

**PAID
MAGAZINE**
PUBLISHER'S STATEMENT

Subject to Audit



For the six months ended June 30, 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 June 30, 2003

AVERAGE PAID CIRCULATION

1	Total Average Paid Circulation:		1,692,736
			% of Total
	Subscriptions (Individual):	1,656,778	97.9
	Single Copy Sales:	35,958	2.1
	Total Paid	1,692,736	100.0
	Paid Advertising Rate Base:		1,650,000
	% Above/Below Rate Base (+/-)		2.6

PRICES

2 Prices effective during the six month period ending June 30, 2003

Publisher's Suggested 1 year price	\$26.00
Single Copy cover price	\$3.99

2A AVERAGE PRICE

Represents the price of individual subscriptions sold during the 12 month period ending December 31, 2002

Average subscription price:	Net	Gross
Per Copy	\$0.86	\$0.86 (optional)
Annualized (26 issue frequency)	\$22.43	\$22.43 (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 June 30, 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 June 30, 2003

A. DURATION		%	C. CHANNELS		%
(a) One to six months (1 to 12 issues)	746	0.1	(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.)	439,568	59.5
(b) Seven to eleven months (13 to 25 issues).....	98,513	13.3	(b) Ordered through salespeople:		
(c) Twelve months (26 issues)	402,159	54.4	1. Catalog agencies and individual agents - includes institutional and library subscriptions.....	1,008	0.1
(d) Thirteen to twenty-four months	129,589	17.6	2. Publisher's own and independent salespeople - includes sales through both direct personal contact and telemarketing efforts for consumer and trade subscriptions	181,268	24.5
(e) Twenty-five months and more	107,925	14.6	3. Members of schools, churches, fraternal and similar organizations - includes fund raising programs directed to individuals.....	117,088	15.9
Total Subscriptions Sold in Period	738,932	100.0	(c) Association members.....	None	
			Total Subscriptions Sold in Period	738,932	100.0
B. USE OF PREMIUMS					
(a) Ordered without premium	654,517	88.6			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums, See Par. 9(d)	84,415	11.4			
Total Subscriptions Sold in Period	738,932	100.0			

ANALYSIS OF AVERAGE CIRCULATION

4A PAID BY ISSUES

Issue	Subscriptions	Single Copy Sales	Total Paid	Issue	Subscriptions	Single Copy Sales	Total Paid		
Jan.	6	1,658,138	45,535	1,703,673	Apr.	14	1,658,369	33,169	1,691,538
	20	1,659,124	32,705	1,691,829		28	1,660,209	36,417	1,696,626
Feb.	3	1,658,120	45,641	1,703,761	May	12	1,658,252	27,642	1,685,894
	17	1,655,882	30,663	1,686,545		26	1,659,761	34,345	1,694,106
Mar.	3	1,658,695	34,725	1,693,420	June	9	1,655,061	30,212	1,685,273
	17	1,655,406	40,281	1,695,687		23	1,647,546	43,729	1,691,275
	31	1,653,544	32,395	1,685,939					

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 April 28, 2003 Issue

7A

Paid circulation of this issue was 0.2% 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	658,474	39.3	98
B	30	549,791	32.8	109
C	15	244,789	14.6	97
D	15	222,292	13.3	89

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

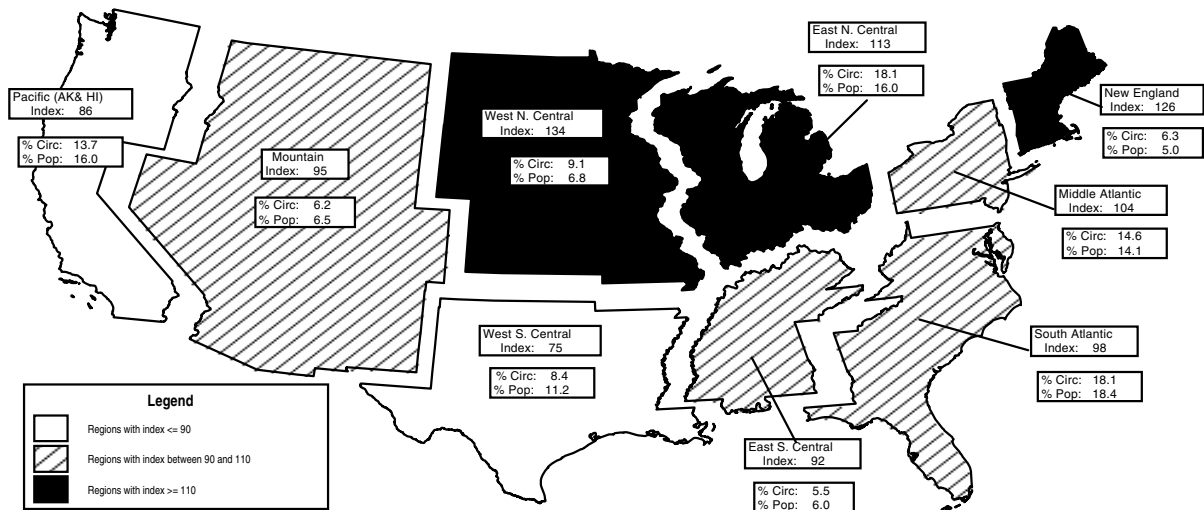
Analysis by State/Province

STATE	PAID CIRCULATION			% OF CIRC.
	SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	
Maine	8,144	132	8,276	
New Hampshire	8,826	88	8,914	
Vermont	3,999	51	4,050	
Massachusetts	47,110	1,606	48,716	
Rhode Island	7,181	83	7,264	
Connecticut	27,666	1,174	28,840	
NEW ENGLAND	102,926	3,134	106,060	6.3
New York	100,099	3,286	103,385	
New Jersey	51,720	1,474	53,194	
Pennsylvania	87,250	1,663	88,913	
MIDDLE ATLANTIC	239,069	6,423	245,492	14.6
Ohio	84,507	833	85,340	
Indiana	41,584	612	42,196	
Illinois	75,226	2,012	77,238	
Michigan	61,380	1,038	62,418	
Wisconsin	37,784	537	38,321	
EAST N. CENTRAL	300,481	5,032	305,513	18.1
Minnesota	39,900	880	40,780	
Iowa	27,948	285	28,233	
Missouri	33,808	1,068	34,876	
North Dakota	5,610	33	5,643	
South Dakota	7,117	64	7,181	
Nebraska	15,242	260	15,502	
Kansas	20,937	639	21,576	
WEST N. CENTRAL	150,562	3,229	153,791	9.1
Delaware	5,402	119	5,521	
Maryland	36,964	766	37,730	
District of Columbia	3,831	232	4,063	
Virginia	45,653	1,126	46,779	
West Virginia	8,114	66	8,180	
North Carolina	49,188	960	50,148	
South Carolina	21,728	289	22,017	
Georgia	41,742	1,334	43,076	
Florida	86,987	1,466	88,453	
SOUTH ATLANTIC	299,609	6,358	305,967	18.1
Kentucky	24,293	282	24,575	
Tennessee	31,048	491	31,539	
Alabama	24,129	201	24,330	
Mississippi	12,670	98	12,768	
EAST S. CENTRAL	92,140	1,072	93,212	5.5
Arkansas	10,392	75	10,467	
Louisiana	20,655	244	20,899	
Oklahoma	17,438	261	17,699	
Texas	90,716	1,609	92,325	
WEST S. CENTRAL	139,201	2,189	141,390	8.4

STATE	PAID CIRCULATION			% OF CIRC.
	SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	
Montana	6,054	101	6,155	
Idaho	5,314	85	5,399	
Wyoming	3,155	49	3,204	
Colorado	30,263	765	31,028	
New Mexico	8,713	67	8,780	
Arizona	26,505	1,014	27,519	
Utah	10,058	288	10,346	
Nevada	11,641	550	12,191	
MOUNTAIN	101,703	2,919	104,622	6.2
Alaska	4,568	68	4,636	
Washington	33,171	711	33,882	
Oregon	16,280	569	16,849	
California	164,674	3,894	168,568	
Hawaii	7,262	177	7,439	
PACIFIC	225,955	5,419	231,374	13.7
U.S. Unclassified				
UNITED STATES	1,651,646	35,775	1,687,421	100.0
U.S. Circ. Percent of Grand Total				99.5
Poss. & Other Areas	1,256		1,256	0.1
U.S. & POSS., etc.	1,652,902	35,775	1,688,677	99.6

CANADA				
Newfoundland	47		47	0.9
Nova Scotia	84		84	1.6
Prince Edward Island	43		43	0.8
New Brunswick	93		93	1.7
Quebec	342	41	383	7.1
Ontario	2,466	171	2,637	48.8
Manitoba	301		301	5.6
Saskatchewan	391		391	7.2
Alberta	754	67	821	15.2
British Columbia	479	94	573	10.6
Northwest Territories	20		20	0.4
Nunavut				
Yukon Territory	7		7	0.1
Canadian Unclassified	2		2	0.0
TOTAL CANADA	5,029	373	5,402	100.0
Canadian Circ. Percent of Grand Total				0.3
International	320	187	507	0.0
Other Unclassified				
Military or Civilian Personnel Overseas	1,958	82	2,040	0.1
GRAND TOTAL	1,660,209	36,417	1,696,626	100.0

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, \$4.99. 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: 54,869 copies per issue.

(c) Included in Par. 3 are 80,675 subscriptions that were sold at 26 issues for \$20.00, \$26.00, in exchange for the redemption of airline Frequent Flyer Miles at the rate of 2¢ per mile.

(d) An ESPN The Magazine baseball cap, a black or gray fleece pullover, a green sweatshirt, a white, blue or gray long sleeve T-shirt, a blue short sleeve T-shirt, each with no advertised or stat-

ed values, were offered with some subscriptions at 23 issues \$23.97; 26 issues \$14.97, \$17.97, \$19.97, \$26.00.

(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.

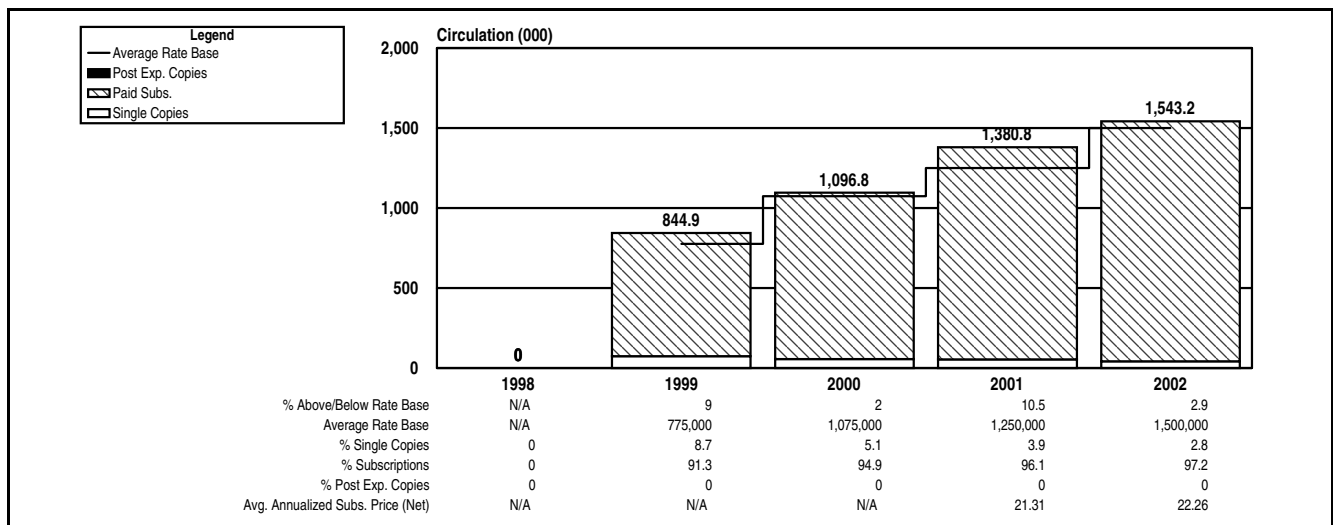
(f) It is the practice of the publisher to expire all subscriptions on a monthly basis; therefore, some subscribers may receive from one to two more issues than entitled to, but no offer of this kind is made to subscribers.

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



No data available for periods prior to membership.

VARIANCE

11 Latest released Audit Report for 12 months ended December 31, 2001; Variation from Publisher's Statements

Audit Period Ended	Rate Base (Paid)	Audit Report (Paid)	Publisher's Statements (Paid)	Difference (Paid)	Percentage of Difference (Paid)
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
08-31-98	350,000	412,517	*		

*Initial Audit for 8 months ended August 31, 1998 - Publisher's Statement not required for this period.

(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

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CHRIS COLLINS

V.P., Publisher

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04-0292-5	Analyzed Issue Date	04/28/03
	Analyzed Issue Text (for double month issue date)	
	Single Copy Price	3.99
	Association Subscription Price	
	U.S. Subscription Price	26.00
	Canadian Subscription Price	45.00
	International Subscription Price	45.00