



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

Subject to Audit

Clinical Diabetes

For the six months ended June 30, 2009

Field Served: CLINICAL DIABETES is a journal for diabetes care physicians who spend about 90% of their time in direct patient care. Articles are on pharmacological management, exercise and diet, medical-legal issues, and health care delivery.

Definition of List Source Recipients: Diabetes care physicians.

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

Published by American Diabetes Association

Frequency: 4 times/year

ABC Member # 04-0199-6

Clinical Diabetes

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	1,139	1.8			
Verified					
Total Paid & Verified Subscriptions	1,139	1.8			
Single Copy Sales					
Total Paid & Verified Circulation	1,139	1.8	None Claimed		
Total Analyzed Non-Paid Circulation	61,013	98.2	None Claimed		
Total Paid, Verified & Analyzed Non-Paid Circulation	62,152	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy Subscription	N/A		
Average Subscription Price Annualized (4 issue frequency)	\$75.00		
Average Subscription Price per Copy		\$56.60	\$14.15

(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
Winter	1,137		1,137		1,137	61,104	62,241
Spring	1,140		1,140		1,140	60,922	62,062

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

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

For six months ended June 30, 2009

5. TREND ANALYSIS

	2004	%	2005	%	2006	%	2007	%	2008	%
Subscriptions:										
Paid	N/A		1,494	2.6	1,301	2.1	1,157	1.8	1,200	1.9
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	N/A		1,494	2.6	1,301	2.1	1,157	1.8	1,200	1.9
Single Copy Sales	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Circulation	N/A		1,494	2.6	1,301	2.1	1,157	1.8	1,200	1.9
Year Over Year Percent of Change						-12.9		-11.1		3.7
Total Analyzed Non-Paid Circ.	N/A		56,871	97.4	59,608	97.9	62,245	98.2	61,108	98.1
Year Over Year Percent of Change						4.8		4.4		-1.8
Total Paid, Verified & Analyzed Non-Paid Circ.	N/A		58,365	100.0	60,909	100.0	63,402	100.0	62,308	100.0
Year Over Year Percent of Change						4.4		4.1		-1.7
Avg. Annualized Subscription Price	N/A		\$34.68		\$45.72		\$53.00		\$55.24	

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		
Individual Subscriptions*	1,139	1.8
TOTAL PAID SUBSCRIPTIONS	1,139	1.8
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	1,139	1.8
SINGLE COPY SALES		
TOTAL SINGLE COPY SALES		
TOTAL PAID & VERIFIED CIRCULATION	1,139	1.8
ANALYZED NON-PAID		
List Source	61,013	98.2
TOTAL ANALYZED NON-PAID	61,013	98.2
TOTAL PAID, VERIFIED & ANALYZED NON-PAID	62,152	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:

None

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 Spring, 2009 issue

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

Total analyzed non-paid circulation of this issue was 0.1% 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	6		6		6	1,279	1,285	Ohio	29		29		29	2,944	2,973
Arizona	15		15		15	756	771	Oklahoma	12		12		12	753	765
Arkansas	5		5		5	801	806	Oregon	8		8		8	410	418
California	118		118		118	4,219	4,337	Pennsylvania	39		39		39	3,525	3,564
Colorado	9		9		9	373	382	Rhode Island	2		2		2	231	233
Connecticut	21		21		21	772	793	South Carolina	10		10		10	1,206	1,216
Delaware	2		2		2	182	184	South Dakota	3		3		3	160	163
District of Columbia	4		4		4	67	71	Tennessee	9		9		9	1,836	1,845
Florida	37		37		37	4,090	4,127	Texas	51		51		51	4,237	4,288
Georgia	17		17		17	2,004	2,021	Utah	12		12		12	291	303
Idaho	5		5		5	197	202	Vermont	1		1		1		1
Illinois	45		45		45	3,126	3,171	Virginia	24		24		24	1,561	1,585
Indiana	17		17		17	1,615	1,632	Washington	23		23		23	637	660
Iowa	8		8		8	753	761	West Virginia	2		2		2	653	655
Kansas	11		11		11	698	709	Wisconsin	22		22		22	1,370	1,392
Kentucky	7		7		7	1,234	1,241	Wyoming	2		2		2	57	59
Louisiana	9		9		9	1,077	1,086	TOTAL 48 CONTERMI- NOUS STATES	904		904		904	60,635	61,539
Maine	6		6		6	221	227	Alaska	4		4		4	32	36
Maryland	20		20		20	980	1,000	Hawaii	1		1		1	253	254
Massachusetts	35		35		35	1,217	1,252	TOTAL ALASKA & HAWAII	5		5		5	285	290
Michigan	34		34		34	2,168	2,202	U.S. Unclassified							
Minnesota	25		25		25	987	1,012	TOTAL UNITED STATES	909		909		909	60,920	61,829
Mississippi	5		5		5	664	669	Poss. & Other Areas	4		4		4		4
Missouri	16		16		16	1,665	1,681	U.S. & POSS., etc.	913		913		913	60,920	61,833
Montana	6		6		6	163	169	Canada	28		28		28	1	29
Nebraska	6		6		6	432	438	International	199		199		199		199
Nevada						344	344	Other Unclassified Military or Civilian							
New Hampshire	8		8		8	239	247	Personnel Overseas						1	1
New Jersey	44		44		44	1,958	2,002	GRAND TOTAL	1,140		1,140		1,140	60,922	62,062
New Mexico	9		9		9	173	182								
New York	77		77		77	4,101	4,178								
North Carolina	24		24		24	2,032	2,056								
North Dakota	4		4		4	177	181								

ANALYSIS BY ABCD COUNTY SIZE for the Spring, 2009 issue

Magazines of less than 500,000 total average paid, verified and/or analyzed non-paid circulation not required to answer this paragraph.

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 2 issues)	None		(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	559	100.0
(b) Seven to eleven months (3 issues)	None		(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	None	
(c) Twelve months (4 issues)	548	98.0	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	None	
(d) Thirteen to twenty-four months.....	6	1.1	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	5	0.9	Total Subscriptions Sold in Period	559	100.0
Total Subscriptions Sold in Period	559	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	559	100.0			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums	None				
Total Subscriptions Sold in Period	559	100.0			

9. EXPLANATORY

- (a) Suggested Retail Prices: Subscriptions: Canada, 1 yr. \$95.00. International, 1 yr. \$120.00.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 615 copies per issue.
- (c) Post expiration copies: None.
- (d) CLINICAL DIABETES is an official journal of the American Diabetes Association. Category 1 members, including doctors, nurses, technical professionals and researchers, pay membership dues of \$220.00. Category 2 members, including those who work with diabetic patients, such as educators, pay membership dues of \$110.00. Neither category receives this publication as part of membership and must remit \$25.00 (U.S.) or \$46.00 (International) for a 1 year subscription. Benefits of membership in the American Diabetes Association include: Discounts on ADA Scientific and Medical Programs; up to two free Professional Section Council Memberships; on-line access to ADA Journals; and members only discounts on ADA periodicals, books and patient materials.
- (e) List Source, averaging 61,013 copies per issue, shown in Par. 6 and included in Par. 1, represents names obtained from the non-paid lists of Diabetes Care physicians.

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2007; 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)
12-31-07	None Claimed	1,160	1,157	3	0.3	None Claimed	62,244	62,244		
12-31-06	None Claimed	1,306	1,301	5	0.4	None Claimed	59,608	59,608		
12-31-05	None Claimed	1,493	1,493			None Claimed	56,871	56,871		

Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)
12-31-07	None Claimed	63,404	63,401	3	0.0
12-31-06	None Claimed	60,914	60,909	5	0.0
12-31-05	None Claimed	58,364	58,364		

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

CLINICAL DIABETES transferred from the Business Division to the Magazine Division effective with the June 30, 2005 Publisher's Statement. The first Magazine Audit Report was issued for the 12 months ended December 31, 2005, therefore no variation will be shown prior to that time period.

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

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Established: 1982

ABC Member since: 2003

04-0199-6	Analyzed Issue Date	03/01/09
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	
	Association Subscription Price	
	U.S. Subscription Price	75.00
	Canadian Subscription Price	95.00
	International Subscription Price	120.00