



Audit Bureau
of Circulations

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

Subject to Audit

Barron's

For the 26 weeks ended December 31, 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	264,310	87.2			
Digital (Replica)	520	0.2			
Total Paid Subscriptions	264,830	87.4			
Verified					
Total Paid & Verified Subscriptions	264,830	87.4			
Single Copy Sales					
Print	38,202	12.6			
Digital (Replica)	2	0.0			
Total Single Copy Sales	38,204	12.6			
Total Paid & Verified Circulation	303,034	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)		\$99.31	
Average Subscription Price per Copy		\$1.91	

(1) For the Statement period
(2) Represents subscriptions for the 12 months ended June 30, 2009

For 26 weeks ended December 31, 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			
June	29	239,725	511	240,236	240,236	40,015	7	40,022	279,740	518	280,258
July	6	238,142	330	238,472	238,472	41,817		41,817	279,959	330	280,289
	13	252,527	458	252,985	252,985	39,346	5	39,351	291,873	463	292,336
	20	255,217	572	255,789	255,789	38,802	5	38,807	294,019	577	294,596
	27	256,292	562	256,854	256,854	39,680	5	39,685	295,972	567	296,539
Aug.	3	257,411	555	257,966	257,966	40,234	2	40,236	297,645	557	298,202
	10	257,016	550	257,566	257,566	40,677		40,677	297,693	550	298,243
	17	255,483	546	256,029	256,029	40,110	3	40,113	295,593	549	296,142
	24	256,603	539	257,142	257,142	40,308	3	40,311	296,911	542	297,453
	31	255,935	533	256,468	256,468	39,314	3	39,317	295,249	536	295,785
Sept.	7	255,966	537	256,503	256,503	40,830	3	40,833	296,796	540	297,336
	14	256,823	540	257,363	257,363	38,254	3	38,257	295,077	543	295,620
	21	259,842	539	260,381	260,381	38,812	3	38,815	298,654	542	299,196
	28	262,638	533	263,171	263,171	38,118	4	38,122	300,756	537	301,293
Oct.	5	264,735	528	265,263	265,263	37,490		37,490	302,225	528	302,753
	12	266,121	527	266,648	266,648	36,620		36,620	302,741	527	303,268
	19	269,437	527	269,964	269,964	36,558		36,558	305,995	527	306,522
	26	270,705	524	271,229	271,229	36,011		36,011	306,716	524	307,240
Nov.	2	271,834	519	272,353	272,353	36,965	1	36,966	308,799	520	309,319
	9	272,487	522	273,009	273,009	36,843	1	36,844	309,330	523	309,853
	16	274,989	519	275,508	275,508	37,171	1	37,172	312,160	520	312,680
	23	280,468	515	280,983	280,983	36,211	1	36,212	316,679	516	317,195
	30	283,236	509	283,745	283,745	36,258	1	36,259	319,494	510	320,004
Dec.	7	285,550	507	286,057	286,057	35,656	3	35,659	321,206	510	321,716
	14	286,205	504	286,709	286,709	35,608	3	35,611	321,813	507	322,320
	21	286,690	502	287,192	287,192	35,537	3	35,540	322,227	505	322,732

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

Edition	Number of Issues	Paid Subscriptions		Verified Subscriptions		Single Copy Sales		
		Print	Total Paid Subscriptions	Print	Total Paid & Verified Subscriptions	Print	Total Single Copy Sales	Total Paid & Verified Circulation (Print)
Midwest	12	57,792	57,792		57,792	7,445	7,445	65,237

5. TREND ANALYSIS

	2005	%	2006	%	2007	%	2008	%	2009	%
Subscriptions:										
Paid	243,336	81.0	232,360	75.9	254,994	82.6	260,591	84.2	264,433	86.3
Verified	N/A		21,711	7.1	N/A		N/A		N/A	
Total Paid & Verified Subscriptions	243,336	81.0	254,071	83.0	254,994	82.6	260,591	84.2	264,433	86.3
Single Copy Sales	57,235	19.0	51,889	17.0	53,557	17.4	49,034	15.8	42,104	13.7
Total Paid & Verified Circulation	300,571	100.0	305,960	100.0	308,551	100.0	309,625	100.0	306,537	100.0
Year Over Year Percent of Change				1.8		0.8		0.3		-1.0
Avg. Annualized Subscription Price	\$107.10		\$108.91		\$95.89		\$91.21		\$99.31	

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*	188,379	520	188,899	62.3
Combination Subscriptions*	34,157		34,157	11.3
Award Point*	41,774		41,774	13.8
TOTAL PAID SUBSCRIPTIONS	264,310	520	264,830	87.4
VERIFIED SUBSCRIPTIONS				
TOTAL VERIFIED SUBSCRIPTIONS				
TOTAL PAID & VERIFIED SUBSCRIPTIONS	264,310	520	264,830	87.4
SINGLE COPY SALES				
Single Issue Sales	38,202	2	38,204	12.6
TOTAL SINGLE COPY SALES	38,202	2	38,204	12.6
TOTAL PAID & VERIFIED CIRCULATION	302,512	522	303,034	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 October 5, 2009 issue

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

State	PAID SUBSCRIPTIONS			VERIFIED SUBSCRIPTIONS		SINGLE COPY SALES			Total Paid & Verified Circulation (Replica)	Total Paid & Verified Circulation	
	Print	Digital (Replica)	Total Paid Subscriptions	Print	Total Paid & Verified Subscriptions	Print	Digital (Replica)	Total Single Copy Sales			
Alabama	1,682	2	1,684		1,684	154		154	1,836	2	1,838
Arizona	4,452	3	4,455		4,455	563		563	5,015	3	5,018
Arkansas	751		751		751	65		65	816		816
California	35,685	64	35,749		35,749	2,785		2,785	38,470	64	38,534
Colorado	4,454	4	4,458		4,458	645		645	5,099	4	5,103
Connecticut	8,403	11	8,414		8,414	1,065		1,065	9,468	11	9,479
Delaware	850		850		850	524		524	1,374		1,374
District of Columbia	919	1	920		920	509		509	1,428	1	1,429
Florida	17,762	23	17,785		17,785	2,238		2,238	20,000	23	20,023
Georgia	5,111	1	5,112		5,112	632		632	5,743	1	5,744
Idaho	609	4	613		613	74		74	683	4	687
Illinois	16,464	16	16,480		16,480	2,030		2,030	18,494	16	18,510
Indiana	2,972	3	2,975		2,975	237		237	3,209	3	3,212
Iowa	1,653	2	1,655		1,655	72		72	1,725	2	1,727
Kansas	1,740	2	1,742		1,742	100		100	1,840	2	1,842
Kentucky	1,413	2	1,415		1,415	56		56	1,469	2	1,471
Louisiana	1,474	5	1,479		1,479	84		84	1,558	5	1,563
Maine	1,045	2	1,047		1,047	219		219	1,264	2	1,266
Maryland	5,956	6	5,962		5,962	983		983	6,939	6	6,945
Massachusetts	11,939	9	11,948		11,948	2,297		2,297	14,236	9	14,245
Michigan	7,079	7	7,086		7,086	701		701	7,780	7	7,787
Minnesota	3,561	4	3,565		3,565	561		561	4,122	4	4,126
Mississippi	604		604		604	17		17	621		621
Missouri	3,417	4	3,421		3,421	226		226	3,643	4	3,647
Montana	514	4	518		518	29		29	543	4	547
Nebraska	1,032	2	1,034		1,034	75		75	1,107	2	1,109
Nevada	1,715	1	1,716		1,716	385		385	2,100	1	2,101
New Hampshire	1,531	3	1,534		1,534	263		263	1,794	3	1,797
New Jersey	16,424	11	16,435		16,435	3,439		3,439	19,863	11	19,874
New Mexico	900	3	903		903	161		161	1,061	3	1,064
New York	32,484	41	32,525		32,525	5,132		5,132	37,616	41	37,657
North Carolina	5,553	3	5,556		5,556	1,284		1,284	6,837	3	6,840
North Dakota	268		268		268	11		11	279		279
Ohio	8,615	4	8,619		8,619	740		740	9,355	4	9,359
Oklahoma	1,198	4	1,202		1,202	126		126	1,324	4	1,328
Oregon	2,472	1	2,473		2,473	227		227	2,699	1	2,700
Pennsylvania	11,779	16	11,795		11,795	2,123		2,123	13,902	16	13,918
Rhode Island	1,225	3	1,228		1,228	175		175	1,400	3	1,403
South Carolina	2,389	2	2,391		2,391	906		906	3,295	2	3,297
South Dakota	333		333		333	6		6	339		339
Tennessee	2,320	6	2,326		2,326	215		215	2,535	6	2,541
Texas	12,800	26	12,826		12,826	1,038		1,038	13,838	26	13,864
Utah	801	3	804		804	306		306	1,107	3	1,110
Vermont	603		603		603	115		115	718		718
Virginia	7,178	10	7,188		7,188	1,155		1,155	8,333	10	8,343
Washington	5,200	6	5,206		5,206	465		465	5,665	6	5,671
West Virginia	515	3	518		518	14		14	529	3	532
Wisconsin	4,887	4	4,891		4,891	347		347	5,234	4	5,238
Wyoming	313	2	315		315	1		1	314	2	316
TOTAL 48 CONTERMINOUS STATES	263,044	333	263,377		263,377	35,575		35,575	298,619	333	298,952
Alaska	104	2	106		106	54		54	158	2	160
Hawaii	172	4	176		176	156		156	328	4	332
TOTAL ALASKA & HAWAII	276	6	282		282	210		210	486	6	492
U.S. Unclassified											
TOTAL UNITED STATES	263,320	339	263,659		263,659	35,785		35,785	299,105	339	299,444
Poss. & Other Areas	17	2	19		19	79		79	96	2	98
U.S. & POSS., etc.	263,337	341	263,678		263,678	35,864		35,864	299,201	341	299,542
Canada	493	57	550		550	1,140		1,140	1,633	57	1,690
International	864	128	992		992	486		486	1,350	128	1,478
Other Unclassified											
Military or Civilian Personnel Overseas	41	2	43		43				41	2	43
GRAND TOTAL	264,735	528	265,263		265,263	37,490		37,490	302,225	528	302,753

ANALYSIS BY ABCD COUNTY SIZE for the October 5, 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 December 31, 2009

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 26 issues)	82,302	51.4	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	159,303	99.4
(b) Seven to eleven months (27 to 51 issues)	3,872	2.4	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	976	0.6
(c) Twelve months (52 issues)	51,293	32.0	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	None	
(d) Thirteen to twenty-four months.....	19,286	12.0	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	3,526	2.2		None	
Total Subscriptions Sold in Period	160,279	100.0	Total Subscriptions Sold in Period	160,279	100.0
B. USE OF PREMIUMS					
(a) Ordered without premium	160,109	99.9			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums, See Par. 9	170	0.1			
Total Subscriptions Sold in Period	160,279	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: 16,050 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 1,970 or 0.7% 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 34,157 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	18,147	12 issues	\$19.50-\$74.50	\$24.00/\$179.00
Smart Money + Barron's	16,010	52 issues	\$25.00	\$24.00

(f) Award Point Subscription Sales: The average of 41,774 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, 2009; Variation from Publisher's Statements

Audit Period Ended ^A	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)
06-30-09	None Claimed	310,666	310,666		
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

^AEffective 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. • 1211 Avenue of the Americas • New York, NY 10036

IMTIAZ PATEL

GARY W. HOLLAND

Date Signed: January 26, 2010

VP Group Sales & Strategy

Publisher and Vice President, Advertising

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ABC Member since: 1942

04-0110-0	Analyzed Issue Date	10/05/09
	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