

**PAID  
MAGAZINE**  
PUBLISHER'S STATEMENT

Subject to Audit



For the six months ended June 30, 2005

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, 2005

**AVERAGE PAID CIRCULATION**

<b>1</b>	<b>Total Average Paid Circulation:</b>		1,858,079
		% of Total	
	Subscriptions (Individual): See Par. 9(c)	1,831,591	98.6
	Single Copy Sales:	26,488	1.4
	Total Paid	1,858,079	100.0
	Paid Advertising Rate Base/Circulation Guarantee:		1,850,000
	% Above/Below Rate Base (+/-)		0.4

**PRICES**

**2** Prices effective during the six month period ending June 30, 2005

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 December 31, 2004

Average subscription price:	Net	Gross
Per Copy	\$0.99	\$0.96 (optional)
Annualized (26 issue frequency)	\$25.77	\$25.09 (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, 2005 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, 2005

<b>A. DURATION</b>		%	<b>C. CHANNELS</b>		%
(a) One to six months (1 to 13 issues) .....	489,186	35.8	(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.) ....	1,152,194	84.3
(b) Seven to eleven months (14 to 23 issues) .....	46,027	3.4	(b) Ordered through salespeople:		
(c) Twelve months (24 to 25 issues) .....	566,488	41.4	1. Catalog agencies and individual agents - includes institutional and library subscriptions .....	693	0.0
(d) Thirteen to twenty-four months .....	130,757	9.6	2. Publisher's own and independent salespeople - includes sales through both direct personal contact and telemarketing efforts for consumer and trade subscriptions .....	160,744	11.8
(e) Twenty-five months and more .....	134,036	9.8	3. Members of schools, churches, fraternal and similar organizations - includes fund raising programs directed to individuals .....	52,863	3.9
Total Subscriptions Sold in Period .....	1,366,494	100.0	(c) Association members .....	None	
<b>B. USE OF PREMIUMS</b>			Total Subscriptions Sold in Period .....	1,366,494	100.0
(a) Ordered without premium .....	1,293,741	94.7			
(b) Ordered with material reprinted from this publication .....	None				
(c) Ordered with other premiums, See Par. 9(d) .....	72,753	5.3			
Total Subscriptions Sold in Period .....	1,366,494	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.	3	1,824,820	29,743	Apr.	11	1,825,609	28,718	
	17	1,839,287	28,423		25	1,828,394	29,673	1,858,067
	31	1,820,765	19,242		9	1,837,101	17,288	1,854,389
Feb.	14	1,830,389	27,221	May	23	1,838,282	21,540	
	28	1,825,437	27,670		6	1,839,022	25,041	1,864,063
Mar.	14	1,829,478	32,008	June	20	1,848,081	26,207	
	28	1,824,015	31,570					1,874,288

### 4B SUPPLEMENTAL ANALYSIS OF AVERAGE PAID CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation.

Subscriptions:

Sponsored Sales 33,874

### 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 June 20, 2005 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	746,599	40.4	101
B	30	586,779	31.8	106
C	15	271,088	14.7	98
D	15	241,666	13.1	87

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

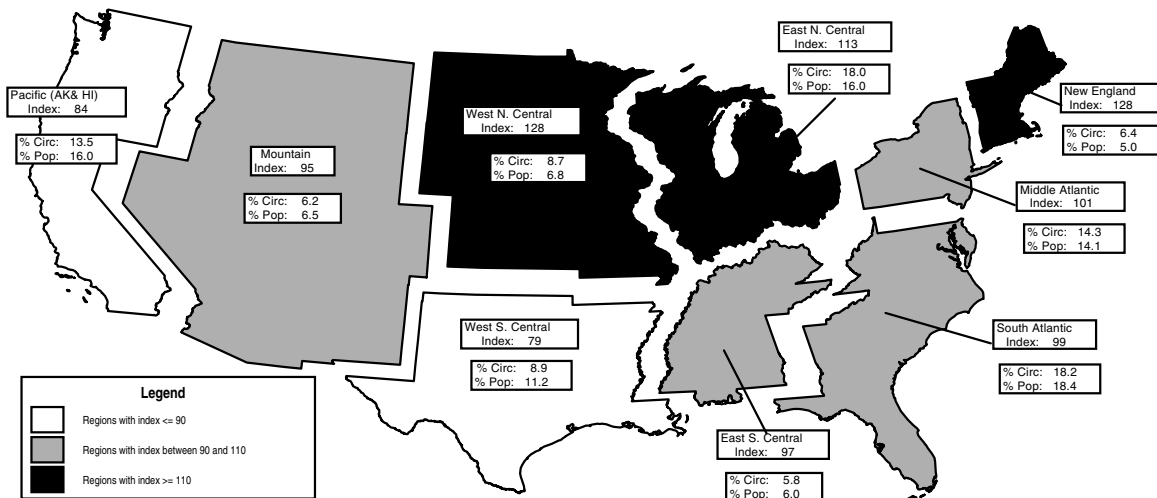
Analysis by State/Province

STATE	PAID CIRCULATION			% OF CIRC.
	SUBSCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	
Maine .....	9,038	131	9,169	
New Hampshire .....	10,133	124	10,257	
Vermont .....	4,302	55	4,357	
Massachusetts .....	55,871	1,490	57,361	
Rhode Island .....	8,035	168	8,203	
Connecticut .....	29,834	386	30,220	
<b>NEW ENGLAND</b>	<b>117,213</b>	<b>2,354</b>	<b>119,567</b>	<b>6.4</b>
New York .....	113,995	1,821	115,816	
New Jersey .....	56,100	1,470	57,570	
Pennsylvania .....	91,602	853	92,455	
<b>MIDDLE ATLANTIC</b>	<b>261,697</b>	<b>4,144</b>	<b>265,841</b>	<b>14.3</b>
Ohio .....	92,116	609	92,725	
Indiana .....	46,273	387	46,660	
Illinois .....	83,568	1,805	85,373	
Michigan .....	71,448	731	72,179	
Wisconsin .....	37,560	219	37,779	
<b>EAST N. CENTRAL</b>	<b>330,965</b>	<b>3,751</b>	<b>334,716</b>	<b>18.0</b>
Minnesota .....	42,098	465	42,563	
Iowa .....	28,815	132	28,947	
Missouri .....	39,380	451	39,831	
North Dakota .....	4,890	21	4,911	
South Dakota .....	6,824	20	6,844	
Nebraska .....	16,174	114	16,288	
Kansas .....	21,912	120	22,032	
<b>WEST N. CENTRAL</b>	<b>160,093</b>	<b>1,323</b>	<b>161,416</b>	<b>8.7</b>
Delaware .....	6,180	109	6,289	
Maryland .....	40,759	474	41,233	
District of Columbia .....	4,880	176	5,056	
Virginia .....	52,097	621	52,718	
West Virginia .....	8,422	81	8,503	
North Carolina .....	56,028	545	56,573	
South Carolina .....	24,313	260	24,573	
Georgia .....	50,923	825	51,748	
Florida .....	90,184	2,061	92,245	
<b>SOUTH ATLANTIC</b>	<b>333,786</b>	<b>5,152</b>	<b>338,938</b>	<b>18.2</b>
Kentucky .....	27,158	167	27,325	
Tennessee .....	36,350	966	37,316	
Alabama .....	26,942	161	27,103	
Mississippi .....	15,720	47	15,767	
<b>EAST S. CENTRAL</b>	<b>106,170</b>	<b>1,341</b>	<b>107,511</b>	<b>5.8</b>
Arkansas .....	11,634	47	11,681	
Louisiana .....	26,034	183	26,217	
Oklahoma .....	19,960	135	20,095	
Texas .....	105,541	1,402	106,943	
<b>WEST S. CENTRAL</b>	<b>163,169</b>	<b>1,767</b>	<b>164,936</b>	<b>8.9</b>

STATE	PAID CIRCULATION			% OF CIRC.
	SUBSCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	
Montana .....	6,348	69	6,417	
Idaho .....	6,216	50	6,266	
Wyoming .....	3,669	33	3,702	
Colorado .....	31,671	471	32,142	
New Mexico .....	9,876	69	9,945	
Arizona .....	29,085	530	29,615	
Utah .....	12,645	131	12,776	
Nevada .....	13,694	347	14,041	
<b>MOUNTAIN</b>	<b>113,204</b>	<b>1,700</b>	<b>114,904</b>	<b>6.2</b>
Alaska .....	4,864	77	4,941	
Washington .....	35,846	581	36,427	
Oregon .....	16,498	256	16,754	
California .....	182,581	2,541	185,122	
Hawaii .....	8,922	139	9,061	
<b>PACIFIC</b>	<b>248,711</b>	<b>3,594</b>	<b>252,305</b>	<b>13.5</b>
U.S. Unclassified .....				
<b>UNITED STATES</b>	<b>1,835,008</b>	<b>25,126</b>	<b>1,860,134</b>	<b>100.0</b>
U.S. Circ. Percent of Grand Total .....				<b>99.2</b>
Poss. & Other Areas .....	2,466		2,466	0.1
<b>U.S. &amp; POSS., etc.</b>	<b>1,837,474</b>	<b>25,126</b>	<b>1,862,600</b>	<b>99.3</b>

CANADA				
Newfoundland .....	30		30	0.6
Nova Scotia .....	93		93	1.8
Prince Edward Island .....	33		33	0.6
New Brunswick .....	95		95	1.8
Quebec .....	261	34	295	5.6
Ontario .....	2,534	225	2,759	52.2
Manitoba .....	265		265	5.0
Saskatchewan .....	346		346	6.5
Alberta .....	750	43	793	15.0
British Columbia .....	466	92	558	10.6
Northwest Territories .....	9		9	0.2
Nunavut .....				
Yukon Territory .....	7		7	0.1
Canadian Unclassified .....				
<b>TOTAL CANADA</b>	<b>4,889</b>	<b>394</b>	<b>5,283</b>	<b>100.0</b>
Canadian Circ. Percent of Grand Total .....				<b>0.3</b>
International .....	1,016	280	1,296	0.1
Other Unclassified .....				
Military or Civilian Personnel Overseas .....	4,702	407	5,109	0.3
<b>GRAND TOTAL</b>	<b>1,848,081</b>	<b>26,207</b>	<b>1,874,288</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: 106,828 copies per issue.
- (c) Airline Frequent Flyer Mile Subscriptions: the average of 96,497 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.

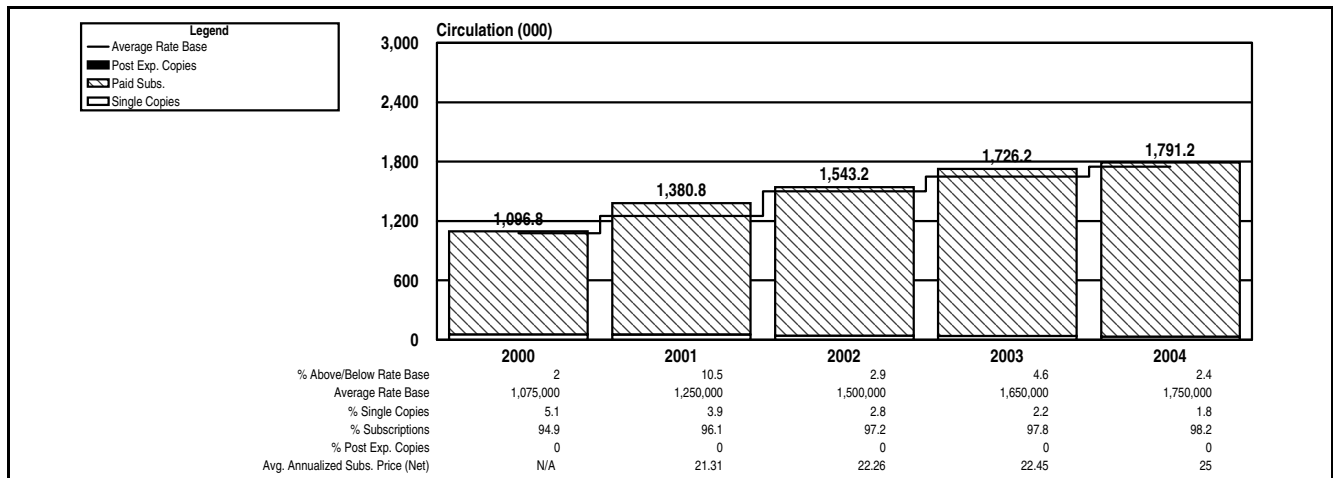
(f) It is the practice of the publisher to expire all subscriptions on a monthly basis; therefore, some subscribers may receive from one to two more issues than entitled to, but no offer of this kind is made to subscribers.

## SUPPLEMENTAL ANALYSIS OF AVERAGE PAID CIRCULATION

(g) Sponsored Subscription Sales, an average of 33,874 copies per issue shown in Par. 4B, and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more.

## 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 (Paid)	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.

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CINDY NORMAN

Sr. Director ESPN

Consumer Products

GEOFF REISS

Sr. V.P., ESPN

Consumer Products

Date Signed: July 30, 2005

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04-0292-5	Analyzed Issue Date	06/20/05
	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