



Audit Bureau
of Circulations

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

Subject to Audit

Barron's

For the 26 weeks ended June 30, 2009

Field Served: National Business and Financial News.

Published by Dow Jones & Co., Inc.

Frequency: 52 times/year

ABC Member # 04-0110-0

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	263,402	84.9			
Digital (Replica)	618	0.2			
Total Paid Subscriptions	264,020	85.1			
Verified					
Total Paid & Verified Subscriptions	264,020	85.1			
Single Copy Sales					
Print	46,155	14.9			
Digital (Replica)	5	0.0			
Total Single Copy Sales	46,160	14.9			
Total Paid & Verified Circulation	310,180	100.0	None Claimed		

Paid & Verified Magazine
Publisher's Statement

2. PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy	\$5.00		
Subscription	\$199.00		
Average Subscription Price Annualized (52 issue frequency)		\$98.86	
Average Subscription Price per Copy		\$1.90	

(1) For the Statement period

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

For 26 weeks ended June 30, 2009

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

Issue	Paid Subscriptions			Verified Subscriptions		Single Copy Sales			Total Paid & Verified Circulation Digital (Replica)	Total Paid & Verified Circulation	
	Print	Digital (Replica)	Total Paid Subscriptions	Print	Total Paid & Verified Subscriptions	Print	Digital (Replica)	Total Single Copy Sales			
Jan.	5	287,473	670	288,143	288,143	61,892	7	61,899	349,365	677	350,042
	12	287,567	667	288,234	288,234	51,769	3	51,772	339,336	670	340,006
	19	291,072	661	291,733	291,733	55,005	10	55,015	346,077	671	346,748
	26	277,693	670	278,363	278,363	51,962	9	51,971	329,655	679	330,334
Feb.	2	275,161	662	275,823	275,823	52,332	3	52,335	327,493	665	328,158
	9	277,967	658	278,625	278,625	47,439	7	47,446	325,406	665	326,071
	16	280,989	659	281,648	281,648	46,991	4	46,995	327,980	663	328,643
Mar.	23	281,095	654	281,749	281,749	46,278	2	46,280	327,373	656	328,029
	2	278,244	652	278,896	278,896	47,727	2	47,729	325,971	654	326,625
	9	276,562	646	277,208	277,208	46,307	3	46,310	322,869	649	323,518
	16	269,764	645	270,409	270,409	45,020	4	45,024	314,784	649	315,433
Apr.	23	267,155	641	267,796	267,796	43,824	8	43,832	310,979	649	311,628
	30	261,520	638	262,158	262,158	42,747	10	42,757	304,267	648	304,915
	6	260,125	634	260,759	260,759	42,261	5	42,266	302,386	639	303,025
	13	257,514	625	258,139	258,139	42,528	5	42,533	300,042	630	300,672
	20	254,429	617	255,046	255,046	43,059	5	43,064	297,488	622	298,110
May	27	252,099	617	252,716	252,716	43,956	7	43,963	296,055	624	296,679
	4	251,402	612	252,014	252,014	44,176	5	44,181	295,578	617	296,195
	11	248,124	613	248,737	248,737	43,935	3	43,938	292,059	616	292,675
June	18	247,063	608	247,671	247,671	43,804	8	43,812	290,867	616	291,483
	25	244,288	600	244,888	244,888	44,170	4	44,174	288,458	604	289,062
	1	242,543	535	243,078	243,078	41,114	1	41,115	283,657	536	284,193
	8	240,556	491	241,047	241,047	41,304	2	41,306	281,860	493	282,353
	15	238,538	490	239,028	239,028	42,280	4	42,284	280,818	494	281,312
	22	236,097	482	236,579	236,579	42,004	1	42,005	278,101	483	278,584

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

Edition	Number of Issues	Paid Subscriptions		Verified Subscriptions	Single Copy Sales		Total Paid & Verified Circulation (Print)	Total Paid & Verified Circulation	Rate Base
		Print	Total Paid Subscriptions	Print	Total Paid & Verified Subscriptions	Print	Total Single Copy Sales		
Western	3	47,691	47,691	47,691	9,369	9,369	57,060	57,060	
Southwestern	1	13,964	13,964	13,964	1,770	1,770	15,734	15,734	

5. TREND ANALYSIS

	2004	%	2005	%	2006	%	2007	%	2008	%
Subscriptions:										
Paid	238,775	79.4	243,336	81.0	232,360	75.9	254,994	82.6	260,591	84.2
Verified	N/A		N/A		21,711	7.1	N/A		N/A	
Total Paid & Verified Subscriptions	238,775	79.4	243,336	81.0	254,071	83.0	254,994	82.6	260,591	84.2
Single Copy Sales	61,860	20.6	57,235	19.0	51,889	17.0	53,557	17.4	49,034	15.8
Total Paid & Verified Circulation	300,635	100.0	300,571	100.0	305,960	100.0	308,551	100.0	309,625	100.0
Year Over Year Percent of Change		2.6		-0.0		1.8		0.8		0.3
Avg. Annualized Subscription Price	\$112.72		\$107.10		\$108.91		\$95.89		\$91.21	

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*	185,762	618	186,380	60.1
Combination Subscriptions*	34,807		34,807	11.2
Award Point*	42,833		42,833	13.8
TOTAL PAID SUBSCRIPTIONS	263,402	618	264,020	85.1
VERIFIED SUBSCRIPTIONS				
TOTAL VERIFIED SUBSCRIPTIONS				
TOTAL PAID & VERIFIED SUBSCRIPTIONS	263,402	618	264,020	85.1
SINGLE COPY SALES				
Single Issue Sales	46,155	5	46,160	14.9
TOTAL SINGLE COPY SALES	46,155	5	46,160	14.9
TOTAL PAID & VERIFIED CIRCULATION	309,557	623	310,180	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 March 30, 2009 issue

Total paid & verified circulation of this issue was 1.7% less than the total average paid & verified circulation.

State	PAID SUBSCRIPTIONS			VERIFIED SUBSCRIPTIONS		SINGLE COPY SALES			Total Paid & Verified Circulation	Total Paid & Verified Circulation	
	Print	Digital (Replica)	Total Paid Subscriptions	Print	Total Paid & Verified Subscriptions	Print	Digital (Replica)	Total Single Copy Sales			
Alabama	1,678	3	1,681	1,681	1,681	174	1	175	1,852	4	1,856
Arizona	4,777	3	4,780	4,780	4,780	1,049		1,049	5,826	3	5,829
Arkansas	785		785	785	785	72		72	857		857
California	35,759	78	35,837	35,837	35,837	3,377		3,377	39,136	78	39,214
Colorado	4,300	6	4,306	4,306	4,306	701		701	5,001	6	5,007
Connecticut	8,148	13	8,161	8,161	8,161	1,356		1,356	9,504	13	9,517
Delaware	847	1	848	848	848	395		395	1,242	1	1,243
District of Columbia	895	1	896	896	896	548		548	1,443	1	1,444
Florida	20,875	26	20,901	20,901	20,901	3,326		3,326	24,201	26	24,227
Georgia	5,018	3	5,021	5,021	5,021	683		683	5,701	3	5,704
Idaho	601	4	605	605	605	89		89	690	4	694
Illinois	15,638	17	15,655	15,655	15,655	2,232		2,232	17,870	17	17,887
Indiana	2,856	3	2,859	2,859	2,859	385		385	3,241	3	3,244
Iowa	1,506	1	1,507	1,507	1,507	102		102	1,608	1	1,609
Kansas	1,757	2	1,759	1,759	1,759	109		109	1,866	2	1,868
Kentucky	1,378	3	1,381	1,381	1,381	65		65	1,443	3	1,446
Louisiana	1,540	5	1,545	1,545	1,545	111		111	1,651	5	1,656
Maine	888	3	891	891	891	301		301	1,189	3	1,192
Maryland	5,661	5	5,666	5,666	5,666	1,081	1	1,082	6,742	6	6,748
Massachusetts	11,359	10	11,369	11,369	11,369	2,498	1	2,499	13,857	11	13,868
Michigan	6,664	9	6,673	6,673	6,673	744		744	7,408	9	7,417
Minnesota	3,278	6	3,284	3,284	3,284	611		611	3,889	6	3,895
Mississippi	604	1	605	605	605	19		19	623	1	624
Missouri	3,353	5	3,358	3,358	3,358	259		259	3,612	5	3,617
Montana	489	4	493	493	493	33		33	522	4	526
Nebraska	1,008	2	1,010	1,010	1,010	82		82	1,090	2	1,092
Nevada	1,685	3	1,688	1,688	1,688	528		528	2,213	3	2,216
New Hampshire	1,440	3	1,443	1,443	1,443	286		286	1,726	3	1,729
New Jersey	16,034	18	16,052	16,052	16,052	3,392	6	3,398	19,426	24	19,450
New Mexico	888	4	892	892	892	176		176	1,064	4	1,068
New York	31,638	49	31,687	31,687	31,687	5,756		5,756	37,394	49	37,443
North Carolina	5,227	6	5,233	5,233	5,233	1,449		1,449	6,676	6	6,682
North Dakota	246	1	247	247	247	12		12	258	1	259
Ohio	8,264	6	8,270	8,270	8,270	808		808	9,072	6	9,078
Oklahoma	1,232	3	1,235	1,235	1,235	139		139	1,371	3	1,374
Oregon	2,393	1	2,394	2,394	2,394	285		285	2,678	1	2,679
Pennsylvania	11,121	16	11,137	11,137	11,137	2,068		2,068	13,189	16	13,205
Rhode Island	1,124	3	1,127	1,127	1,127	191		191	1,315	3	1,318
South Carolina	2,328	2	2,330	2,330	2,330	1,053		1,053	3,381	2	3,383
South Dakota	340		340	340	340	6		6	346		346
Tennessee	2,292	6	2,298	2,298	2,298	234		234	2,526	6	2,532
Texas	13,042	29	13,071	13,071	13,071	1,193		1,193	14,235	29	14,264
Utah	802	2	804	804	804	368		368	1,170	2	1,172
Vermont	539		539	539	539	132		132	671		671
Virginia	6,920	11	6,931	6,931	6,931	1,030		1,030	7,950	11	7,961
Washington	5,082	9	5,091	5,091	5,091	557		557	5,639	9	5,648
West Virginia	488	3	491	491	491	15		15	503	3	506
Wisconsin	4,651	8	4,659	4,659	4,659	372		372	5,023	8	5,031
Wyoming	288	2	290	290	290	1		1	289	2	291
TOTAL 48 CONTERMINOUS STATES	259,726	399	260,125	260,125	260,125	40,453	9	40,462	300,179	408	300,587
Alaska	115	2	117	117	117	59		59	174	2	176
Hawaii	198	7	205	205	205	284		284	482	7	489
TOTAL ALASKA & HAWAII	313	9	322	322	322	343		343	656	9	665
U.S. Unclassified											
TOTAL UNITED STATES	260,039	408	260,447	260,447	260,447	40,796	9	40,805	300,835	417	301,252
Poss. & Other Areas	23	2	25	25	25	86		86	109	2	111
U.S. & POSS., etc.	260,062	410	260,472	260,472	260,472	40,882	9	40,891	300,944	419	301,363
Canada	532	62	594	594	594	1,247		1,247	1,779	62	1,841
International	890	164	1,054	1,054	1,054	618	1	619	1,508	165	1,673
Other Unclassified		2	2	2	2					2	2
Military or Civilian Personnel Overseas	36		36	36	36				36		36
GRAND TOTAL	261,520	638	262,158	262,158	262,158	42,747	10	42,757	304,267	648	304,915

ANALYSIS BY ABCD COUNTY SIZE for the March 30, 2009 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 26 week period ended June 30, 2009

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 26 issues)	47,996	32.0	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	148,234	98.9
(b) Seven to eleven months (27 to 51 issues)	4,313	2.9	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	1,685	1.1
(c) Twelve months (52 issues)	73,122	48.7	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	None	
(d) Thirteen to twenty-four months.....	19,912	13.3	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	4,576	3.1		None	
Total Subscriptions Sold in Period	149,919	100.0	Total Subscriptions Sold in Period	149,919	100.0
B. USE OF PREMIUMS					
(a) Ordered without premium	149,694	99.8			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums	225	0.2			
Total Subscriptions Sold in Period	149,919	100.0			

9. EXPLANATORY

(a) Suggested Retail Prices: Subscriptions: U.S., 3 mos. \$59.00, 6 mos. \$99.00; 2 yrs. \$299.00. 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: 23,189 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 6,491 or 2.5% of average paid subscription circulation.

(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.libredigital.com.

(e) Combination Subscriptions: The average of 34,807 copies per issue, shown in Par. 6 and included in Par. 1, represents copies 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	20,155	12 issues	\$19.50-\$74.50	\$24.00-\$179.00
Smart Money + Barron's	14,652	6 issues	\$25.00	\$24.00

(f) Award Point Subscription Sales: The average of 42,833 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, 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)
06-30-08	None Claimed	306,370	306,370		
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

[^]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: News Corporation

BARRON'S, published by Dow Jones & Co., Inc. • 200 Liberty Street • New York, NY 10281

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GARY W. HOLLAND

Publisher and Vice President, Advertising

Date Signed: July 30, 2009

Established: 1921

ABC Member since: 1942

04-0110-0	Analyzed Issue Date	05/30/09
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	5.00
	Association Subscription Price	
	U.S. Subscription Price	199.00
	Canadian Subscription Price	221.00
	International Subscription Price	255.00