

## Publisher's Statement

6 months ended December 31, 2024, Subject to Audit

Annual Frequency: 6 times/year

Field Served: Articles written by archaeologists and edited for the general public, archaeology enthusiasts, and those interested in anthropology, ancient cultures and related fields.

Published by Archaeological Institute of America

### EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
151,856	9,050	160,906	150,000	10,906

### TOTAL CIRCULATION BY ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			Total Paid & Verified Subscriptions	Single Copy Sales			Total Paid & Verified Circulation - Print	Total Paid & Verified Circulation - Digital Issue	Total Paid & Verified Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions		Print	Digital Issue	Total Single Copy Sales			
Jul/Aug	149,819	7,963	157,782				157,782	9,191	19	9,210	159,010	7,982	166,992
Sep/Oct	143,239	7,716	150,955				150,955	9,250	22	9,272	152,489	7,738	160,227
Nov/Dec	138,038	8,793	146,831				146,831	8,650	20	8,670	146,688	8,813	155,501
Average	143,699	8,157	151,856				151,856	9,030	20	9,050	152,729	8,177	160,906

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	139,809	8,157	147,966	92.0
Partnership Deductible Subscriptions	3,890		3,890	2.4
<b>Total Paid Subscriptions</b>	<b>143,699</b>	<b>8,157</b>	<b>151,856</b>	<b>94.4</b>
<b>Verified Subscriptions</b>				
<b>Total Paid &amp; Verified Subscriptions</b>	<b>143,699</b>	<b>8,157</b>	<b>151,856</b>	<b>94.4</b>
<b>Single Copy Sales</b>				
Single Issue	9,030	20	9,050	5.6
<b>Total Single Copy Sales</b>	<b>9,030</b>	<b>20</b>	<b>9,050</b>	<b>5.6</b>
<b>Total Paid &amp; Verified Circulation</b>	<b>152,729</b>	<b>8,177</b>	<b>160,906</b>	<b>100.0</b>

### PRICES

	Suggested Retail Prices	Average Price(1)
Single Copy	\$7.99	
Subscription	\$29.95	
Average Subscription Price Annualized (2)		\$21.60
Average Subscription Price per Copy		\$3.60

(1) Represents subscriptions for the 6 month period ended December 31, 2024

(2) Based on the following issue per year frequency: 6

### VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2022	225,000	229,460	229,460		
6/30/2021	225,000	234,283	233,327	956	0.4
6/30/2020	225,000	228,778	228,778		

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### ADDITIONAL DATA IN AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Rate Base by Issue

Circulation by Regional, Metro & Demographic Editions

Geographic Data

Trend Analysis

### RATE BASE

Rate base shown in Executive Summary is for paid and verified circulation.

## NOTES

**Rounding %:** Due to rounding, percentages may not always add up to 100%.

**Post-Expire Copies:** The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 5,400

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 2,381

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 Alliance for Audited Media's bylaws and rules.

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