



Audit Bureau
of Circulations

TIME-THE WEEKLY NEWSMAGAZINE

For the six months ended December 31, 2007

Field Served: General News.

Published by Time Inc.

Frequency: 56 times/year

ABC Member # 04-1200-0

PAID & VERIFIED MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

Time-The Weekly Newsmagazine

Paid & Verified Magazine
Publisher's Statement

1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Paid & Verified Circulation: (See Par. 6)					
Subscriptions:					
Paid	3,109,730	92.8			
Verified	134,865	4.0			
Total Paid & Verified Subscriptions	3,244,595	96.8			
Single Copy Sales	107,277	3.2			
Total Paid & Verified Circulation	3,351,872	100.0	3,250,000	101,872	3.1

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$4.95		
Subscription	\$49.00		
Average Subscription Price Annualized (56 issue frequency)		\$32.62	
Average Subscription Price per Copy		\$0.58	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended June 30, 2007.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
July	2 3,115,250	134,594	3,249,844	105,673	3,355,517	Oct.	1 3,052,112	165,831	3,217,943	86,302	3,304,245
	9 3,119,665	130,957	3,250,622	79,604	3,330,226		8 3,082,583	165,029	3,247,612	104,125	3,351,737
	16 3,125,857	123,668	3,249,525	159,405	3,408,930		15 3,105,321	164,001	3,269,322	92,184	3,361,506
	23 3,125,544	120,550	3,246,094	86,208	3,332,302		22 3,109,376	163,165	3,272,541	78,564	3,351,105
	30 3,131,419	118,634	3,250,053	90,533	3,340,586		29 3,136,417	162,168	3,298,585	147,117	3,445,702
Aug.	6 3,128,623	115,853	3,244,476	146,014	3,390,490	Nov.	5 3,064,067	152,272	3,216,339	87,217	3,303,556
	13 3,136,914	114,281	3,251,195	103,857	3,355,052		12 3,073,588	150,483	3,224,071	114,607	3,338,678
	20 3,141,106	113,867	3,254,973	89,338	3,344,311		19 3,053,195	148,494	3,201,689	105,774	3,307,463
	27 3,146,883	112,367	3,259,250	122,604	3,381,854		26 3,057,452	147,137	3,204,589	92,781	3,297,370
Sept.	3 3,113,246	105,517	3,218,763	146,971	3,365,734	Dec.	3 3,065,096	146,414	3,211,510	129,720	3,341,230
	10 3,136,946	104,932	3,241,878	95,465	3,337,343		10 3,092,532	146,858	3,239,390	101,000	3,340,390
	17 3,136,305	103,616	3,239,921	75,533	3,315,454		17 3,105,880	144,015	3,249,895	85,000	3,334,895
	24 3,145,368	102,573	3,247,941	72,562	3,320,503		24 3,123,680	143,514	3,267,194	98,000	3,365,194
							31 3,138,285	140,565	3,278,850	200,315	3,479,165

For six months ended December 31, 2007

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

TIME - THE WEEKLY NEWSMAGAZINE is published in many editions. All domestic editions carry the national advertising, plus specific geographic and targeted advertising pages. Editorial material is basically identical in all editions. All advertisers may use one or more editions. The domestic edition of TIME - THE WEEKLY NEWSMAGAZINE, whose circulation is represented by this statement is, with relatively few exceptions, sold only to residents of the U.S., Bermuda, Puerto Rico and United States Possessions. Canadian subscribers are served their own special edition. All other International countries are served the Europe/Middle East/African, Asian, or South Pacific editions.

Edition	Number of Issues	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Rate Base
TARGETED EDITIONS							
Time Global Business	19	1,481,608	51,155	1,532,763		1,532,763	1,500,000
Time Affluent	3	798,153	25,412	823,565		823,565	800,000
Time Style and Design	3	574,717	2,039	576,756		576,756	550,000

5. TREND ANALYSIS

	2003	%	2004	%	2005	%	2006	%	2007	%
Subscriptions:										
Paid	3,936,447	95.9	3,866,054	95.8	3,887,480	96.3	3,600,657	88.2	3,137,495	93.0
Verified	N/A		N/A		N/A		355,674	8.7	131,649	3.9
Total Paid & Verified Subscriptions	3,936,447	95.9	3,866,054	95.8	3,887,480	96.3	3,956,331	96.9	3,269,144	96.9
Single Copy Sales	167,837	4.1	168,218	4.2	151,028	3.7	126,409	3.1	105,361	3.1
Total Paid & Verified Circulation	4,104,284	100.0	4,034,272	100.0	4,038,508	100.0	4,082,740	100.0	3,374,505	100.0
Year Over Year Percent of Change		-0.2		-1.7		0.1		1.1		-17.3
Avg. Annualized Subscription Price	\$42.81		\$38.14		\$37.79		\$37.36		\$32.62	

6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID & VERIFIED CIRCULATION

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

	Average for Period	% of Circulation
PAID SUBSCRIPTIONS		
Individual Subscriptions*	2,802,229	83.6
Combination Subscriptions*	285,382	8.5
Partnership:		
Deductible*	22,119	0.7
TOTAL PAID SUBSCRIPTIONS	3,109,730	92.8
VERIFIED SUBSCRIPTIONS		
Public Place (See Par. 6A)	94,555	2.8
Individual Use (See Par. 6B)	40,310	1.2
TOTAL VERIFIED SUBSCRIPTIONS	134,865	4.0
TOTAL PAID & VERIFIED SUBSCRIPTIONS	3,244,595	96.8
SINGLE COPY SALES		
Single Issue Sales	107,277	3.2
TOTAL SINGLE COPY SALES	107,277	3.2
TOTAL PAID & VERIFIED CIRCULATION	3,351,872	100.0

*Included in Average Price calculation

6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the statement period to the following public areas:

Verified Subscription: Public Place	Doctor/Health Care		Total Public Place Copies
	Providers	Other	
	94,555		94,555

6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the statement period to the following individuals:

Verified Subscription: Individual Use	Individually Requested	Organization Members	Card Holders (credit/debit)	Service Buyers	Executives	Other	Total Individual Use Copies
	29,053	5,347	4,323	1,315	272		40,310

7. GEOGRAPHIC DATA for the July 2, 2007 issue

Total paid & verified circulation of this issue was 0.1% greater than the total average paid & verified circulation.

Subscription and Single Copy Sales figures are based on the percentage for each State/Province determined by analysis of the January 29, 2007 issue and these percentages are projected against the total for the July 2, 2007 issue.

STATE	PAID SUBSCRIP- TIONS	VERIFIED SUBSCRIP- TIONS	TOTAL PAID & VERIFIED SUBSCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	31,402	1,077	32,479	692	33,171
Arizona	61,444	2,493	63,937	2,542	66,479
Arkansas	17,590	537	18,127	326	18,453
California	402,519	21,648	424,167	18,528	442,695
Colorado	63,135	2,358	65,493	2,580	68,073
Connecticut	57,955	2,137	60,092	1,265	61,357
Delaware	11,016	368	11,384	241	11,625
District of Columbia	9,066	840	9,906	743	10,649
Florida	189,371	8,694	198,065	8,891	206,956
Georgia	72,716	3,840	76,556	3,947	80,503
Idaho	12,850	399	13,249	342	13,591
Illinois	144,413	5,541	149,954	4,756	154,710
Indiana	55,807	1,661	57,468	1,159	58,627
Iowa	28,739	698	29,437	343	29,780
Kansas	29,144	759	29,903	483	30,386
Kentucky	30,212	1,013	31,225	679	31,904
Louisiana	28,992	2,004	30,996	736	31,732
Maine	17,958	510	18,468	437	18,905
Maryland	72,746	3,503	76,249	2,584	78,833
Massachusetts	99,219	3,947	103,166	3,528	106,694
Michigan	108,987	3,550	112,537	2,446	114,983
Minnesota	64,881	1,925	66,806	1,984	68,790
Mississippi	14,796	563	15,359	220	15,579
Missouri	52,711	1,895	54,606	1,284	55,890
Montana	11,138	271	11,409	304	11,713
Nebraska	16,530	461	16,991	388	17,379
Nevada	23,214	875	24,089	1,881	25,970
New Hampshire	19,820	618	20,438	529	20,967
New Jersey	119,114	6,799	125,913	3,675	129,588
New Mexico	19,562	503	20,065	691	20,756
New York	230,249	12,713	242,962	7,755	250,717
North Carolina	77,742	3,558	81,300	2,182	83,482
North Dakota	6,585	135	6,720	76	6,796
Ohio	116,689	4,228	120,917	2,339	123,256
Oklahoma	25,089	759	25,848	578	26,426
Oregon	38,060	1,569	39,629	1,198	40,827
Pennsylvania	145,248	5,150	150,398	3,053	153,451
Rhode Island	13,225	479	13,704	378	14,082
South Carolina	32,062	1,096	33,158	1,023	34,181
South Dakota	7,415	165	7,580	127	7,707
Tennessee	44,508	1,833	46,341	1,477	47,818
Texas	179,538	9,443	188,981	6,775	195,756
Utah	23,534	838	24,372	782	25,154
Vermont	11,018	299	11,317	236	11,553
Virginia	83,924	3,976	87,900	3,631	91,531
Washington	74,649	2,861	77,510	2,731	80,241
West Virginia	12,549	425	12,974	195	13,169
Wisconsin	63,326	1,839	65,165	1,080	66,245
Wyoming	5,508	129	5,637	150	5,787
TOTAL 48 CONTER- MINOUS STATES	3,077,965	132,982	3,210,947	103,970	3,314,917
Alaska	7,282	243	7,525	596	8,121
Hawaii	17,126	476	17,602	883	18,485
TOTAL ALASKA & HAWAII	24,408	719	25,127	1,479	26,606
U.S. Unclassified					
TOTAL UNITED STATES Poss. & Other Areas	3,102,373	133,701	3,236,074	105,449	3,341,523
U.S. & POSS., etc.	3,112,895	134,557	3,247,452	105,673	3,353,125
Canada					
International					
Other Unclassified					
Military or Civilian Personnel Overseas	2,355	37	2,392		2,392
GRAND TOTAL	3,115,250	134,594	3,249,844	105,673	3,355,517

ANALYSIS BY ABCD COUNTY SIZE for the July 2, 2007 issue

County Size	% of Households	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	1,580,497	47.7	119
B	30	986,511	29.8	99
C	15	432,062	13.0	87
D	15	315,847	9.5	64

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

8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended December 31, 2007

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 28 issues).....	207,186	9.7	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	1,935,966	91.1
(b) Seven to eleven months (29 to 51 issues).....	146,757	6.9	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	32,553	1.5
(c) Twelve months (52 to 56 issues).....	1,461,636	68.8	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	157,322	7.4
(d) Thirteen to twenty-four months.....	246,371	11.6	(d) Subscriptions as part of membership in an organization.....	None	
(e) Twenty-five months and more.....	63,891	3.0	Total Subscriptions Sold in Period.....	2,125,841	100.0
Total Subscriptions Sold in Period.....	2,125,841	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium.....	1,808,402	85.1			
(b) Ordered with material reprinted from this publication, See Par. 9.....	54,858	2.6			
(c) Ordered with other premiums, See Par. 9.....	262,581	12.3			
Total Subscriptions Sold in Period.....	2,125,841	100.0			

9. EXPLANATORY

(a) Suggested Retail Prices: Single Copy: No additional prices.

(b) Average non-analyzed non-paid circulation for the 6 month period: 285,802 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 2,593 or 0.1% of average paid subscription circulation.

(d) This publication publishes double issues during the year. Each double issue represents two copies of service during the subscription period. This publication published five double issues during the average price calculation period. The average price and annualized price are based on 56 issues.

(e) 114,607 subscriptions were sold in combination during this statement period.

Combination Publication	Subscriptions Sold	Subscription Term	Price of Combination	Suggested Retail Price
Time For Kids	93,618	28 issues	\$38.70-\$43.00	\$26.87
Sports Illustrated	6,084	28-280 issues	\$28.00-\$195.00	\$44.52-\$445.20
Money	6,027	12-36 issues	\$15.00-\$42.00	\$15.00-\$45.00
Various Newspapers	4,343	Various	Various	Various
Entertainment Weekly	2,153	18-171 issues	\$19.95-\$89.85	\$19.28-\$183.12
Various Magazines	1,511	Various	Various	Various
Fortune	871	25 issues	\$15.00-\$20.00	\$39.95

(f) Partnership Subscription Sales (Deductible): The average of 22,119 copies per issue, shown in Par. 6 and included in Par. 1, represents copies sold in a partnership relationship wherein this publication was bundled with the purchase of a product or service. Purchasers were advised that a portion of the sales price was allocated for a subscription to this publication.

Type of Partnership	Avg. Copies Sold	Subscription Term	Amount Allocated
Various Retailers	20,376	28-56 issues	\$9.95-\$50.00
Home and Garden Shows	1,743	20 issues	\$7.95

(g) Use of Premiums: A printed publication, "TIME Capsule", with no advertised or stated value, was offered with some subscriptions.

Flash cards, a radio, bag, watch, level, booklet, organizer or clock, with no advertised or stated value, was offered with some subscriptions.

Several test offers were made, none of which produced more than one-half of one percent of Total Subscriptions Sold in Period. All of these special offers taken together produced 0.2% of Total Subscriptions Sold in Period.

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

10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2006; Variation from Publisher's Statements

Audit Period Ended [^]	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)
06-30-06	4,000,000	4,053,580	4,062,524	-8,944	-0.2
06-30-05	4,000,000	4,037,209	4,042,163	-4,954	-0.1
06-30-04	4,000,000	4,067,263	4,074,164	-6,901	-0.2
06-30-03	4,000,000	4,115,842	4,103,218	12,624	0.3
06-30-02	4,000,000	4,199,139	4,154,290	44,849	1.1

[^]Effective with the June, 2006 Publisher's Statements, publications were given the option of reporting verified circulation.

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: Time Inc.

TIME-THE WEEKLY NEWSMAGAZINE, published by Time Inc. • Time & Life Building, Rockefeller Center • New York, NY 10020

GENE FOCA

EDWARD R. McCARRICK

Date Signed: January 22, 2008

Consumer Marketing, Vice President

President/Worldwide Publisher

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04-1200-0	Analyzed Issue Date	07/02/07
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.95
	Association Subscription Price	
	U.S. Subscription Price	49.00
	Canadian Subscription Price	
	International Subscription Price	