



Audit Bureau
of Circulations

Barron's

For the six months ended December 31, 2007

Field Served: National Business and Financial News.

Published by Dow Jones & Co., Inc.

Frequency: 52 times/year

ABC Member # 04-0110-0

PAID & VERIFIED MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

Barron's

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	250,431	82.2			
Digital	848	0.3			
Total Paid Subscriptions	251,279	82.5			
Verified					
Total Paid & Verified Subscriptions	251,279	82.5			
Single Copy Sales					
Print	53,396	17.5			
Digital	14	0.0			
Total Single Copy Sales	53,410	17.5			
Total Paid & Verified Circulation	304,689	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy Subscription	\$4.67		
Average Subscription Price Annualized (52 issue frequency)	\$179.00	\$95.89	
Average Subscription Price per Copy		\$1.84	

(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	215,870	215,870	52,532	268,402	Oct.	1	260,863	260,863	51,944	312,807
	9	219,882	219,882	51,429	271,311		8	260,776	260,776	49,567	310,343
	16	220,490	220,490	56,240	276,730		15	260,863	260,863	49,905	310,768
	23	237,564	237,564	57,645	295,209		22	260,769	260,769	49,425	310,194
	30	243,810	243,810	60,421	304,231		29	261,922	261,922	49,496	311,418
Aug.	6	244,648	244,648	61,299	305,947	Nov.	5	263,401	263,401	49,372	312,773
	13	244,247	244,247	63,430	307,677		12	260,848	260,848	49,187	310,035
	20	243,773	243,773	62,880	306,653		19	260,775	260,775	49,260	310,035
	27	247,700	247,700	59,865	307,565		26	262,526	262,526	48,046	310,572
Sept.	3	255,365	255,365	62,024	317,389	Dec.	3	262,669	262,669	48,832	311,501
	10	258,427	258,427	56,732	315,159		10	256,001	256,001	48,863	304,864
	17	259,126	259,126	54,091	313,217		17	254,450	254,450	49,317	303,767
	24	260,394	260,394	51,933	312,327		24	254,252	254,252	48,455	302,707
							31	253,116	253,116	49,881	302,997

Paid & Verified Magazine
Publisher's Statement

For six months ended December 31, 2007

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

Edition	Number of Issues	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Midwest	3	71,440		71,440	9,688	81,128

5. TREND ANALYSIS

	2003	%	2004	%	2005	%	2006	%	2007	%
Subscriptions:										
Paid	224,501	76.6	238,775	79.4	243,336	81.0	232,360	75.9	254,994	82.6
Verified	N/A		N/A		N/A		21,711	7.1	N/A	
Total Paid & Verified Subscriptions	224,501	76.6	238,775	79.4	243,336	81.0	254,071	83.0	254,994	82.6
Single Copy Sales	68,629	23.4	61,860	20.6	57,235	19.0	51,889	17.0	53,557	17.4
Total Paid & Verified Circulation	293,130	100.0	300,635	100.0	300,571	100.0	305,960	100.0	308,551	100.0
Year Over Year Percent of Change		-0.7		2.6		0.0		1.8		0.8
Avg. Annualized Subscription Price	\$116.68		\$112.72		\$107.10		\$108.91		\$95.89	

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 Average for Period	Average for Period	% of Circulation
PAID SUBSCRIPTIONS				
Individual Subscriptions*	173,860	848	174,708	57.4
Combination Subscriptions*	26,291		26,291	8.6
Association:				
Non-Deductible*	14,329		14,329	4.7
Loyalty/Award Point*	35,951		35,951	11.8
TOTAL PAID SUBSCRIPTIONS	250,431	848	251,279	82.5
VERIFIED SUBSCRIPTIONS				
TOTAL VERIFIED SUBSCRIPTIONS				
TOTAL PAID & VERIFIED SUBSCRIPTIONS	250,431	848	251,279	82.5
SINGLE COPY SALES				
Single Issue Sales	53,396	14	53,410	17.5
TOTAL SINGLE COPY SALES	53,396	14	53,410	17.5
TOTAL PAID & VERIFIED CIRCULATION	303,827	862	304,689	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 November 19, 2007 issue

Total paid & verified circulation of this issue was 1.8% 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	1,797	1,797	1,797	88	1,885
Arizona	4,344	4,344	4,344	891	5,235
Arkansas	758	758	758	73	831
California	35,356	35,356	35,356	3,527	38,883
Colorado	4,116	4,116	4,116	678	4,794
Connecticut	7,703	7,703	7,703	1,813	9,516
Delaware	919	919	919	172	1,091
District of Columbia	940	940	940	386	1,326
Florida	17,976	17,976	17,976	3,088	21,064
Georgia	5,263	5,263	5,263	743	6,006
Idaho	639	639	639	97	736
Illinois	16,129	16,129	16,129	2,146	18,275
Indiana	3,069	3,069	3,069	477	3,546
Iowa	1,721	1,721	1,721	114	1,835
Kansas	1,782	1,782	1,782	172	1,954
Kentucky	1,540	1,540	1,540	129	1,669
Louisiana	1,452	1,452	1,452	94	1,546
Maine	923	923	923	327	1,250
Maryland	5,761	5,761	5,761	1,875	7,636
Massachusetts	11,026	11,026	11,026	3,230	14,256
Michigan	7,203	7,203	7,203	707	7,910
Minnesota	3,273	3,273	3,273	574	3,847
Mississippi	640	640	640	9	649
Missouri	3,508	3,508	3,508	248	3,756
Montana	506	506	506	42	548
Nebraska	1,098	1,098	1,098	99	1,197
Nevada	1,703	1,703	1,703	462	2,165
New Hampshire	1,413	1,413	1,413	423	1,836
New Jersey	15,158	15,158	15,158	4,803	19,961
New Mexico	992	992	992	133	1,125
New York	31,437	31,437	31,437	10,308	41,745
North Carolina	5,330	5,330	5,330	331	5,661
North Dakota	227	227	227	14	241
Ohio	8,691	8,691	8,691	801	9,492
Oklahoma	1,406	1,406	1,406	138	1,544
Oregon	2,537	2,537	2,537	310	2,847
Pennsylvania	11,153	11,153	11,153	2,441	13,594
Rhode Island	1,178	1,178	1,178	268	1,446
South Carolina	2,115	2,115	2,115	116	2,231
South Dakota	355	355	355	7	362
Tennessee	2,539	2,539	2,539	244	2,783
Texas	13,493	13,493	13,493	1,265	14,758
Utah	862	862	862	279	1,141
Vermont	551	551	551	130	681
Virginia	7,083	7,083	7,083	1,223	8,306
Washington	5,193	5,193	5,193	574	5,767
West Virginia	499	499	499	19	518
Wisconsin	4,615	4,615	4,615	427	5,042
Wyoming	310	310	310	1	311
TOTAL 48 CONTERMINOUS STATES	258,282	258,282	258,282	46,516	304,798
Alaska	169	169	169	59	228
Hawaii	314	314	314	236	550
TOTAL ALASKA & HAWAII	483	483	483	295	778
U.S. Unclassified					
TOTAL UNITED STATES	258,765	258,765	258,765	46,811	305,576
Poss. & Other Areas	42	42	42	52	94
U.S. & POSS., etc.	258,807	258,807	258,807	46,863	305,670
Canada	740	740	740	1,441	2,181
International	1,179	1,179	1,179	956	2,135
Other Unclassified					
Military or Civilian					
Personnel Overseas	49	49	49		49
GRAND TOTAL	260,775	260,775	260,775	49,260	310,035

ANALYSIS BY ABCD COUNTY SIZE for the November 19, 2007 issue

Magazines of less than 500,000 total average paid and verified 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 December 31, 2007

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 26 issues)	86,457	48.2	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	175,063	97.6
(b) Seven to eleven months (27 to 51 issues)	3,926	2.2	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	3,986	2.2
(c) Twelve months (52 issues)	64,250	35.8	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	None	
(d) Thirteen to twenty-four months	18,849	10.5	(d) Subscriptions as part of membership in an organization	285	0.2
(e) Twenty-five months and more	5,852	3.3	Total Subscriptions Sold in Period	179,334	100.0
Total Subscriptions Sold in Period	179,334	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	179,130	99.9			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums	204	0.1			
Total Subscriptions Sold in Period	179,334	100.0			

9. EXPLANATORY

(a) Suggested Retail Prices: Subscriptions: U.S., 3 mos. \$59.00, 6 mos. \$99.00; 2 yrs. \$279.00. Canada, 3 mos. \$69.00; 6 mos. \$120.00; 1 yr. \$221.00. International, 6 mos. \$137.00; 1 yr. \$255.00.

(b) Average non-analyzed non-paid circulation for the 6 month period: 21,933 copies per issue.

(c) Post Expiration Copies: Average number of copies served on subscriptions not more than three months after expiration was 3,661 or 1.5% of average paid subscription circulation.

(d) An average of 26,291 subscriptions were served from combination subscription programs during this statement period.

Combination Publication	Copies Served	Subscription Term	Price of Combination	Suggested Retail Prices
Barron's + Smart Money	12,656	12 issues	\$19.50-\$74.50	\$24.00-\$179.00
Smart Money + Barron's	13,635	6 issues	\$25.00	\$24.00

(e) Association (Non-Deductible): The average of 14,329 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to members of Society of Financial Professionals. Benefits include a subscription to BARRON'S. \$96.00 is allocated for a 1 year subscription to this publication and is non-deductible from dues.

(f) Loyalty/Award Point Subscription Sales: The average of 35,951 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 \$51.00, in exchange for the redemption of 1,700 points at the rate of 3¢ per mile.

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

10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 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)
06-30-07	None Claimed	308,610	308,610		
06-30-06	None Claimed	305,573	304,194	1,379	0.5
06-30-05	None Claimed	301,460	300,029	1,431	0.5
06-30-04	None Claimed	296,885	298,469	-1,584	-0.5
06-30-03	None Claimed	290,771	290,758	13	0.0

[^]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: Dow Jones & Co., Inc.

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GARY W. HOLLAND

Publisher and Vice President, Advertising

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Established: 1921

ABC Member since: 1942

04-0110-0	Analyzed Issue Date	11/19/07
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.67
	Association Subscription Price	96.00
	U.S. Subscription Price	179.00
	Canadian Subscription Price	221.00
	International Subscription Price	255.00