

# PAID MAGAZINE

## PUBLISHER'S STATEMENT

Subject to Audit



Audit Bureau  
of Circulations



For the six months ended December 31, 2003

Field Served: A bi-weekly sports magazine.

Published by ESPN Inc.

Frequency: 26 times/year

ABC Member # 04-0292-5

ESPN The Magazine

Paid Magazine  
Publisher's Statement

For 6 months ended December 31, 2003

### AVERAGE PAID CIRCULATION

<b>1</b>	<b>Total Average Paid Circulation:</b>		1,759,697
		% of Total	
	Subscriptions (Individual):	1,719,403	97.7
	Single Copy Sales:	40,294	2.3
	Total Paid	1,759,697	100.0
	Paid Advertising Rate Base/Circulation Guarantee:		1,650,000
	% Above/Below Rate Base (+/-)		6.6

### PRICES

**2** Prices effective during the six month period ending December 31, 2003

Publisher's Suggested 1 year price		\$26.00
Single Copy cover price	to 09/29/03	\$3.99
	since 09/29/03	\$4.99

### 2A AVERAGE PRICE

Represents the price of individual subscriptions sold during the 12 month period ending June 30, 2003

Average subscription price:	Net	Gross
Per Copy	\$0.86	\$0.86 (optional)
Annualized (26 issue frequency)	\$22.45	\$22.47 (optional)

Publisher's Suggested 1 year price in effect for average price period, \$26.00.

### 2B SUPPLEMENTAL ANALYSIS OF PRICES

Gross individual subscriptions sold in the six month period ended December 31, 2003 at below 35% of average net price.

None Claimed

### ANALYSIS OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS

**3** Total gross individual subscriptions (new and renewal) sold in the six month period ended December 31, 2003

<b>A. DURATION</b>			<b>C. CHANNELS</b>		
		%			%
(a) One to six months (1 to 12 issues) .....	378,482	28.5	(a) Ordered by mail and/or direct request (may include direct mail, renewal mail, insert cards, television, direct mail agents, Internet and e-mail, etc.) ....	954,603	72.0
(b) Seven to eleven months (13 to 25 issues) .....	109,653	8.3	(b) Ordered through salespeople:		
(c) Twelve months (26 issues) .....	607,404	45.8	1. Catalog agencies and individual agents - includes institutional and library subscriptions .....	1,751	0.1
(d) Thirteen to twenty-four months .....	112,133	8.5	2. Publisher's own and independent salespeople - includes sales through both direct personal contact and telemarketing efforts for consumer and trade subscriptions .....	175,425	13.3
(e) Twenty-five months and more .....	117,999	8.9	3. Members of schools, churches, fraternal and similar organizations - includes fund raising programs directed to individuals .....	193,892	14.6
Total Subscriptions Sold in Period .....	1,325,671	100.0	(c) Association members .....	None	
<b>B. USE OF PREMIUMS</b>			Total Subscriptions Sold in Period .....	1,325,671	100.0
(a) Ordered without premium .....	1,230,447	92.8			
(b) Ordered with material reprinted from this publication .....	None				
(c) Ordered with other premiums, See Par. 9(d) .....	95,224	7.2			
Total Subscriptions Sold in Period .....	1,325,671	100.0			

## ANALYSIS OF AVERAGE CIRCULATION

### 4A PAID BY ISSUES

Issue	Subscriptions	Single Copy Sales	Total Paid	Issue	Subscriptions	Single Copy Sales	Total Paid		
July	7	1,646,770	35,810	1,682,580	Oct.	13	1,717,442	34,764	1,752,206
	21	1,646,370	40,296	1,686,666		27	1,755,637	31,812	1,787,449
Aug.	4	1,645,502	41,808	1,687,310	Nov.	10	1,781,073	41,117	1,822,190
	18	1,641,639	42,747	1,684,386		24	1,831,008	39,305	1,870,313
Sept.	1	1,645,152	51,923	1,697,075	Dec.	8	1,857,304	36,414	1,893,718
	15	1,653,041	43,687	1,696,728		22	1,873,812	45,729	1,919,541
	29	1,657,486	38,410	1,695,896					

### 4B SUPPLEMENTAL ANALYSIS OF AVERAGE PAID CIRCULATION

Analysis not required

## AVERAGE CIRCULATION of Regional, Metro and Demographic Editions

5

None

## POST EXPIRATION COPIES

6

(a) Average number of copies served on subscriptions not more than three months after expiration.

None

## GEOGRAPHIC DATA for the November 24, 2003 Issue

7A

Paid circulation of this issue was 6.3% greater than the total average paid circulation.

### Analysis by ABCD County

County Size	% of Households	Paid Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	734,454	39.8	100
B	30	607,320	33.0	110
C	15	265,784	14.4	96
D	15	235,885	12.8	85

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

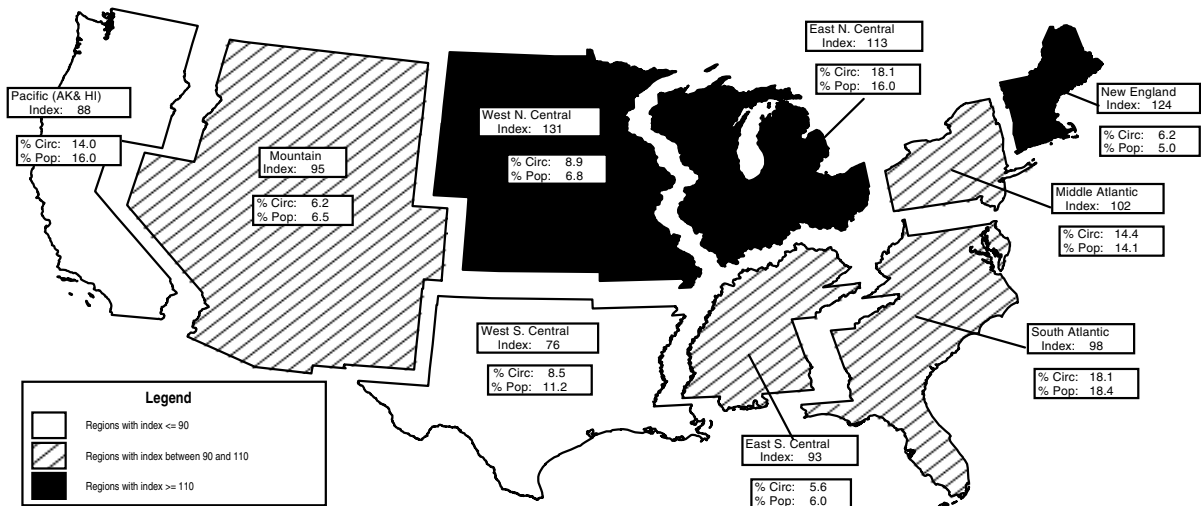
Analysis by State/Province

STATE	PAID CIRCULATION			% OF CIRC.
	SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	
Maine .....	8,802	56	8,858	
New Hampshire .....	9,913	431	10,344	
Vermont .....	4,261	165	4,426	
Massachusetts .....	52,234	927	53,161	
Rhode Island .....	7,742	363	8,105	
Connecticut .....	29,805	527	30,332	
<b>NEW ENGLAND</b>	<b>112,757</b>	<b>2,469</b>	<b>115,226</b>	<b>6.2</b>
New York .....	109,949	3,165	113,114	
New Jersey .....	57,559	2,154	59,713	
Pennsylvania .....	92,890	1,455	94,345	
<b>MIDDLE ATLANTIC</b>	<b>260,398</b>	<b>6,774</b>	<b>267,172</b>	<b>14.4</b>
Ohio .....	92,606	965	93,571	
Indiana .....	45,803	699	46,502	
Illinois .....	83,829	3,465	87,294	
Michigan .....	68,192	776	68,968	
Wisconsin .....	39,994	129	40,123	
<b>EAST N. CENTRAL</b>	<b>330,424</b>	<b>6,034</b>	<b>336,458</b>	<b>18.1</b>
Minnesota .....	43,096	672	43,768	
Iowa .....	29,546	305	29,851	
Missouri .....	37,812	893	38,705	
North Dakota .....	5,376	31	5,407	
South Dakota .....	6,941	31	6,972	
Nebraska .....	16,582	186	16,768	
Kansas .....	23,334	261	23,595	
<b>WEST N. CENTRAL</b>	<b>162,687</b>	<b>2,379</b>	<b>165,066</b>	<b>8.9</b>
Delaware .....	6,007	210	6,217	
Maryland .....	39,919	1,002	40,921	
District of Columbia .....	4,414	253	4,667	
Virginia .....	50,433	969	51,402	
West Virginia .....	8,609	74	8,683	
North Carolina .....	53,729	1,314	55,043	
South Carolina .....	23,486	303	23,789	
Georgia .....	48,402	890	49,292	
Florida .....	94,211	1,822	96,033	
<b>SOUTH ATLANTIC</b>	<b>329,210</b>	<b>6,837</b>	<b>336,047</b>	<b>18.1</b>
Kentucky .....	27,013	323	27,336	
Tennessee .....	35,503	954	36,457	
Alabama .....	26,378	269	26,647	
Mississippi .....	13,875	138	14,013	
<b>EAST S. CENTRAL</b>	<b>102,769</b>	<b>1,684</b>	<b>104,453</b>	<b>5.6</b>
Arkansas .....	11,736	103	11,839	
Louisiana .....	23,606	323	23,929	
Oklahoma .....	19,852	227	20,079	
Texas .....	100,256	1,776	102,032	
<b>WEST S. CENTRAL</b>	<b>155,450</b>	<b>2,429</b>	<b>157,879</b>	<b>8.5</b>

STATE	PAID CIRCULATION			% OF CIRC.
	SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	
Montana .....	6,366	81	6,447	
Idaho .....	6,027	148	6,175	
Wyoming .....	3,433	27	3,460	
Colorado .....	33,928	726	34,654	
New Mexico .....	9,490	138	9,628	
Arizona .....	29,247	764	30,011	
Utah .....	11,369	190	11,559	
Nevada .....	13,356	604	13,960	
<b>MOUNTAIN</b>	<b>113,216</b>	<b>2,678</b>	<b>115,894</b>	<b>6.2</b>
Alaska .....	4,929	92	5,021	
Washington .....	36,847	806	37,653	
Oregon .....	17,950	484	18,434	
California .....	184,515	4,646	189,161	
Hawaii .....	8,487	228	8,715	
<b>PACIFIC</b>	<b>252,728</b>	<b>6,256</b>	<b>258,984</b>	<b>14.0</b>
U.S. Unclassified .....				
<b>UNITED STATES</b>	<b>1,819,639</b>	<b>37,540</b>	<b>1,857,179</b>	<b>100.0</b>
U.S. Circ. Percent of Grand Total .....				<b>99.3</b>
Poss. & Other Areas .....	2,283		2,283	0.1
<b>U.S. &amp; POSS., etc.</b>	<b>1,821,922</b>	<b>37,540</b>	<b>1,859,462</b>	<b>99.4</b>

CANADA				
Newfoundland .....	28		28	0.4
Nova Scotia .....	140		140	2.0
Prince Edward Island .....	36		36	0.5
New Brunswick .....	133		133	1.9
Quebec .....	385	147	532	7.8
Ontario .....	3,075	327	3,402	49.7
Manitoba .....	345		345	5.0
Saskatchewan .....	443		443	6.5
Alberta .....	891	116	1,007	14.7
British Columbia .....	622	136	758	11.1
Northwest Territories .....	15		15	0.2
Nunavut .....	11		11	0.2
Yukon Territory .....				
Canadian Unclassified .....	1		1	0.0
<b>TOTAL CANADA</b>	<b>6,125</b>	<b>726</b>	<b>6,851</b>	<b>100.0</b>
Canadian Circ. Percent of Grand Total .....				<b>0.4</b>
International .....	337	654	991	0.0
Other Unclassified .....				
Military or Civilian Personnel Overseas .....	2,624	385	3,009	0.2
<b>GRAND TOTAL</b>	<b>1,831,008</b>	<b>39,305</b>	<b>1,870,313</b>	<b>100.0</b>

Index = Geographic Distribution of % Circulation ÷ % Population



## ANALYSIS OF ANALYZED NON-PAID

**8** This publication does not report analyzed non-paid circulation

## EXPLANATORY

- 9** (a) Publisher Suggested Prices: Single Copy: Canada and International, \$5.99. Subscriptions: U.S., 2 yrs. \$52.00; 3 yrs. \$78.00; 4 yrs. \$104.00; 5 yrs. \$130.00. Canada and International, 1 yr. \$45.00; 2 yrs. \$71.00; 3 yrs. \$97.00.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 69,245 copies per issue.
- (c) Included in Par. 3 are 95,341 subscriptions that were sold at 26 issues for \$19.00 in exchange for the redemption of airline Frequent Flyer Miles at the rate of 2¢ per mile.
- (d) ESPN THE MAGAZINE baseball cap, black fleece pullover, gray fleece pullover, green sweatshirt, a white long sleeve T-shirt, blue short sleeve T-shirt, gray long sleeve T-shirt, "Bigger Bolder" cap or messenger bag, with no advertised or stated values, were offered with some subscriptions.
- (e) A sweepstakes contest was conducted by a subscription selling organization and through the publisher during this statement period. Prizes consisted of cash only. Some contestants

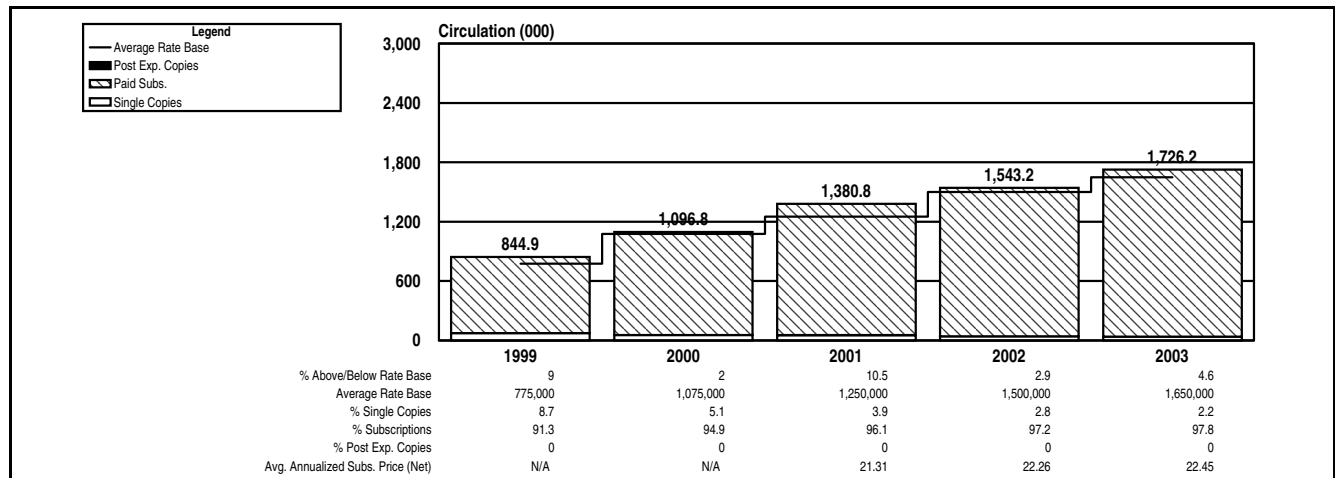
- ordered subscriptions to this publication although the award was not contingent upon subscribing.
- (f) It is the practice of the publisher to expire all subscriptions on a monthly basis; therefore, some subscribers may receive from one to two more issues than entitled to, but no offer of this kind is made to subscribers.
- (g) ESPN.COM'S Insider ceased publication as a stand alone internet product June 30, 2003. Effective with the November 24, 2003 and December 8, 2003 issues, 124,454 former ESPN.COM'S Insider subscribers were served with ESPN THE MAGAZINE for the balance of the subscription term. Included in Par. 1 is an average of 8,629 copies per issue representing copies served to former ESPN.COM'S Insider subscribers.
- (h) 2,241 subscriptions were sold in this period for prices ranging from \$29.95 to \$49.95 which included a 26 to 52 issue subscription to ESPN THE MAGAZINE with a publisher suggested price of \$17.95 to \$27.95 and a 12 to 24 issue subscription to MAXIM with a publisher suggested price of \$12.00 to \$22.00.

## SUPPLEMENTAL ANALYSIS OF AVERAGE PAID CIRCULATION

Analysis not required

## FIVE YEAR ANNUAL TRENDS

**10** Total average paid circulation as reported in June and December Publisher's Statements



## VARIANCE

**11** Latest released Audit Report for 12 months ended December 31, 2002; Variation from Publisher's Statements

Audit Period Ended	Rate Base (Paid)	Audit Report (Paid)	Publisher's Statements (Paid)	Difference	Percentage of Difference (Paid)
12-31-02	1,500,000	1,541,280	1,543,242	-1,962	-0.2
12-31-01	(a)	1,382,394	1,380,796	1,598	0.1
12-31-00	(b)	1,094,892	1,096,799	-1,907	-0.2
12-31-99	(c)	842,722	844,944	-2,222	-0.3
12-31-98	500,000	565,232	559,261	5,971	1.1

(a) Effective 01/01/01 changed from 1,150,000 to 1,250,000

(b) Effective 07/01/00 changed from 1,000,000 to 1,150,000

(c) Effective 06/28/99 changed from 700,000 to 850,000

Effective 01/01/00 changed from 850,000 to 1,000,000

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: ESPN Inc.

ESPN THE MAGAZINE, published by ESPN Inc. • 19 E. 34th St. • New York, NY 10016

JIM MCGEE

CHRIS COLLINS

Date Signed: January 29, 2004

V.P. Consumer Marketing

V.P., Publisher

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	Analyzed Issue Text (for double month issue date)	
	Single Copy Price	4.99
	Association Subscription Price	
	U.S. Subscription Price	26.00
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	International Subscription Price	45.00