

AUDIT REPORT
Magazine

FIELD SERVED: POPULAR SCIENCE covers the newest developments in science and technology, new product news and their practical uses in the lives of our readers.

AVERAGE CIRCULATION FOR 12 MONTHS ENDED JUNE 30, 2015:

1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Audited Circulation	Publisher's Statement Claim	Difference	% of Difference
Paid & Verified Circulation: (See Par. 6)				
Subscriptions:				
Paid				
Print	1,085,968	1,091,576	-5,608	-0.5
Digital Issue	65,089	71,530	-6,441	-9.0
Total Paid Subscriptions	<u>1,151,057</u>	<u>1,163,106</u>	<u>-12,049</u>	<u>-1.0</u>
Verified				
Print	37,371	36,605	766	2.1
Total Verified Subscriptions	<u>37,371</u>	<u>36,605</u>	<u>766</u>	<u>2.1</u>
Total Paid & Verified Subscriptions	1,188,428	1,199,711	-11,283	-0.9
Single Copy Sales				
Print	51,181	48,821	2,360	4.8
Digital Issue	46,958	42,380	4,578	10.8
Total Single Copy Sales	<u>98,139</u>	<u>91,201</u>	<u>6,938</u>	<u>7.6</u>
Total Paid & Verified Circulation	1,286,567	1,290,912	-4,345	-0.3
Paid & Verified Rate Base:		to 01/01/15	1,300,000	
		since 01/01/15	1,250,000	
# Above/Below Rate Base (+/-)			11,567	
% Above/Below Rate Base (+/-)			0.9	

2. PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy	\$4.99		
Subscription	\$19.95		
Average Subscription Price Annualized (12 issue frequency)		\$13.12	
Average Subscription Price per Copy		\$1.09	

(1) For the Report period

(2) Represents subscriptions for the 12 months ended December 31, 2014.

ANALYSIS OF AVERAGE CIRCULATION

3. PAID & VERIFIED CIRCULATION BY ISSUE

	Audited Circulation		Total Paid and Verified Circulation					Rate Base		
	Print	Digital Issue	Total Audited Circulation	Print	Digital Issue	Publisher's Statement Claim	Total Publisher's Statement Claim			
2014 Issue										
July	1,214,452	115,549	1,330,001	1,215,835	99,834	1,315,669	14,332	1.1	1,300,000	2.3
Aug.	1,216,111	114,967	1,331,078	1,212,849	99,911	1,312,760	18,318	1.4	1,300,000	2.4
Sept.	1,211,311	117,102	1,328,413	1,210,222	113,665	1,323,887	4,526	0.3	1,300,000	2.2
Oct.	1,199,694	114,794	1,314,488	1,199,320	114,632	1,313,952	536	0.0	1,300,000	1.1
Nov.	1,188,778	112,142	1,300,920	1,191,371	114,169	1,305,540	-4,620	-0.4	1,300,000	0.1
Dec.	1,208,256	111,796	1,320,052	1,201,326	115,465	1,316,791	3,261	0.2	1,300,000	1.5
2015 Issue										
Jan.	1,167,078	112,413	1,279,491	1,168,169	117,942	1,286,111	-6,620	-0.5	1,250,000	2.4
Feb.	1,125,812	111,262	1,237,074	1,134,468	120,086	1,254,554	-17,480	-1.4	1,250,000	-1.0
Mar.	1,140,395	110,031	1,250,426	1,150,003	124,000	1,274,003	-23,577	-1.9	1,250,000	
Apr.	1,134,792	108,680	1,243,472	1,144,782	115,143	1,259,925	-16,453	-1.3	1,250,000	-0.5
May	1,136,726	108,234	1,244,960	1,147,213	117,956	1,265,169	-20,209	-1.6	1,250,000	-0.4
June	1,150,835	107,588	1,258,423	1,148,466	114,096	1,262,562	-4,139	-0.3	1,250,000	0.7
Total Average Circulation	1,174,520	112,047	1,286,567	1,177,002	113,908	1,290,912	-4,345	-0.3	1,275,000	0.9

	Total Paid and Verified Subscriptions															
	Audited Circulation					Publisher's Statement Claim										
	Print	Digital Issue	Total Audited Circulation	Print	Digital Issue	Total Publisher's Statement Claim	Difference	%	Print	Digital Issue	Total Audited Circulation	Print	Digital Issue	Total Publisher's Statement Claim	Difference	%
2014 Issue	1,168,160	73,810	1,241,970	1,168,166	72,413	1,240,579	1,391	0.1	1,129,428	73,810	1,203,238	1,132,315	72,413	1,204,728	-1,490	-0.1
July	1,164,842	73,046	1,237,888	1,164,852	71,918	1,236,770	1,118	0.1	1,127,075	73,046	1,200,121	1,126,790	71,918	1,198,708	1,413	0.1
Aug.	1,159,210	71,418	1,230,628	1,159,220	69,490	1,228,710	1,918	0.2	1,121,709	71,418	1,193,127	1,121,587	69,490	1,191,077	2,050	0.2
Sept.	1,150,707	69,647	1,220,354	1,150,715	69,317	1,220,032	322		1,112,637	69,647	1,182,284	1,113,695	69,317	1,183,012	-728	-0.1
Oct.	1,149,357	67,693	1,217,050	1,149,366	69,105	1,218,471	-1,421	-0.1	1,112,031	67,693	1,179,724	1,111,445	69,105	1,180,550	-826	-0.1
Nov.	1,146,353	64,706	1,211,059	1,146,364	69,068	1,215,432	-4,373	-0.4	1,109,406	64,706	1,174,112	1,107,641	69,068	1,176,709	-2,597	-0.2
Dec.																
2015 Issue	1,092,803	64,657	1,157,460	1,095,772	80,304	1,176,076	-18,616	-1.6	1,057,389	64,657	1,122,046	1,061,451	80,304	1,141,755	-19,709	-1.7
Jan.	1,084,057	61,968	1,146,025	1,093,881	73,219	1,167,100	-21,075	-1.8	1,046,555	61,968	1,108,523	1,058,051	73,219	1,131,270	-22,747	-2.0
Feb.	1,090,247	60,748	1,150,995	1,101,131	76,907	1,178,038	-27,043	-2.3	1,053,018	60,748	1,113,766	1,064,835	76,907	1,141,742	-27,976	-2.5
Mar.	1,088,048	59,700	1,147,748	1,098,995	68,232	1,167,227	-19,479	-1.7	1,051,180	59,700	1,110,880	1,062,617	68,232	1,130,849	-19,969	-1.8
Apr.	1,092,478	58,395	1,150,873	1,104,226	71,100	1,175,326	-24,453	-2.1	1,055,201	58,395	1,113,596	1,068,320	71,100	1,139,420	-25,824	-2.3
May	1,093,804	55,276	1,149,080	1,105,479	67,273	1,172,752	-23,672	-2.0	1,055,985	55,276	1,111,261	1,070,163	67,273	1,137,436	-26,175	-2.3
June																
Total Average Circulation	1,123,339	65,089	1,188,428	1,128,181	71,529	1,199,711	-11,283	-0.9	1,085,968	65,089	1,151,057	1,091,576	71,529	1,163,106	-12,049	-1.0
Verified Subscriptions																
Audited Circulation					Publisher's Statement Claim					Total						
2014 Issue	Print	Digital Issue	Total Audited Circulation	Print	Digital Issue	Total Publisher's Statement Claim	Difference	%	Print	Digital Issue	Total Audited Circulation	Print	Digital Issue	Total Publisher's Statement Claim	Difference	%
July	38,732		38,732	35,851		35,851	2,881	8.0	46,292	41,739	88,031	47,669	27,421	75,090	12,941	17.2
Aug.	37,767		37,767	38,062		38,062	-295	-0.8	51,269	41,921	93,190	47,997	27,993	75,990	17,200	22.6
Sept.	37,501		37,501	37,633		37,633	-132	-0.4	52,101	45,684	97,785	51,002	44,175	95,177	2,608	2.7
Oct.	38,070		38,070	37,020		37,020	1,050	2.8	48,987	45,147	94,134	48,605	45,315	93,920	214	0.2
Nov.	37,326		37,326	37,921		37,921	-595	-1.6	39,421	44,449	83,870	42,005	45,064	87,069	-3,199	-3.7
Dec.	36,947		36,947	38,723		38,723	-1,776	-4.6	61,903	47,090	108,993	54,962	46,397	101,359	7,634	7.5
2015 Issue																
Jan.	35,414		35,414	34,321		34,321	1,093	3.2	74,275	47,756	122,031	72,397	37,638	110,035	11,996	10.9
Feb.	37,502		37,502	35,830		35,830	1,672	4.7	41,755	49,294	91,049	40,587	46,867	87,454	3,595	4.1
Mar.	37,229		37,229	36,296		36,296	933	2.6	50,148	49,283	99,431	48,872	47,093	95,965	3,466	3.6
Apr.	36,868		36,868	36,378		36,378	490	1.3	46,744	48,980	95,724	45,787	46,911	92,698	3,026	3.3
May	37,277		37,277	35,906		35,906	1,371	3.8	44,248	49,839	94,087	42,987	46,856	89,843	4,244	4.7
June	37,819		37,819	35,316		35,316	2,503	7.1	57,031	52,312	109,343	42,987	46,823	89,810	19,533	21.7
Total Average Circulation	37,371		37,371	36,605		36,605	766	2.1	51,181	46,958	98,139	48,821	42,379	91,201	6,938	7.6

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS:

None of record

5. TREND ANALYSIS (See Publisher's Statement for Five Year Trend)

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 Explanatory for full explanation.

	PRINT				DIGITAL Issue				TOTAL			
	Audited Circulation	Publisher's Statement Claim	Difference	% of Difference	Audited Circulation	Publisher's Statement Claim	Difference	% of Difference	Audited Circulation	Publisher's Statement Claim	Difference	% of Difference
PAID SUBSCRIPTIONS												
Individual Subscriptions*	1,008,612	1,015,863	-7,251	-0.7	65,057	71,052	-5,995	-8.4	1,073,669	1,086,915	-13,246	-1.2
Combination Subscriptions*	9,343	7,287	2,056	28.2					9,343	7,287	2,056	28.2
Association:												
Deductible*	18,809		18,809						18,809		18,809	
Award Point*	3,292	581	2,711	466.6					3,292	581	2,711	466.6
Deferred*	1,013	1,013							1,013	1,013		
Partnership:												
Deductible*	19	20,322	-20,303	-99.9					19	20,322	-20,303	-99.9
Sponsored Sales	44,880	46,510	-1,630	-3.5	32	478	-446	-93.3	44,912	46,988	-2,076	-4.4
TOTAL PAID SUBSCRIPTIONS	1,085,968	1,091,576	-5,608	-0.5	65,089	71,530	-6,441	-9.0	1,151,057	1,163,106	-12,049	-1.0
VERIFIED SUBSCRIPTIONS												
Public Place (See Par. 6A)	33,000	33,000							33,000	33,000		
Individual Use (See Par. 6B)	4,371	3,605	766	21.2					4,371	3,605	766	21.2
TOTAL VERIFIED SUBSCRIPTIONS	37,371	36,605	766	2.1					37,371	36,605	766	2.1
TOTAL PAID & VERIFIED SUBSCRIPTIONS	1,123,339	1,128,181	-4,842	-0.4	65,089	71,530	-6,441	-9.0	1,188,428	1,199,711	-11,283	-0.9
SINGLE COPY SALES												
Single Issue Sales	51,181	48,821	2,360	4.8	46,958	42,380	4,578	10.8	98,139	91,201	6,938	7.6
TOTAL SINGLE COPY SALES	51,181	48,821	2,360	4.8	46,958	42,380	4,578	10.8	98,139	91,201	6,938	7.6
TOTAL PAID & VERIFIED CIRCULATION	1,174,520	1,177,002	-2,482	-0.2	112,047	113,910	-1,863	-1.6	1,286,567	1,290,912	-4,345	-0.3

*Included in Average Price calculation

6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

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

Verified Subscription:	Doctor/ Health Care Providers	Personal Care Salons	Transportation Outlets	Automotive Outlets	Education/ Learning Facilities	Public Place Other	Total Public Place Copies
Public Place	20,680	5,722	3,000	2,686	912		33,000

6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

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

Verified Subscription:	Individually Requested	Event Attendees	Individual Use Other	Total Individual Use Copies
Individual Use	4,103	268		4,371

AUDIT STATEMENT

The difference shown in average paid and verified circulation in comparing this report with the Publisher's Statements for the period audited is 4,345 copies per issue deduction.

EXPLANATORY

Suggested Retail Prices: Average Single Copy: Canada, \$5.99. Subscriptions: Canada, 1 yr. \$29.95. International, 1 yr. \$39.95.

Average nonanalyzed nonpaid circulation for the 12 month period: 16,015 copies per issue.

Post expiration copies: None of record.

DESCRIPTION OF DIGITAL - The Digital Issues are published in several popular formats and are exact identical to the print product in format and advertising content. These digital issues are available at www.amazon.com/kindle, www.barnesandnoble.com/Nook, www.zinio.com and <https://play.google.com>. In addition, an enhanced digital issue, known as Popular Science+, is published in an interactive format for electronic tablet devices. It contains all of the editorial material in the print edition, plus additional editorial features. During this statement period, Popular Science+ contained all of the display advertising that appeared in the print versions except for that which was specifically excluded at the advertiser's request. It is available at www.app.com/itunes.

Combination Subscriptions: The average of 9,343 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served from combination subscription programs during this report period:

Combination Publication	Subscriptions Served	Subscription Term	Price of Combination	Suggested Retail Prices
Road & Track	9,343	9-12 issues	\$22.00	\$8.00-\$22.00

Association (Deductible): The average of 18,809 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to members of Science Centers. \$9.00 is allocated for a 1 year subscription to this publication.

Award Point Subscription Sales: The average of 3,292 copies per issue, shown in Par. 6 and included in Par. 1, includes the following:

An average of 3,129 copies per issue represents copies served to subscribers in exchange for the redemption of Airline Frequent Flyer Miles. These subscriptions were sold at 12 issues for \$12.00, in exchange for the redemption of 400 points at the rate of \$0.03 per mile.

An average of 163 copies per issue represents copies purchased through the redemption of award points valued at \$0.02 or \$1.00 per point.

Deferred Subscriptions: The average of 1,013 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served from returns a month or more after the on-sale date.

Partnership Subscription Sales (Deductible): The average of 19 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served in a partnership relationship wherein this publication was bundled with the purchase of a product or service. Purchasers were advised that \$9.00-\$15.00 of the sales price was allocated for a 1 year subscription to this publication.

Sponsored Subscription Sales: The average of 44,912 copies per issue (44,880 Print copies, 32 Digital Issue copies), shown in Par. 6 and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more.

Pursuant to a review by the AAM Board of Directors, copies distributed through the Next Issue Media Unlimited program are reported as paid single copy sales based on consumer payment for the program and consumer's request for this specific magazine. Included in Digital Issue single copy sales is an average of 45,813 copies per issue from this program.

An average of 4,103 copies are included in Verified Individually Requested that were served to subscribers that ordered the magazine for which payment was not received.

To Members of the Alliance for Audited Media:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examination was made in accordance with AAM's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average circulation.

Alliance for Audited Media

04-0900-0	Analyzed Issue Date	08/01/14
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.99
	Association Subscription Price	9.00
	U.S. Subscription Price	19.95
	Canadian Subscription Price	29.95
	International Subscription Price	39.95