



Audit Bureau
of Circulations

TIME-THE WEEKLY NEWSMAGAZINE

For the six months ended June 30, 2011

Field Served: General News.

Published by Time Inc.

Frequency: 56 times/year

ABC Member # 04-1200-0

PAID & VERIFIED MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

Time-The Weekly Newsmagazine

Paid & Verified Magazine
Publisher's Statement

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	3,272,157	96.9			
Verified	20,273	0.6			
Total Paid & Verified Subscriptions	3,292,430	97.5			
Single Copy Sales	83,796	2.5			
Total Paid & Verified Circulation	3,376,226	100.0	3,250,000	126,226	3.9

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$5.03		
Subscription	\$49.00		
Average Subscription Price Annualized (56 issue frequency)		\$30.97	
Average Subscription Price per Copy		\$0.55	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2010.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan. 10	3,195,178	67,535	3,262,713	50,352	3,313,065	Apr. 4	3,302,248	9,815	3,312,063	65,606	3,377,669
17	3,254,685	67,464	3,322,149	67,428	3,389,577	11	3,287,057	9,657	3,296,714	72,085	3,368,799
24	3,253,790	67,219	3,321,009	52,213	3,373,222	18	3,305,793	9,603	3,315,396	81,657	3,397,053
31	3,246,929	39,385	3,286,314	71,097	3,357,411	25	3,299,027	9,564	3,308,591	93,746	3,402,337
Feb. 7	3,267,063	39,468	3,306,531	51,926	3,358,457	May 2	3,290,492	9,564	3,300,056	70,055	3,370,111
14	3,269,278	39,637	3,308,915	51,896	3,360,811	9	3,297,538	9,465	3,307,003	42,178	3,349,181
21	3,293,631	39,569	3,333,200	85,611	3,418,811	16	3,290,441	9,311	3,299,752	214,685	3,514,437
28	3,285,085	10,331	3,295,416	63,220	3,358,636	20	3,278,940	8,507	3,287,447	362,109	3,649,556
Mar. 7	3,277,337	10,129	3,287,466	86,186	3,373,652	23	3,266,268	7,940	3,274,208	53,594	3,327,802
14	3,260,547	9,893	3,270,440	63,561	3,334,001	30	3,251,477	7,515	3,258,992	76,672	3,335,664
21	3,271,498	10,137	3,281,635	51,969	3,333,604	June 6	3,244,794	7,129	3,251,923	67,833	3,319,756
28	3,306,223	9,835	3,316,058	85,763	3,401,821	13	3,272,608	7,072	3,279,680	78,599	3,358,279
						20	3,263,153	5,808	3,268,961	67,893	3,336,854
						27	3,245,002	5,546	3,250,548	50,762	3,301,310

For six months ended June 30, 2011

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
TARGETED EDITIONS							
TIME Global Business	13	1,635,788	10,850	1,646,638		1,646,638	1,600,000

5. TREND ANALYSIS

	2006	%	2007	%	2008	%	2009	%	2010	%
Subscriptions:										
Paid	3,600,657	88.2	3,137,495	93.0	3,159,358	93.6	3,235,351	96.6	3,137,913	94.7
Verified	355,674	8.7	131,649	3.9	97,820	2.9	20,183	0.6	100,037	3.0
Total Paid & Verified Subscriptions	3,956,331	96.9	3,269,144	96.9	3,257,178	96.5	3,255,534	97.2	3,237,950	97.7
Single Copy Sales	126,409	3.1	105,361	3.1	117,188	3.5	94,881	2.8	75,789	2.3
Total Paid & Verified Circulation	4,082,740	100.0	3,374,505	100.0	3,374,366	100.0	3,350,415	100.0	3,313,739	100.0
Year Over Year Percent of Change		1.1		-17.3		-0.0		-0.7		-1.1
Avg. Annualized Subscription Price	\$37.36		\$32.62		\$32.48		\$29.38		\$31.12	

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*	2,893,732	85.7
Combination Subscriptions*	118,460	3.5
Award Point*	259,965	7.7
TOTAL PAID SUBSCRIPTIONS	3,272,157	96.9
VERIFIED SUBSCRIPTIONS		
Public Place (See Par. 6A)	11,521	0.3
Individual Use (See Par. 6B)	8,752	0.3
TOTAL VERIFIED SUBSCRIPTIONS	20,273	0.6
TOTAL PAID & VERIFIED SUBSCRIPTIONS	3,292,430	97.5
SINGLE COPY SALES		
Single Issue Sales	83,796	2.5
TOTAL SINGLE COPY SALES	83,796	2.5
TOTAL PAID & VERIFIED CIRCULATION	3,376,226	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 Providers	Other	Total Public Place Copies
Public Place	11,521		11,521

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:

Verified Subscription:	Individually Requested	Card Holders (credit/debit)	Other	Total Individual Use Copies
Individual Use	6,660	2,092		8,752

7. GEOGRAPHIC DATA for the January 31, 2011 issue

Total paid & verified circulation of this issue was 0.6% 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	33,997	474	34,471	442	34,913
Arizona	63,340	626	63,966	1,324	65,290
Arkansas	18,115	278	18,393	200	18,593
California	409,867	5,977	415,844	8,897	424,741
Colorado	67,528	855	68,383	1,280	69,663
Connecticut	57,327	859	58,186	987	59,173
Delaware	10,995	144	11,139	196	11,335
District of Columbia	9,769	195	9,964	531	10,495
Florida	197,693	2,617	200,310	4,877	205,187
Georgia	73,169	881	74,050	1,895	75,945
Idaho	13,687	122	13,809	175	13,984
Illinois	149,169	1,517	150,686	3,704	154,390
Indiana	58,463	564	59,027	806	59,833
Iowa	34,599	301	34,900	310	35,210
Kansas	30,947	301	31,248	242	31,490
Kentucky	31,315	406	31,721	412	32,133
Louisiana	28,007	366	28,373	467	28,840
Maine	18,980	196	19,176	294	19,470
Maryland	69,682	1,330	71,012	1,335	72,347
Massachusetts	102,032	1,405	103,437	2,451	105,888
Michigan	109,364	1,184	110,548	1,902	112,450
Minnesota	73,308	545	73,853	1,213	75,066
Mississippi	15,158	179	15,337	219	15,556
Missouri	55,730	580	56,310	802	57,112
Montana	12,510	103	12,613	155	12,768
Nebraska	19,021	156	19,177	248	19,425
Nevada	22,265	235	22,500	1,427	23,927
New Hampshire	20,969	175	21,144	255	21,399
New Jersey	114,413	1,855	116,268	3,136	119,404
New Mexico	18,856	185	19,041	292	19,333
New York	219,547	3,386	222,933	5,086	228,019
North Carolina	84,944	879	85,823	1,148	86,971
North Dakota	7,691	39	7,730	67	7,797

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Ohio	121,000	1,288	122,288	1,510	123,798
Oklahoma	24,594	329	24,923	308	25,231
Oregon	43,329	432	43,761	702	44,463
Pennsylvania	152,678	1,856	154,534	2,712	157,246
Rhode Island	12,948	135	13,083	455	13,538
South Carolina	37,395	475	37,870	492	38,362
South Dakota	9,060	62	9,122	67	9,189
Tennessee	47,582	723	48,305	855	49,160
Texas	175,332	2,020	177,352	5,721	183,073
Utah	21,903	237	22,140	455	22,595
Vermont	11,444	82	11,526	158	11,684
Virginia	89,413	1,016	90,429	2,173	92,602
Washington	81,444	917	82,361	1,732	84,093
West Virginia	13,620	185	13,805	151	13,956
Wisconsin	74,996	556	75,552	816	76,368
Wyoming	5,649	72	5,721	71	5,792
TOTAL 48 CONTERMINOUS STATES	3,174,844	39,300	3,214,144	65,153	3,279,297
Alaska	6,940	16	6,956	396	7,352
Hawaii	16,689	37	16,726	630	17,356
TOTAL ALASKA & HAWAII	23,629	53	23,682	1,026	24,708
U.S. Unclassified					
TOTAL UNITED STATES	3,198,473	39,353	3,237,826	66,179	3,304,005
Poss. & Other Areas	8,612	17	8,629	147	8,776
U.S. & POSS., etc.	3,207,085	39,370	3,246,455	66,326	3,312,781
Canada	37,413	10	37,423	4,771	42,194
International	231		231		231
Other Unclassified					
Military or Civilian					
Personnel Overseas	2,200	5	2,205		2,205
GRAND TOTAL	3,246,929	39,385	3,286,314	71,097	3,357,411

ANALYSIS BY ABCD COUNTY SIZE for the January 31, 2011 issue

County Size	% of Households	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	1,493,467	45.6	114
B	30	990,075	30.2	101
C	15	453,858	13.8	92
D	15	341,897	10.4	69

County Size Group Definitions by the A.C. Nielsen Company- Data for the conterminous 48 states.

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, 2011

A. DURATION		%	C. CHANNELS		%
(a) One to six months (1 to 28 issues)	77,171	5.2	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	1,424,285	95.1
(b) Seven to eleven months (29 to 51 issues)	51,014	3.4	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	4,321	0.3
(c) Twelve months (52 to 56 issues)	1,042,161	69.6	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	68,434	4.6
(d) Thirteen to twenty-four months	281,788	18.8	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	44,906	3.0	Total Subscriptions Sold in Period	1,497,040	100.0
Total Subscriptions Sold in Period	1,497,040	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	1,131,542	75.6			
(b) Ordered with material reprinted from this publication, See Par. 9	14,858	1.0			
(c) Ordered with other premiums, See Par. 9	350,640	23.4			
Total Subscriptions Sold in Period	1,497,040	100.0			

9. EXPLANATORY

(a) Suggested Retail Prices: Average Single Copy: U.S., \$4.99 on 25 issues and \$5.99 on one issue (May 16, 2011). Canada, \$5.99 on 25 issues and \$6.99 on one issue (May 16, 2011). Subscriptions: No additional prices.

(b) Average non-analyzed non-paid circulation for the 6 month period: 103,966 copies per issue.

(c) Post expiration copies: None.

(d) This publication publishes double issues during the year. Each double issue represents two copies of service during the subscription period. This publication published five double issues during the average price calculation period. The average price and annualized price are based on 56 issues.

(e) US NEWS & WORLD REPORT ceased publication with the December 2010 issue. Effective with the January 10, 2011 issue, a total of 356,567 former US NEWS & WORLD REPORT subscribers were served with TIME - THE WEEKLY NEWSMAGAZINE for the balance of the subscription term. Subscribers of US NEWS & WORLD REPORT were offered a cash refund. Each subscriber received 4.65 issues of TIME - THE WEEKLY NEWSMAGAZINE for every issue remaining of the US NEWS & WORLD REPORT subscription. Included in Individual Subscriptions in Par. 6 is an average of 203,602 copies per issue served to former US NEWS & WORLD REPORT subscribers.

(f) 29,117 subscriptions were sold in combination during this statement period.

Combination Publication	Subscriptions Sold	Subscription Term	Price of Combination	Suggested Retail Price
Time For Kids	19,213	24-28 issues	\$28.68-\$44.20	\$23.03-\$26.87
Various Newspapers	7,989	Various	Various	Various
Money	1,389	12-24 issues	\$30.00-\$38.00	\$15.00-\$30.00
Entertainment Weekly	379	52 issues	\$40.00	\$61.04
Various Magazines	147	Various	Various	Various

(g) Award Point Subscription Sales: The average of 259,965 copies per issue, shown in Par. 6 and included in Par. 1, represents the following:

An average of 259,267 copies per issue represents copies purchased through the redemption of Airline Frequent Flyer Miles valued at 2.5¢ to 3¢ per mile.

An average of 698 copies per issue represents copies purchased through the redemption of award points valued at 1¢ per point.

(h) Use of Premiums: A printed publication, "TIME Capsule", with no advertised or stated value, was offered with some subscriptions.

A clock, flashlight, bag, watch, level or tool, with no advertised or stated value, was offered with some subscriptions.

(i) It is the practice of the publisher to expire all subscriptions on a monthly basis; therefore, some subscribers may receive from one to four more issues than they are entitled to, but no offer of this kind is made to subscribers.

10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2010; Variation from Publisher's Statements

Audit Period Ended ^a	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)
06-30-10	3,250,000	3,326,367	3,321,123	5,244	0.2
06-30-09	3,250,000	3,373,404	3,366,069	7,335	0.2
06-30-08	3,250,000	3,404,486	3,369,801	34,685	1.0
06-30-07	(a)	3,754,147	3,746,588	7,559	0.2
06-30-06	4,000,000	4,053,580	4,062,524	-8,944	-0.2

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

(a) Effective 01/01/07, changed from 4,000,000 to 3,250,000.

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: Time Inc.

TIME-THE WEEKLY NEWSMAGAZINE, published by Time Inc. • Time & Life Building, Rockefeller Center • New York, NY 10020

LYDIA MORRIS

KIM KELLEHER

Date Signed: July 25, 2011

Vice President, Consumer Marketing

Publisher

P: 212.522.1212 • URL: www.time.com

Established: 1923

ABC Member since: 1924

04-1200-0	Analyzed Issue Date	01/31/11
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	5.03
	Association Subscription Price	
	U.S. Subscription Price	49.00
	Canadian Subscription Price	
	International Subscription Price	