



Audit Bureau
of Circulations



For the six months ended June 30, 2011

Field Served: A general interest magazine covering modern American culture, politics and arts, with special interest in music.

Published by Wenner Media LLC

Frequency: 26 times/year

ABC Member # 04-0998-0

**PAID & VERIFIED
MAGAZINE
PUBLISHER'S STATEMENT**

Subject to Audit

Rolling Stone

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					
Print	1,310,431	89.3			
Digital (Replica)	13,408	0.9			
Total Paid Subscriptions	1,323,839	90.2			
Verified					
Print	50,255	3.4			
Total Verified Subscriptions	50,255	3.4			
Total Paid & Verified Subscriptions	1,374,094	93.6			
Single Copy Sales					
Print	93,122	6.4			
Digital (Replica)	523	0.0			
Total Single Copy Sales	93,645	6.4			
Total Paid & Verified Circulation	1,467,739	100.0	1,450,000	17,739	1.2

2. PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy Subscription	\$4.99		
Average Subscription Price Annualized (26 issue frequency)	\$39.96		
Average Subscription Price per Copy (See Par. 9)		\$21.26	\$0.89

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2010.

For six months ended June 30, 2011

3. PAID & VERIFIED CIRCULATION BY ISSUE OF PRINT AND DIGITAL REPLICA

Issue	Paid Subscriptions			Verified Subscriptions			Single Copy Sales			Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital (Replica)	Total Paid & Verified Circulation	
	Print	Digital (Replica)	Total Paid Subscriptions	Print	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Digital (Replica)	Total Single Copy Sales				
Jan.	29	1,213,985	9,531	1,223,516	72,755	72,755	1,296,271	66,795	308	67,103	1,353,535	9,839	1,363,374
Feb.	3	1,263,613	10,429	1,274,042	72,755	72,755	1,346,797	93,850	228	94,078	1,430,218	10,657	1,440,875
	17	1,297,785	11,179	1,308,964	72,755	72,755	1,381,719	62,543	242	62,785	1,433,083	11,421	1,444,504
Mar.	3	1,304,753	11,628	1,316,381	72,755	72,755	1,389,136	88,159	396	88,555	1,465,667	12,024	1,477,691
	17	1,295,315	12,168	1,307,483	72,755	72,755	1,380,238	83,756	372	84,128	1,451,826	12,540	1,464,366
	31	1,332,216	13,274	1,345,490	72,755	72,755	1,418,245	156,973	2,275	159,248	1,561,944	15,549	1,577,493
Apr.	14	1,346,504	14,063	1,360,567	72,755	72,755	1,433,322	83,828	507	84,335	1,503,087	14,570	1,517,657
	28	1,355,922	14,942	1,370,864	2,755	2,755	1,373,619	92,564	682	93,246	1,451,241	15,624	1,466,865
May	12	1,341,855	15,466	1,357,321	2,755	2,755	1,360,076	90,862	354	91,216	1,435,472	15,820	1,451,292
	26	1,334,439	15,725	1,350,164	2,755	2,755	1,352,919	104,710	319	105,029	1,441,904	16,044	1,457,948
June	9	1,307,753	16,113	1,323,866	42,755	42,755	1,366,621	101,669	340	102,009	1,452,177	16,453	1,468,630
	23	1,331,026	16,374	1,347,400	42,755	42,755	1,390,155	91,756	252	92,008	1,465,537	16,626	1,482,163

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2006	%	2007	%	2008	%	2009	%	2010	%
Subscriptions:										
Paid	1,258,487	86.9	1,303,191	90.2	1,280,905	87.6	1,307,506	88.7	1,296,160	88.4
Verified	54,159	3.7	8,961	0.6	55,243	3.8	58,925	4.0	67,596	4.6
Total Paid & Verified Subscriptions	1,312,646	90.6	1,312,152	90.8	1,336,148	91.4	1,366,431	92.7	1,363,756	93.0
Single Copy Sales	135,446	9.4	133,341	9.2	125,151	8.6	107,138	7.3	102,328	7.0
Total Paid & Verified Circulation	1,448,092	100.0	1,445,493	100.0	1,461,299	100.0	1,473,569	100.0	1,466,084	100.0
Year Over Year Percent of Change		10.6		-0.2		1.1		0.8		-0.5
Avg. Annualized Subscription Price	\$17.81		\$15.58		\$15.99		\$18.85		\$19.33	

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.

	Print Average for Period	Digital (Replica) Average for Period	Total	% of Circulation
PAID SUBSCRIPTIONS				
Individual Subscriptions*	990,229	13,408	1,003,637	68.4
Club/Membership:				
Deductible*	4,777		4,777	0.3
Award Point*	4,018		4,018	0.3
Partnership:				
Deductible*	311,407		311,407	21.2
TOTAL PAID SUBSCRIPTIONS	1,310,431	13,408	1,323,839	90.2
VERIFIED SUBSCRIPTIONS				
Public Place (See Par. 6A)	50,255		50,255	3.4
TOTAL VERIFIED SUBSCRIPTIONS	50,255		50,255	3.4
TOTAL PAID & VERIFIED SUBSCRIPTIONS	1,360,686	13,408	1,374,094	93.6
SINGLE COPY SALES				
Single Issue Sales	93,122	523	93,645	6.4
TOTAL SINGLE COPY SALES	93,122	523	93,645	6.4
TOTAL PAID & VERIFIED CIRCULATION	1,453,808	13,931	1,467,739	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:	Doctor/Health Care Providers	Personal Care Salons	Fitness/ Recreational Facilities	Business/ Professional Services	Education/ Learning Facilities	Other	Total Public Place Copies
Public Place	36,220	5,572	2,926	1,622	1,158	2,757	50,255

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:

None

7. GEOGRAPHIC DATA for the March 31, 2011 issue

Total paid & verified circulation of this issue was 7.5% greater than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	16,325	93	16,418	1,141	17,559
Arizona	23,512	1,414	24,926	2,585	27,511
Arkansas	9,682	42	9,724	681	10,405
California	185,605	14,127	199,732	19,731	219,463
Colorado	32,083	1,400	33,483	2,976	36,459
Connecticut	19,832	1,947	21,779	1,525	23,304
Delaware	3,952	263	4,215	399	4,614
District of Columbia	3,709	398	4,107	1,467	5,574
Florida	68,970	5,800	74,770	9,924	84,694
Georgia	35,088	1,324	36,412	3,749	40,161
Idaho	5,188	19	5,207	297	5,504
Illinois	57,240	4,824	62,064	6,233	68,297
Indiana	36,112	440	36,552	2,086	38,638
Iowa	10,990	92	11,082	817	11,899
Kansas	10,067	97	10,164	650	10,814
Kentucky	16,499	103	16,602	1,203	17,805
Louisiana	16,134	69	16,203	1,288	17,491
Maine	6,781	33	6,814	692	7,506
Maryland	21,863	3,127	24,990	2,168	27,158
Massachusetts	45,324	2,305	47,629	4,313	51,942
Michigan	43,067	2,715	45,782	5,246	51,028
Minnesota	21,523	1,387	22,910	2,660	25,570
Mississippi	8,409	286	8,695	758	9,453
Missouri	23,814	1,160	24,974	1,813	26,787
Montana	4,611	31	4,642	612	5,254
Nebraska	7,039	68	7,107	707	7,814
Nevada	9,530	421	9,951	1,852	11,803
New Hampshire	7,835	446	8,281	779	9,060
New Jersey	39,879	5,308	45,187	4,567	49,754
New Mexico	8,751	24	8,775	787	9,562
New York	85,706	7,699	93,405	11,583	104,988
North Carolina	40,235	700	40,935	3,563	44,498
North Dakota	2,706	21	2,727	190	2,917
Ohio	56,725	1,800	58,525	3,774	62,299
Oklahoma	12,599	87	12,686	941	13,627
Oregon	15,483	828	16,311	1,773	18,084
Pennsylvania	63,476	3,742	67,218	5,576	72,794
Rhode Island	6,038	22	6,060	560	6,620
South Carolina	15,806	97	15,903	1,347	17,250
South Dakota	3,225	23	3,248	215	3,463
Tennessee	22,584	697	23,281	2,512	25,793
Texas	90,134	3,775	93,909	8,337	102,246
TOTAL 48 CONTERMINOUS STATES	1,322,803	72,745	1,395,548	135,176	1,530,724
Alaska	2,821	1	2,822	359	3,181
Hawaii	3,690	2	3,692	629	4,321
TOTAL ALASKA & HAWAII	6,511	3	6,514	988	7,502
U.S. Unclassified		3	3	2,098	2,101
TOTAL UNITED STATES	1,329,314	72,751	1,402,065	138,262	1,540,327
Poss. & Other Areas	938	4	942	5	947
U.S. & POSS., etc.	1,330,252	72,755	1,403,007	138,267	1,541,274
CANADA					
Alberta	1,443		1,443	3,494	4,937
British Columbia	1,342		1,342	3,079	4,421
Manitoba	462		462	777	1,239
New Brunswick	251		251	349	600
Newfoundland/Labrador	103		103	138	241
Northwest Territories	21		21	45	66
Nova Scotia	291		291	343	634
Nunavut	7		7	9	16
Ontario	5,603		5,603	6,262	11,865
Prince Edward Island	93		93	30	123
Quebec	1,114		1,114	1,297	2,411
Saskatchewan	673		673	653	1,326
Yukon Territory	20		20	39	59
Canadian Unclassified					
TOTAL CANADA	11,423		11,423	16,515	27,938
International	2,404		2,404	4,280	6,684
Other Unclassified					
Military or Civilian Personnel Overseas	1,411		1,411	186	1,597
GRAND TOTAL	1,345,490	72,755	1,418,245	159,248	1,577,493

ANALYSIS BY ABCD COUNTY SIZE for the March 31, 2011 issue

County Size	% of Households	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	724,860	47.3	118
B	30	450,005	29.4	98
C	15	197,049	12.9	86
D	15	158,810	10.4	69

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 June 30, 2011

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 12 issues).....	67,076	9.4	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	581,208	82.0
(b) Seven to eleven months (13 to 24 issues).....	1,805	0.3	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	117,291	16.5
(c) Twelve months (25 to 27 issues).....	465,961	65.7	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	9,354	1.3
(d) Thirteen to twenty-four months (28 to 52 issues).....	128,367	18.1	(d) Subscriptions as part of membership in an organization.....	1,446	0.2
(e) Twenty-five months and more.....	46,090	6.5	Total Subscriptions Sold in Period.....	709,299	100.0
Total Subscriptions Sold in Period.....	709,299	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium.....	693,691	97.8			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums, See Par. 9.....	15,608	2.2			
Total Subscriptions Sold in Period.....	709,299	100.0			

9. EXPLANATORY

(a) Suggested Retail Prices: Subscriptions: Canada, 1 yr. \$52.00. International, 1 yr. \$80.00.

(b) Average non-analyzed non-paid circulation for the 6 month period: 33,734 copies per issue.

(c) Post expiration copies: None.

(d) DESCRIPTION OF DIGITAL (Replica) - The Digital Edition is an exact replica of the print product in format and advertising content. The Digital Edition is available at www.zinio.com and www.nook.com.

(e) This publication publishes double issues during the year. Each double issue represents two copies of service during the subscription period. This publication published two double issues during the average calculation period. The average price is based on 24 issues and the annualized price is based on 26 issues.

(f) Included in Individual Subscriptions in Par. 6 is an average of 17,271 copies per issue served to lifetime subscribers. Subscribers paid between \$49.00 and \$99.00 for the lifetime subscriptions.

(g) Club/Membership Subscription Sales (Deductible): The average of 4,777 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to members of EMP and Rock Hall of Fame Museums. \$19.97 of the club membership fee is allocated for a 1 year subscription to this publication.

(h) Partnership Subscription Sales (Deductible): The average of 311,407 copies per issue, shown in Par. 6 and included in Par. 1, represents copies sold in partnership relationships wherein this publication was bundled with the purchase of other music products or services. Purchasers were advised that between \$6.00 to \$12.97 of the sales price was allocated to this publication for between 12 to 26 issue subscriptions. The purchaser was able to deduct the amount of the magazine subscription. The deduction was processed as a rebate.

(i) Award Point Subscription Sales: The average of 4,018 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to subscribers in exchange for the redemption of Airline Frequent Flyer Miles. These subscriptions were sold at 26 issues for \$21.00, in exchange for the redemption of 700 points at the rate of \$0.03 per point.

(j) Use of Premiums: Discount Cards, a CD, Posters, Calendar, T-Shirts, Tote Bag, Music Book and Frequent Flier Miles, with no advertised or stated values, as well as Gift Cards, with a value of \$25.00 each, were offered with some subscriptions sold for 12 to 52 issues for between \$6.99 to \$30.00.

(k) This publication uses a common end of month expire date.

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2009; 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)
12-31-09	1,450,000	1,476,907	1,473,569	3,338	0.2
12-31-08	(a)	1,468,530	1,461,300	7,230	0.5
12-31-07	1,400,000	1,472,264	1,445,493	26,771	1.9
12-31-06	(b)	1,460,487	1,448,092	12,395	0.9
12-31-05	(c)	1,294,356	1,309,116	-14,760	-1.1

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

(a) Effective 01/01/08 changed from 1,400,000 to 1,450,000

(b) Effective 01/01/06 changed from 1,300,000 to 1,400,000

(c) Effective 01/01/05 changed from 1,250,000 to 1,300,000

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: Wenner Media LLC

ROLLING STONE, published by Wenner Media LLC • 1290 Avenue of the Americas • New York, NY 10104

JOHN REESE

Executive Director, Consumer Marketing

P: 212.484.4309 • F: 212.484.4247 • URL: www.rollingstone.com

MATTHEW MASTRANGELO

Publisher

Date Signed: July 27, 2011

Established: 1967

ABC Member since: 1971

04-0998-0	Analyzed Issue Date	03/31/11
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.99
	Association Subscription Price	
	U.S. Subscription Price	39.96
	Canadian Subscription Price	52.00
	International Subscription Price	80.00