

**PAID  
MAGAZINE**  
PUBLISHER'S STATEMENT

Subject to Audit



For the six months ended December 31, 2004

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, 2004

**AVERAGE PAID CIRCULATION**

<b>1</b>	<b>Total Average Paid Circulation:</b>		1,792,359
		% of Total	
	Subscriptions (Individual):	1,759,049	98.1
	Single Copy Sales:	33,310	1.9
	Total Paid	1,792,359	100.0
	Paid Advertising Rate Base/Circulation Guarantee:		1,750,000
	% Above/Below Rate Base (+/-)		2.4

**PRICES**

**2** Prices effective during the six month period ending December 31, 2004

Publisher's Suggested 1 year price	\$26.00
Average Single Copy cover price	\$4.99

**2A AVERAGE PRICE**

Represents the price of individual subscriptions sold during the 12 month period ending June 30, 2004

Average subscription price:	Net	Gross
Per Copy	\$0.96	\$0.94 (optional)
Annualized (26 issue frequency)	\$25.00	\$24.56 (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, 2004 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, 2004

<b>A. DURATION</b>		%	<b>C. CHANNELS</b>		%
(a) One to six months (1 to 12 issues) .....	476,438	32.7	(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.) ....	1,049,751	72.1
(b) Seven to eleven months (13 to 23 issues) .....	67,907	4.7	(b) Ordered through salespeople:		
(c) Twelve months (24 to 25 issues) .....	632,083	43.4	1. Catalog agencies and individual agents - includes institutional and library subscriptions .....	1,907	0.1
(d) Thirteen to twenty-four months .....	102,497	7.0	2. Publisher's own and independent salespeople - includes sales through both direct personal contact and telemarketing efforts for consumer and trade subscriptions .....	260,994	17.9
(e) Twenty-five months and more .....	177,752	12.2	3. Members of schools, churches, fraternal and similar organizations - includes fund raising programs directed to individuals .....	144,025	9.9
Total Subscriptions Sold in Period .....	1,456,677	100.0	(c) Association members .....	None	
<b>B. USE OF PREMIUMS</b>			Total Subscriptions Sold in Period .....	1,456,677	100.0
(a) Ordered without premium .....	1,376,245	94.5			
(b) Ordered with material reprinted from this publication .....	None				
(c) Ordered with other premiums, See Par. 9(d) .....	80,432	5.5			
Total Subscriptions Sold in Period .....	1,456,677	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	5	1,760,487	29,984	1,790,471	Oct.	11	1,764,016	30,166	1,794,182
	19	1,758,388	31,627	1,790,015		25	1,745,641	32,413	1,778,054
Aug.	2	1,746,416	31,116	1,777,532	Nov.	8	1,754,169	24,135	1,778,304
	16	1,744,922	37,835	1,782,757		22	1,764,312	36,756	1,801,068
	30	1,770,036	38,321	1,808,357	Dec.	6	1,753,411	30,239	1,783,650
Sept.	13	1,759,096	39,305	1,798,401		20	1,782,658	40,452	1,823,110
	27	1,764,088	30,676	1,794,764					

### 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 August 30, 2004 Issue

7A

Paid circulation of this issue was 0.9% 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	737,568	41.4	104
B	30	570,640	32.0	107
C	15	257,358	14.5	97
D	15	215,237	12.1	81

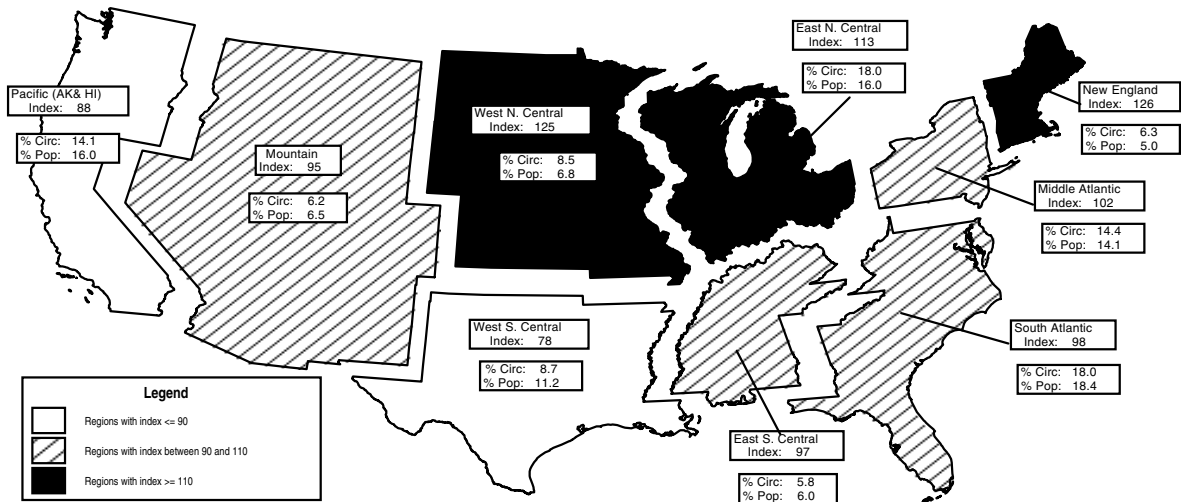
County Size Group Definitions by the A.C. Nielsen Company- Data for the coterminous 48 states.

Analysis by State/Province

STATE	PAID CIRCULATION			% OF CIRC.
	SUBSCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	
Maine .....	8,141	18	8,159	
New Hampshire .....	10,019	8	10,027	
Vermont .....	4,043	10	4,053	
Massachusetts .....	52,645	1,783	54,428	
Rhode Island .....	7,536	25	7,561	
Connecticut .....	29,253	40	29,293	
<b>NEW ENGLAND</b>	<b>111,637</b>	<b>1,884</b>	<b>113,521</b>	<b>6.3</b>
New York .....	106,695	2,106	108,801	
New Jersey .....	56,072	2,992	59,064	
Pennsylvania .....	88,470	1,504	89,974	
<b>MIDDLE ATLANTIC</b>	<b>251,237</b>	<b>6,602</b>	<b>257,839</b>	<b>14.4</b>
Ohio .....	88,725	366	89,091	
Indiana .....	44,366	186	44,552	
Illinois .....	81,470	2,308	83,778	
Michigan .....	68,070	1,244	69,314	
Wisconsin .....	36,394	134	36,528	
<b>EAST N. CENTRAL</b>	<b>319,025</b>	<b>4,238</b>	<b>323,263</b>	<b>18.0</b>
Minnesota .....	40,066	802	40,868	
Iowa .....	25,640	372	26,012	
Missouri .....	37,058	527	37,585	
North Dakota .....	4,858	19	4,877	
South Dakota .....	6,366	19	6,385	
Nebraska .....	15,130	129	15,259	
Kansas .....	21,759	172	21,931	
<b>WEST N. CENTRAL</b>	<b>150,877</b>	<b>2,040</b>	<b>152,917</b>	<b>8.5</b>
Delaware .....	5,884	90	5,974	
Maryland .....	39,541	744	40,285	
District of Columbia .....	4,590	125	4,715	
Virginia .....	49,429	96	49,525	
West Virginia .....	8,182	121	8,303	
North Carolina .....	50,539	19	50,558	
South Carolina .....	22,216	118	22,334	
Georgia .....	46,924	3,286	50,210	
Florida .....	89,003	1,458	90,461	
<b>SOUTH ATLANTIC</b>	<b>316,308</b>	<b>6,057</b>	<b>322,365</b>	<b>18.0</b>
Kentucky .....	25,501	89	25,590	
Tennessee .....	34,071	6,069	40,140	
Alabama .....	24,231	683	24,914	
Mississippi .....	12,785	182	12,967	
<b>EAST S. CENTRAL</b>	<b>96,588</b>	<b>7,023</b>	<b>103,611</b>	<b>5.8</b>
Arkansas .....	11,331	86	11,417	
Louisiana .....	23,012	61	23,073	
Oklahoma .....	19,759	42	19,801	
Texas .....	100,636	1,980	102,616	
<b>WEST S. CENTRAL</b>	<b>154,738</b>	<b>2,169</b>	<b>156,907</b>	<b>8.7</b>

STATE	PAID CIRCULATION			% OF CIRC.
	SUBSCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	
Montana .....	5,969	201	6,170	
Idaho .....	6,116	23	6,139	
Wyoming .....	3,290	28	3,318	
Colorado .....	32,129	483	32,612	
New Mexico .....	9,358	40	9,398	
Arizona .....	28,032	540	28,572	
Utah .....	11,283	282	11,565	
Nevada .....	13,087	705	13,792	
<b>MOUNTAIN</b>	<b>109,264</b>	<b>2,302</b>	<b>111,566</b>	<b>6.2</b>
Alaska .....	4,738	49	4,787	
Washington .....	36,273	626	36,899	
Oregon .....	18,087	51	18,138	
California .....	180,083	3,694	183,777	
Hawaii .....	8,211	253	8,464	
<b>PACIFIC</b>	<b>247,392</b>	<b>4,673</b>	<b>252,065</b>	<b>14.1</b>
U.S. Unclassified .....				
<b>UNITED STATES</b>	<b>1,757,066</b>	<b>36,988</b>	<b>1,794,054</b>	<b>100.0</b>
U.S. Circ. Percent of Grand Total .....				<b>99.2</b>
Poss. & Other Areas .....	2,249		2,249	0.1
<b>U.S. &amp; POSS., etc.</b>	<b>1,759,315</b>	<b>36,988</b>	<b>1,796,303</b>	<b>99.3</b>
<b>CANADA</b>				
Newfoundland .....	30		30	0.5
Nova Scotia .....	109		109	1.8
Prince Edward Island .....	29		29	0.5
New Brunswick .....	115		115	1.9
Quebec .....	353	38	391	6.4
Ontario .....	2,852	238	3,090	50.9
Manitoba .....	325		325	5.3
Saskatchewan .....	369		369	6.1
Alberta .....	853	88	941	15.5
British Columbia .....	559	90	649	10.7
Northwest Territories .....	13		13	0.2
Nunavut .....				
Yukon Territory .....	10		10	0.2
Canadian Unclassified .....	1		1	0.0
<b>TOTAL CANADA</b>	<b>5,618</b>	<b>454</b>	<b>6,072</b>	<b>100.0</b>
Canadian Circ. Percent of Grand Total .....				<b>0.3</b>
International .....	1,254	300	1,554	0.1
Other Unclassified .....				
Military or Civilian Personnel Overseas .....	3,849	579	4,428	0.3
<b>GRAND TOTAL</b>	<b>1,770,036</b>	<b>38,321</b>	<b>1,808,357</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: Average 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: 71,858 copies per issue.

(c) The average of 68,871 copies per issue, included in Par. 1, represents copies served to subscribers in exchange for the redemption of airline Frequent Flyer Miles. Subscriptions were sold at 26 issues for \$19.00, in exchange for the redemption of 950 points at the rate of 2¢ per mile.

(d) An ESPN THE MAGAZINE baseball cap, a black fleece pullover, a red zippered fleece, a gray fleece pullover, green sweatshirt, a white long sleeve T-shirt, blue short sleeve T-shirt, gray long sleeve T-shirt, a "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.

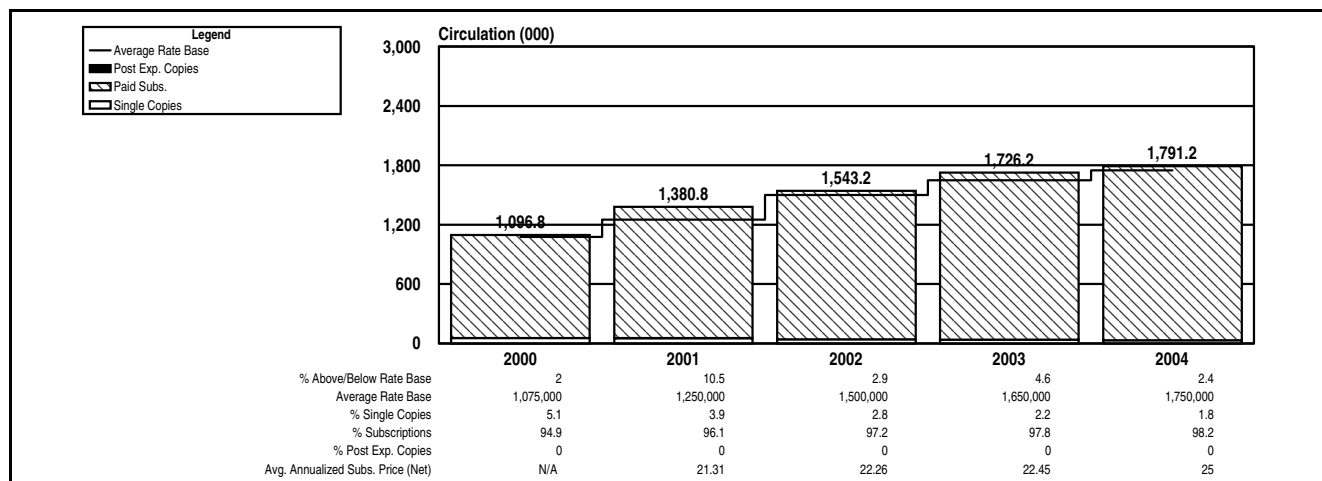
(f) It is the practice of the publisher to expire all subscriptions on a monthly basis; therefore, some subscribers may receive from one to two more issues than entitled to, but no offer of this kind is made to subscribers.

## 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, 2003; Variation from Publisher's Statements

Audit Period Ended	Rate Base (Paid)	Audit Report (Paid)	Publisher's Statements (Paid)	Difference	Percentage of Difference (Paid)
12-31-03	(a)	1,732,169	1,726,216	5,953	0.3
12-31-02	1,500,000	1,541,280	1,543,242	-1,962	-0.1
12-31-01	(b)	1,382,394	1,380,796	1,598	0.1
12-31-00	(c)	1,094,892	1,096,799	-1,907	-0.2
12-31-99	(d)	842,722	844,944	-2,222	-0.3

(a) Effective 06/30/03 changed from 1,500,000 to 1,650,000

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

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

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

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

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

CINDY NORMAN

Consumer Marketing Director

GEOFF REISS

Sr. V.P., General Manager

Date Signed: January 26, 2005

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Established: 1998 ABC Member since: 1999

04-0292-5	Analyzed Issue Date	08/30/04
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.99
	Association Subscription Price	
	U.S. Subscription Price	26.00
	Canadian Subscription Price	45.00
	International Subscription Price	45.00