



Audit Bureau
of Circulations

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

Subject to Audit

Diabetes Spectrum

For the six months ended June 30, 2009

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, 2009

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	6,236	100.0			
Verified					
Total Paid & Verified Subscriptions	6,236	100.0			
Single Copy Sales					
Total Paid & Verified Circulation	6,236	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		\$32.72
Average Subscription Price per Copy			\$8.18

(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
Winter	6,176		6,176		6,176
Spring	6,295		6,295		6,295

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2004	%	2005	%	2006	%	2007	%	2008	%
Subscriptions:										
Paid	N/A		5,516	100.0	5,608	100.0	5,588	100.0	6,188	100.0
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	N/A		5,516	100.0	5,608	100.0	5,588	100.0	6,188	100.0
Single Copy Sales	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Circulation	N/A		5,516	100.0	5,608	100.0	5,588	100.0	6,188	100.0
Year Over Year Percent of Change						1.7		-0.4		10.7
Avg. Annualized Subscription Price	N/A		\$38.28		\$38.80		\$35.96		\$31.40	

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*	553	8.9
Association:		
Non-Deductible*	5,683	91.1
TOTAL PAID SUBSCRIPTIONS	6,236	100.0
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	6,236	100.0
SINGLE COPY SALES		
TOTAL SINGLE COPY SALES		
TOTAL PAID & VERIFIED CIRCULATION	6,236	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, 2009 issue

Total paid & verified circulation of this issue was 0.9% greater than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	70		70		70
Arizona	96		96		96
Arkansas	31		31		31
California	659		659		659
Colorado	96		96		96
Connecticut	131		131		131
Delaware	18		18		18
District of Columbia	19		19		19
Florida	300		300		300
Georgia	134		134		134
Idaho	21		21		21
Illinois	256		256		256
Indiana	163		163		163
Iowa	69		69		69
Kansas	72		72		72
Kentucky	78		78		78
Louisiana	79		79		79
Maine	41		41		41
Maryland	159		159		159
Massachusetts	219		219		219
Michigan	198		198		198
Minnesota	144		144		144
Mississippi	49		49		49
Missouri	97		97		97
Montana	33		33		33
Nebraska	26		26		26
Nevada	30		30		30
New Hampshire	41		41		41
New Jersey	255		255		255
New Mexico	49		49		49
New York	407		407		407
North Carolina	178		178		178
North Dakota	21		21		21

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Ohio	205		205		205
Oklahoma	70		70		70
Oregon	74		74		74
Pennsylvania	270		270		270
Rhode Island	24		24		24
South Carolina	65		65		65
South Dakota	7		7		7
Tennessee	100		100		100
Texas	335		335		335
Utah	40		40		40
Vermont	20		20		20
Virginia	112		112		112
Washington	147		147		147
West Virginia	37		37		37
Wisconsin	130		130		130
Wyoming	15		15		15
TOTAL 48 CONTERMINOUS STATES	5,890		5,890		5,890
Alaska	16		16		16
Hawaii	23		23		23
TOTAL ALASKA & HAWAII	39		39		39
U.S. Unclassified					
TOTAL UNITED STATES	5,929		5,929		5,929
Poss. & Other Areas	17		17		17
U.S. & POSS., etc.	5,946		5,946		5,946
Canada	109		109		109
International	240		240		240
Other Unclassified					
Military or Civilian Personnel Overseas					
GRAND TOTAL	6,295		6,295		6,295

ANALYSIS BY ABCD COUNTY SIZE for the Spring, 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 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	3,400	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)	3,368	99.1	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	None	
(d) Thirteen to twenty-four months	22	0.6	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	10	0.3	Total Subscriptions Sold in Period	3,400	100.0
Total Subscriptions Sold in Period	3,400	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	3,400	100.0			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums	None				
Total Subscriptions Sold in Period	3,400	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: 665 copies per issue.

(d) Association (Non-Deductible): The average of 5,683 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.

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	5,598	5,587	11	0.2
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

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

JAMES SKOWRENSKI

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Date Signed: July 29, 2009

Director, Membership and Subscription Services VP, Publications

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04-0241-0	Analyzed Issue Date	04/01/09
	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