



**PAID, VERIFIED &
ANALYZED
NON-PAID MAGAZINE
PUBLISHER'S STATEMENT**

Subject to Audit

Diabetes Forecast

For the six months ended June 30, 2009

Field Served: DIABETES FORECAST is the premier lifestyle magazine for people with diabetes, helping them and their families live healthy and fulfilling lives. It provides comprehensive, accurate, and timely information and support on all aspects of diabetes, including diet, fitness, self-care, and research breakthroughs.

Definition of List Source Recipients: Members of the American Association of Diabetes Educators and the Diabetes Care and Education Group of the American Dietetic Association.

Method of Circulation for Analyzed Non-Paid Circulation: Mailed to individual recipients via 2nd class mail.

Published by American Diabetes Association

Frequency: 12 times/year

ABC Member # 04-0240-5

Diabetes Forecast

1. TOTAL AVERAGE PAID, VERIFIED & ANALYZED NON-PAID CIRCULATION

| | Average for the Statement Period | % | Rate Base | Above (Below) | % Above (Below) |
|---|----------------------------------|--------------|---------------------|---------------|-----------------|
| Paid, Verified & Analyzed Non-Paid Circulation: (See Par. 6) | | | | | |
| Subscriptions: | | | | | |
| Paid | 462,791 | 91.2 | | | |
| Verified | 33,000 | 6.5 | | | |
| Total Paid & Verified Subscriptions | 495,791 | 97.7 | | | |
| Single Copy Sales | 1,467 | 0.3 | | | |
| Total Paid & Verified Circulation | 497,258 | 98.0 | 445,000 | 52,258 | 11.7 |
| Total Analyzed Non-Paid Circulation | 10,222 | 2.0 | None Claimed | | |
| Total Paid, Verified & Analyzed Non-Paid Circulation | 507,480 | 100.0 | None Claimed | | |

Paid, Verified & Analyzed Non-Paid Magazine Publisher's Statement

2. PRICES

| | Suggested Retail Prices (1) | Average Price (2) Net | Gross (Optional) |
|--|-----------------------------|--------------------------|------------------|
| Average Single Copy Subscription | \$4.99 | | |
| Average Subscription Price Annualized (12 issue frequency) | \$28.00 | | |
| Average Subscription Price per Copy | | \$13.56 | \$1.13 |

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2008.

3. PAID, VERIFIED & ANALYZED NON-PAID CIRCULATION BY ISSUE

| Issue | Paid Subscriptions | Verified Subscriptions | Total Paid & Verified Subscriptions | Single Copy Sales | Total Paid & Verified Circulation | Analyzed Non-Paid | Total Paid, Verified, & Analyzed Non-Paid |
|-------|--------------------|------------------------|-------------------------------------|-------------------|-----------------------------------|-------------------|---|
| Jan. | 491,025 | 33,000 | 524,025 | 1,377 | 525,402 | 10,343 | 535,745 |
| Feb. | 474,634 | 33,000 | 507,634 | 1,317 | 508,951 | 10,311 | 519,262 |
| Mar. | 470,510 | 33,000 | 503,510 | 1,288 | 504,798 | 10,252 | 515,050 |
| Apr. | 456,788 | 33,000 | 489,788 | 2,414 | 492,202 | 10,203 | 502,405 |
| May | 446,279 | 33,000 | 479,279 | 1,242 | 480,521 | 10,129 | 490,650 |
| June | 437,507 | 33,000 | 470,507 | 1,161 | 471,668 | 10,091 | 481,759 |

For six months ended June 30, 2009

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

| | 2004 | % | 2005 | % | 2006 | % | 2007 | % | 2008 | % |
|---|----------------|--------------|----------------|--------------|----------------|--------------|----------------|--------------|----------------|--------------|
| Subscriptions: | | | | | | | | | | |
| Paid | 426,314 | 94.6 | 461,215 | 95.3 | 460,339 | 94.3 | 478,561 | 96.4 | 431,274 | 88.4 |
| Verified | N/A | | N/A | | 5,700 | 1.2 | 834 | 0.2 | 42,167 | 8.6 |
| Total Paid & Verified Subscriptions | 426,314 | 94.6 | 461,215 | 95.3 | 466,039 | 95.5 | 479,395 | 96.6 | 473,441 | 97.0 |
| Single Copy Sales | 8,315 | 1.8 | 6,441 | 1.3 | 2,532 | 0.5 | 1,852 | 0.4 | 1,634 | 0.4 |
| Total Paid & Verified Circulation | 434,629 | 96.4 | 467,656 | 96.6 | 468,571 | 96.0 | 481,247 | 97.0 | 475,075 | 97.4 |
| Year Over Year Percent of Change | | 4.0 | | 7.6 | | 0.2 | | 2.7 | | -1.3 |
| Total Analyzed Non-Paid Circ. | 16,074 | 3.6 | 16,446 | 3.4 | 19,438 | 4.0 | 14,660 | 3.0 | 12,922 | 2.6 |
| Year Over Year Percent of Change | | -0.6 | | 2.3 | | 18.2 | | -24.6 | | -11.9 |
| Total Paid, Verified & Analyzed Non-Paid Circ. | 450,703 | 100.0 | 484,102 | 100.0 | 488,009 | 100.0 | 495,907 | 100.0 | 487,997 | 100.0 |
| Year Over Year Percent of Change | | 3.8 | | 7.4 | | 0.8 | | 1.6 | | -1.6 |
| Avg. Annualized Subscription Price | \$15.96 | | \$15.60 | | \$19.56 | | \$15.96 | | \$14.76 | |

6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID, VERIFIED & ANALYZED NON-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.

| | Average for Period | % of Circulation |
|---|--------------------|------------------|
| PAID SUBSCRIPTIONS | | |
| Association: | | |
| Non-Deductible* | 373,654 | 73.6 |
| Award Point* | 72,614 | 14.3 |
| Sponsored Sales | 16,523 | 3.3 |
| TOTAL PAID SUBSCRIPTIONS | 462,791 | 91.2 |
| VERIFIED SUBSCRIPTIONS | | |
| Public Place (See Par. 6A) | 33,000 | 6.5 |
| TOTAL VERIFIED SUBSCRIPTIONS | 33,000 | 6.5 |
| TOTAL PAID & VERIFIED SUBSCRIPTIONS | 495,791 | 97.7 |
| SINGLE COPY SALES | | |
| Single Issue Sales | 1,467 | 0.3 |
| TOTAL SINGLE COPY SALES | 1,467 | 0.3 |
| TOTAL PAID & VERIFIED CIRCULATION | 497,258 | 98.0 |
| ANALYZED NON-PAID | | |
| List Source | 10,222 | 2.0 |
| TOTAL ANALYZED NON-PAID | 10,222 | 2.0 |
| TOTAL PAID, VERIFIED & ANALYZED NON-PAID | 507,480 | 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 | | Total Public Place Copies |
|------------------------|--------------------|-------|---------------------------|
| | Providers | Other | |
| Public Place | 33,000 | | 33,000 |

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 April, 2009 issue

Total paid & verified circulation of this issue was 1.0% less than the total average paid & verified circulation.

Total analyzed non-paid circulation of this issue was 0.2% less than the total average analyzed non-paid circulation.

| STATE | PAID SUBSCRIPTIONS | VERIFIED SUBSCRIPTIONS | TOTAL PAID & VERIFIED SUBSCRIPTIONS | SINGLE COPY SALES | TOTAL PAID & VERIFIED CIRCULATION | ANALYZED NON-PAID | TOTAL CIRCULATION | STATE | PAID SUBSCRIPTIONS | VERIFIED SUBSCRIPTIONS | TOTAL PAID & VERIFIED SUBSCRIPTIONS | SINGLE COPY SALES | TOTAL PAID & VERIFIED CIRCULATION | ANALYZED NON-PAID | TOTAL CIRCULATION |
|----------------------|--------------------|------------------------|-------------------------------------|-------------------|-----------------------------------|-------------------|-------------------|-------------------------------------|--------------------|------------------------|-------------------------------------|-------------------|-----------------------------------|-------------------|-------------------|
| Alabama | 5,839 | 318 | 6,157 | 99 | 6,256 | 97 | 6,353 | Ohio | 19,058 | 618 | 19,676 | 91 | 19,767 | 419 | 20,186 |
| Arizona | 9,507 | 654 | 10,161 | 39 | 10,200 | 178 | 10,378 | Oklahoma | 4,959 | 309 | 5,268 | 19 | 5,287 | 146 | 5,433 |
| Arkansas | 3,272 | 168 | 3,440 | 24 | 3,464 | 62 | 3,526 | Oregon | 7,196 | 243 | 7,439 | 9 | 7,448 | 116 | 7,564 |
| California | 46,175 | 8,679 | 54,854 | 130 | 54,984 | 849 | 55,833 | Pennsylvania | 22,842 | 1,338 | 24,180 | 99 | 24,279 | 510 | 24,789 |
| Colorado | 6,928 | 285 | 7,213 | 43 | 7,256 | 143 | 7,399 | Rhode Island | 1,565 | 258 | 1,823 | 3 | 1,826 | 45 | 1,871 |
| Connecticut | 6,464 | 471 | 6,935 | 17 | 6,952 | 103 | 7,055 | South Carolina | 5,366 | 249 | 5,615 | 27 | 5,642 | 141 | 5,783 |
| Delaware | 1,701 | 132 | 1,833 | 6 | 1,839 | 23 | 1,862 | South Dakota | 1,257 | 48 | 1,305 | 8 | 1,313 | 45 | 1,358 |
| District of Columbia | 887 | 108 | 995 | 3 | 998 | 24 | 1,022 | Tennessee | 8,450 | 435 | 8,885 | 70 | 8,955 | 197 | 9,152 |
| Florida | 28,426 | 2,109 | 30,535 | 119 | 30,654 | 391 | 31,045 | Texas | 27,625 | 1,971 | 29,596 | 211 | 29,807 | 570 | 30,377 |
| Georgia | 11,803 | 996 | 12,799 | 128 | 12,927 | 246 | 13,173 | Utah | 3,428 | 81 | 3,509 | 11 | 3,520 | 52 | 3,572 |
| Idaho | 1,944 | 126 | 2,070 | 5 | 2,075 | 61 | 2,136 | Vermont | 1,202 | 54 | 1,256 | 1 | 1,257 | 29 | 1,286 |
| Illinois | 20,677 | 1,299 | 21,976 | 78 | 22,054 | 492 | 22,546 | Virginia | 13,861 | 549 | 14,410 | 58 | 14,468 | 299 | 14,767 |
| Indiana | 8,869 | 432 | 9,301 | 51 | 9,352 | 241 | 9,593 | Washington | 12,046 | 708 | 12,754 | 35 | 12,789 | 269 | 13,058 |
| Iowa | 5,035 | 147 | 5,182 | 20 | 5,202 | 154 | 5,356 | West Virginia | 2,544 | 489 | 3,033 | 14 | 3,047 | 64 | 3,111 |
| Kansas | 5,643 | 162 | 5,805 | 17 | 5,822 | 90 | 5,912 | Wisconsin | 9,981 | 333 | 10,314 | 64 | 10,378 | 288 | 10,666 |
| Kentucky | 4,934 | 300 | 5,234 | 25 | 5,259 | 191 | 5,450 | Wyoming | 880 | 57 | 937 | 6 | 943 | 25 | 968 |
| Louisiana | 5,331 | 408 | 5,739 | 39 | 5,778 | 120 | 5,898 | TOTAL 48 CONTERMINOUS STATES | 450,188 | 33,000 | 483,188 | 2,156 | 485,344 | 10,057 | 495,401 |
| Maine | 2,656 | 138 | 2,794 | 18 | 2,812 | 57 | 2,869 | Alaska | 1,200 | | 1,200 | 8 | 1,208 | 40 | 1,248 |
| Maryland | 11,211 | 528 | 11,739 | 43 | 11,782 | 258 | 12,040 | Hawaii | 3,129 | | 3,129 | 14 | 3,143 | 64 | 3,207 |
| Massachusetts | 10,596 | 660 | 11,256 | 43 | 11,299 | 289 | 11,588 | TOTAL ALASKA & HAWAII | 4,329 | | 4,329 | 22 | 4,351 | 104 | 4,455 |
| Michigan | 17,439 | 987 | 18,426 | 103 | 18,529 | 380 | 18,909 | U.S. Unclassified | | | | | | | |
| Minnesota | 10,266 | 399 | 10,665 | 54 | 10,719 | 263 | 10,982 | TOTAL UNITED STATES | 454,517 | 33,000 | 487,517 | 2,178 | 489,695 | 10,161 | 499,856 |
| Mississippi | 2,898 | 183 | 3,081 | 17 | 3,098 | 73 | 3,171 | Poss. & Other Areas | 779 | | 779 | 4 | 783 | 33 | 816 |
| Missouri | 9,303 | 393 | 9,696 | 35 | 9,731 | 228 | 9,959 | U.S. & POSS., etc. | 455,296 | 33,000 | 488,296 | 2,182 | 490,478 | 10,194 | 500,672 |
| Montana | 1,765 | 66 | 1,831 | 3 | 1,834 | 62 | 1,896 | Canada | 555 | | 555 | 214 | 769 | | 769 |
| Nebraska | 2,939 | 117 | 3,056 | 12 | 3,068 | 111 | 3,179 | International | 799 | | 799 | 18 | 817 | | 817 |
| Nevada | 3,262 | 378 | 3,640 | 14 | 3,654 | 49 | 3,703 | Other Unclassified | | | | | | | |
| New Hampshire | 2,625 | 141 | 2,766 | 17 | 2,783 | 86 | 2,869 | Military or Civilian | | | | | | | |
| New Jersey | 14,936 | 1,665 | 16,601 | 44 | 16,645 | 360 | 17,005 | Personnel Overseas | 138 | | 138 | | 138 | 9 | 147 |
| New Mexico | 2,587 | 96 | 2,683 | 18 | 2,701 | 74 | 2,775 | GRAND TOTAL | 456,788 | 33,000 | 489,788 | 2,414 | 492,202 | 10,203 | 502,405 |
| New York | 28,818 | 2,145 | 30,963 | 97 | 31,060 | 758 | 31,818 | | | | | | | | |
| North Carolina | 11,837 | 492 | 12,329 | 60 | 12,389 | 298 | 12,687 | | | | | | | | |
| North Dakota | 1,355 | 78 | 1,433 | 9 | 1,442 | 31 | 1,473 | | | | | | | | |

ANALYSIS BY ABCD COUNTY SIZE for the April, 2009 issue

| County Size | % of Households | Total Paid & Verified Circulation | Analyzed Non-Paid | Total Paid, Verified & Analyzed Non-Paid | % of Total Circulation | Index (% of Circulation/ % of Households) |
|-------------|-----------------|-----------------------------------|-------------------|--|------------------------|---|
| A | 40 | 205,801 | 4,006 | 209,807 | 42.4 | 106 |
| B | 30 | 150,821 | 3,076 | 153,897 | 31.1 | 104 |
| C | 15 | 69,496 | 1,646 | 71,142 | 14.3 | 95 |
| D | 15 | 59,226 | 1,329 | 60,555 | 12.2 | 81 |

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, 2009

| A. DURATION | % | C. CHANNELS | % |
|--|---------------|---|---------------|
| (a) One to six months (1 to 6 issues)..... | 682 0.3 | (a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers..... | None |
| (b) Seven to eleven months (7 to 11 issues)..... | 281 0.2 | (b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling..... | None |
| (c) Twelve months (12 issues)..... | 162,966 93.1 | (c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations..... | None |
| (d) Thirteen to twenty-four months..... | 10,260 5.9 | (d) Subscriptions as part of membership in an organization, See Par. 9..... | 174,988 100.0 |
| (e) Twenty-five months and more | 799 0.5 | Total Subscriptions Sold in Period | 174,988 100.0 |
| Total Subscriptions Sold in Period | 174,988 100.0 | | |
| B. USE OF PREMIUMS | | | |
| (a) Ordered without premium | 174,988 100.0 | | |
| (b) Ordered with material reprinted from this publication..... | None | | |
| (c) Ordered with other premiums | None | | |
| Total Subscriptions Sold in Period | 174,988 100.0 | | |

9. EXPLANATORY

- (a) Suggested Retail Prices: Subscriptions: U.S., 2 yrs. \$28.00. Canada, 1 yr. \$68.00. International, 1 yr. \$98.00.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 5,017 copies per issue.
- (c) Post expiration copies: None.
- (d) Association (Non-Deductible): The average of 373,654 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to members of the American Diabetes Association (ADA). Benefits include ADA Toll Free Hotline, discount on diabetes related books. \$14.00 to \$21.00 is allocated for a 1 year subscription to this publication and is non-deductible from dues.
- (e) Award Point Subscription Sales: The average of 72,614 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. Subscriptions were sold at 12 issues for \$15.00 in exchange for redemption of 600 points at the rate of 2.5¢ per mile.
- (f) Sponsored Subscription Sales: The average of 16,523 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more.
- (g) List Source, averaging 10,222 copies per issue, shown in Par. 6 and included in Par. 1, represents names obtained from the non-paid lists of the of the American Association of Diabetes Educators.

10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2008; 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) | Rate Base (Analyzed Non-Paid) | Audit Report (Analyzed Non-Paid) | Publisher's Statements (Analyzed Non-Paid) | Difference (Analyzed Non-Paid) | Percentage of Difference (Analyzed Non-Paid) |
|---------------------------------|-----------------------------|--------------------------------|--|------------------------------|--|-------------------------------|----------------------------------|--|--------------------------------|--|
| 06-30-08 | 445,000 | 468,092 | 468,092 | | | None Claimed | 13,610 | 13,610 | | |
| 06-30-07 | 445,000 | 474,744 | 473,709 | 1,035 | 0.2 | None Claimed | 17,081 | 17,081 | | |
| 06-30-06 | (a) | 473,189 | 472,588 | 601 | 0.1 | None Claimed | 17,690 | 17,690 | | |
| 06-30-05 | 435,000 | 452,547 | 451,899 | 648 | 0.1 | None Claimed | 16,691 | 16,691 | | |
| 06-30-04 | (b) | 420,096 | 420,714 | -618 | -0.1 | None Claimed | 16,208 | 16,208 | | |

| Audit Period Ended | Rate Base (Combined) | Audit Report (Combined) | Publisher's Statements (Combined) | Difference (Combined) | Percentage of Difference (Combined) |
|--------------------|----------------------|-------------------------|-----------------------------------|-----------------------|-------------------------------------|
| 06-30-08 | None Claimed | 481,702 | 481,702 | | |
| 06-30-07 | None Claimed | 491,825 | 490,790 | 1,035 | 0.2 |
| 06-30-06 | None Claimed | 490,879 | 490,278 | 601 | 0.1 |
| 06-30-05 | None Claimed | 469,238 | 468,590 | 648 | 0.1 |
| 06-30-04 | None Claimed | 436,304 | 436,922 | -618 | -0.1 |

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

(a) Effective 01/01/06 changed from 435,000 to 445,000

(b) Effective 01/01/04 changed from 400,000 to 435,000

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: American Diabetes Association

DIABETES FORECAST, published by American Diabetes Association • 1701 North Beauregard Street • Alexandria, VA 22311

JAMES SKOWRENSKI

MARTHA RAMSEY

Date Signed: July 27, 2009

Director of Membership & Subscription Services VP, Publications

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Established: 1948

ABC Member since: 1997

| | | |
|-----------|---|----------|
| 04-0240-5 | Analyzed Issue Date | 04/01/09 |
| | Analyzed Issue Text (for double month issue date) | |
| | Average Single Copy Price | 4.99 |
| | Association Subscription Price | 14.00 |
| | U.S. Subscription Price | 28.00 |
| | Canadian Subscription Price | 68.00 |
| | International Subscription Price | 98.00 |