



Audit Bureau
of Circulations

**Audit Report
Magazine**

PAID, VERIFIED & ANALYZED NON-PAID CIRCULATION

LONG ISLAND PULSE MAGAZINE

Patchogue, New York 11772-9819

Field Served: LONG ISLAND PULSE MAGAZINE focuses on the area's lifestyles, arts, fashion, entertainment and business. Eleven months of the year, LONG ISLAND PULSE MAGAZINE targets power consumers looking for a fresh take on the latest on where they work and play.

Definition of List Source Recipients:

Method of Circulation for Analyzed Non-Paid Circulation: Distributed via USPS to individuals or by private courier to business locations.

AVERAGE CIRCULATION FOR 12 MONTHS ENDED DECEMBER 31, 2008:

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

	Audited Circulation	Publisher's Statement Claim	Difference	% of Difference
Paid, Verified & Analyzed Non-Paid Circulation: (See Par. 6)				
Subscriptions:				
Paid	568	568		
Verified	4,284	4,284		
Total Paid & Verified Subscriptions	4,852	4,852		
Single Copy Sales	254	254		
Total Paid & Verified Circulation	5,106	5,106		
Paid & Verified Rate Base:	None Claimed			
# Above/Below Rate Base (+/-)				
% Above/Below Rate Base (+/-)				
Total Analyzed Non-Paid Circulation	94,274	94,274		
Non-Paid Rate Base:	None Claimed			
# Above/Below Rate Base (+/-)				
% Above/Below Rate Base (+/-)				
Total Paid, Verified & Analyzed Non-Paid Circulation	99,380	99,380		
Combined Rate Base:	None Claimed			
# Above/Below Rate Base (+/-)				
% Above/Below Rate Base (+/-)				

2. PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy	\$3.00		
Subscription	\$18.00		
Average Subscription Price Annualized (11 issue frequency)			
Average Subscription Price per Copy			

(1) For the Report period

(2) See Explanatory.

ANALYSIS OF AVERAGE CIRCULATION

3. PAID, VERIFIED AND ANALYZED NON-PAID BY ISSUE

2008 Issue	Total Paid, Verified and Analyzed Non-Paid				Combined Rate Base	
	Audited Circulation	Publisher's Statement Claim	Difference	%	Rate Base	% Above/Below (+/-)
Jan.	97,430	97,430			*	
Feb.	98,532	98,532			*	
Mar.	99,943	99,943			*	
Apr.	100,050	100,050			*	
May	98,606	98,606			*	
June	98,596	98,596			*	
July	100,010	100,010			*	
Aug.	99,994	99,994			*	
Sept.	100,010	100,010			*	
Oct.	100,010	100,010			*	
Nov.	100,004	100,004			*	
Total Average Circulation	99,380	99,380				

*None Claimed

2008 Issue	Total Paid and Verified Circulation				Paid & Verified Rate Base	
	Audited Circulation	Publisher's Statement Claim	Difference	%	Rate Base	% Above/Below (+/-)
Jan.	4,583	4,583			*	
Feb.	5,142	5,142			*	
Mar.	5,138	5,138			*	
Apr.	5,170	5,170			*	
May	5,300	5,300			*	
June	5,266	5,266			*	
July	5,164	5,164			*	
Aug.	5,162	5,162			*	
Sept.	5,010	5,010			*	
Oct.	5,130	5,130			*	
Nov.	5,107	5,107			*	
Total Average Circulation	5,106	5,106				

*None Claimed

2008 Issue	Total Paid and Verified Subscriptions				Paid Subscriptions				Verified Subscriptions			
	Audited Circulation	Publisher's Statement Claim	Difference	%	Audited Circulation	Publisher's Statement Claim	Difference	%	Audited Circulation	Publisher's Statement Claim	Difference	%
Jan.	4,166	4,166			266	266			3,900	3,900		
Feb.	4,823	4,823			923	923			3,900	3,900		
Mar.	4,888	4,888			988	988			3,900	3,900		
Apr.	4,912	4,912			1,012	1,012			3,900	3,900		
May	4,944	4,944			1,044	1,044			3,900	3,900		
June	4,985	4,985			1,085	1,085			3,900	3,900		
July	4,890	4,890			145	145			4,745	4,745		
Aug.	4,923	4,923			178	178			4,745	4,745		
Sept.	4,935	4,935			190	190			4,745	4,745		
Oct.	4,965	4,965			220	220			4,745	4,745		
Nov.	4,945	4,945			200	200			4,745	4,745		
Total Average Circulation	4,852	4,852			568	568			4,284	4,284		

3. PAID, VERIFIED AND ANALYZED NON-PAID BY ISSUE (Continued)

2008 Issue	Single Copy Sales				Analyzed Non-Paid				Non-Paid Rate Base	
	Audited Circulation	Publisher's Statement Claim	Difference	%	Audited Circulation	Publisher's Statement Claim	Difference	%	Rate Base	% Above/Below (+/-)
Jan.	417	417			92,847	92,847			*	
Feb.	319	319			93,390	93,390			*	
Mar.	250	250			94,805	94,805			*	
Apr.	258	258			94,880	94,880			*	
May	356	356			93,306	93,306			*	
June	281	281			93,330	93,330			*	
July	274	274			94,846	94,846			*	
Aug.	239	239			94,832	94,832			*	
Sept.	75	75			95,000	95,000			*	
Oct.	165	165			94,880	94,880			*	
Nov.	162	162			94,897	94,897			*	
Total Average Circulation	254	254			94,274	94,274				

*None Claimed

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 & ANALYZED NON-PAID CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Explanatory for full explanation.

	Audited Circulation	Publisher's Statement Claim	Difference	% of Difference
PAID SUBSCRIPTIONS				
Individual Subscriptions*	568	568		
TOTAL PAID SUBSCRIPTIONS	568	568		
VERIFIED SUBSCRIPTIONS				
Public Place (See Par. 6A)	4,284	4,284		
TOTAL VERIFIED SUBSCRIPTIONS	4,284	4,284		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	4,852	4,852		
SINGLE COPY SALES				
Single Issue Sales	254	254		
TOTAL SINGLE COPY SALES	254	254		
TOTAL PAID & VERIFIED CIRCULATION	5,106	5,106		
ANALYZED NON-PAID				
Market Coverage	29,747	29,747		
Non-Paid Bulk	64,527	64,527		
TOTAL ANALYZED NON-PAID	94,274	94,274		
TOTAL PAID, VERIFIED & ANALYZED NON-PAID	99,380	99,380		

*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	Business/Professional Services	Restaurants	Specialty Locations/Retail	Personal Care Salons	Other	Total Public Place Copies
Public Place	1,332	893	814	525	438	282	4,284

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:

None of record

AUDIT STATEMENT

There was no adjustment made in the average paid, verified and analyzed non-paid circulation as shown in the Publisher's Statements for the period audited.

EXPLANATORY

Publisher Suggested Prices: No additional prices.

Average non-analyzed non-paid circulation for the 12 month period: 633 copies per issue.

Post expiration copies: None of record.

Less than 5% of this publication's circulation is individual subscriptions. Therefore, reporting of an average subscription price is not required. Prices utilized during the audit period are 11 issues \$18.00.

Market Coverage Copies, averaging 29,747 copies per issue, shown in Par. 6 and included in Par. 1, represent copies delivered to doctors' and executives' waiting rooms, auto dealerships and service areas, fitness centers and gyms, salons and spas and residences in targeted geographic areas on an issue-to-issue basis. Consecutive issuance is not measured.

Non-Paid Bulk, averaging 64,527 copies per issue, shown in Par. 6 and included in Par. 1, represents copies delivered by courier to designated locations throughout the area's boutique communities like the Hamptons and the Gold Coast, lobbies of major corporate centers, and area shopping malls.

To Members of the Audit Bureau of Circulations:

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 the Bureau'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 paid, verified and analyzed non-paid 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 paid, verified and analyzed non-paid circulation.

Audit Bureau of Circulations

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April, 2009

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04-0582-4

04-0582-4	Analyzed Issue Date	10/01/08
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	3.00
	Association Subscription Price	
	U.S. Subscription Price	18.00
	Canadian Subscription Price	
	International Subscription Price	