

Publisher's Statement

6 months ended June 30, 2025, Subject to Audit

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EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
145,683	9,520	155,203	150,000	5,203

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			
Jan/Feb	140,115	10,034	150,149				150,149	10,188	23	10,211	150,303	10,057	160,360
Mar/Apr	140,532	10,817	151,349				151,349	9,300	32	9,332	149,832	10,849	160,681
May/Jun	128,254	7,297	135,551				135,551	9,000	17	9,017	137,254	7,314	144,568
Average	136,300	9,383	145,683				145,683	9,496	24	9,520	145,796	9,407	155,203

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	136,041	9,383	145,424	93.7
Partnership Deductible Subscriptions	259		259	0.2
Total Paid Subscriptions	136,300	9,383	145,683	93.9
Verified Subscriptions				
Total Paid & Verified Subscriptions	136,300	9,383	145,683	93.9
Single Copy Sales				
Single Issue	9,496	24	9,520	6.1
Total Single Copy Sales	9,496	24	9,520	6.1
Total Paid & Verified Circulation	145,796	9,407	155,203	100.0

PRICES

	Suggested Retail Prices	Average Price(1)
Single Copy	\$7.99	
Subscription	\$29.95	
Average Subscription Price Annualized (2)		\$21.72
Average Subscription Price per Copy		\$3.62

(1) Represents subscriptions for the 6 month period ended June 30, 2025

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

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.

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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: 7,163

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 330

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.

Parent Company: Archaeological Institute of America

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Publisher

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