532	2,542	351,074
Poss. & Other Areas	85		85	1	86
U.S. & POSS., etc.	348,617		348,617	2,543	351,160
Canada	697		697	799	1,496
International	235		235	1	236
Other Unclassified					
Military or Civilian					
Personnel Overseas	58		58		58
GRAND TOTAL	349,607		349,607	3,343	352,950

ANALYSIS BY ABCD COUNTY SIZE for the January/February, 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		%
(a) One to six months (1 to 3 issues).....	568	0.4
(b) Seven to eleven months (4 to 5 issues).....	1,068	0.8
(c) Twelve months (6 issues).....	103,363	77.6
(d) Thirteen to twenty-four months.....	14,958	11.2
(e) Twenty-five months and more.....	13,297	10.0
Total Subscriptions Sold in Period.....	133,254	100.0
B. USE OF PREMIUMS		
(a) Ordered without premium.....	92,225	69.2
(b) Ordered with material reprinted from this publication.....	None	
(c) Ordered with other premiums, See Par. 9.....	41,029	30.8
Total Subscriptions Sold in Period.....	133,254	100.0

C. CHANNELS		%
(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	118,668	89.1
(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	12,045	9.0
(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	2,541	1.9
(d) Subscriptions as part of membership in an organization.....	None	
Total Subscriptions Sold in Period.....	133,254	100.0

9. EXPLANATORY

(a) Suggested Retail Prices: Subscriptions: U.S. 2 yrs. \$25.97; 3 yrs. \$35.97.
International 1 yr. \$22.97; 2 yrs. \$41.97; 3 yrs. \$59.97.

(b) Average non-analyzed non-paid circulation for the 6 month period: 9,337
copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not
more than three months after expiration was 23,716 or 6.8% of average paid subscrip-
tion circulation.

(d) Use of Premiums: A Family Cookbook, an Antioxidant Cookbook, a Best Cartoons
book, from THE SATURDAY EVENING POST, and SATURDAY EVENING POST Hu-
mor book, with no advertised or stated value, were offered with some subscriptions
sold at 6 months, \$9.97, \$14.97; 12 months, \$8.97, \$25.97; 18 months, \$25.97, \$35.97.

10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 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)
06-30-07	350,000	352,724	353,102	-378	-0.1
06-30-06	350,000	351,169	355,922	-4,753	-1.3
06-30-05	350,000	349,772	354,301	-4,529	-1.3
06-30-04	350,000	351,917	355,428	-3,571	-1.0
06-30-03	350,000	355,212	359,467	-4,255	-1.2

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

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: Saturday Evening Post Society
THE SATURDAY EVENING POST, published by Benjamin Franklin Literary & Medical Society • 1100 Waterway Boulevard • Indianapolis,
IN 46202-2174

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Established: 1728 ABC Member since: 1973

04-1015-0	Analyzed Issue Date	01-02/01/08
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	3.99
	Association Subscription Price	
	U.S. Subscription Price	14.97
	Canadian Subscription Price	
	International Subscription Price	22.97