



**Publisher's Statement Data Entry**

**Statement Period:** 06/30/2007  
**Member:** 401645 - Card Player (MAGS)  
**Field Served:** CARD PLAYER is a poker magazine serving poker players of all levels of expertise, and is distributed Internationally to subscribers, casinos and card rooms. Definition of List Source Recipients: Method of Circulation for Analyzed Non-Paid Circulation: By FedEx shipping to casino and in bulk.

**FAS-FAX Data:** FAS-FAX data submitted to ABC. (FAS-FAX data highlighted in red)

Issue Count	Average Single Copy Price	Subscriptions		Single Copy	Total Paid and Verified	Analyzed Non-Paid	Total Paid and Verified and Analyzed Non-Paid
		Paid	Verified				
		24,634			24,634	83,354	107,988

**Rate Base:** (None Claimed - Paid and Verified)  
 (None Claimed - Analyzed Non-Paid) (None Claimed - Combined Total)

- Paragraph 3 Paid Subscriptions ( 0 ) does not match Paragraph 6 Paid Subscriptions ( 24,634 ).
- Paragraph 3 Analyzed Non-Paid ( 0 ) does not match Paragraph 6 Analyzed Non-Paid ( 83,354 ).
- Paragraph 8A Subscriptions ( 11,919 ) does not match Paragraph 8C Subscriptions ( 87 ).
- Paragraph 8B Subscriptions ( 11,919 ) does not match Paragraph 8C Subscriptions ( 87 ).

**Publication Information**

Published by	Card Player Media LLC	ABC Member # 04-0164-5
Frequency:	26 times/year	

**PARAGRAPH 1 TOTAL AVERAGE PAID, VERIFIED and 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	24,634	22.8			
Verified					
Total Paid & Verified Subscriptions	24,634	22.8			
Single Copy Sales					
Total Paid & Verified Circulation	24,634	22.8	None Claimed		
Total Analyzed Non-Paid Circulation	83,354	77.2	None Claimed		
Total Paid, Verified & Analyzed Non-Paid Circulation	107,988	100.0	None Claimed		

**RATE BASE CHANGE**  
 Please report any rate base changes effective during this reporting period.

	Date (mm/dd/yyyy)	Rate Base
<b>Paid &amp; Verified Circulation:</b>	to:	
	since:	
<b>Analyzed Non-Paid Circulation:</b>	to:	
	since:	
<b>Paid, Verified &amp; Analyzed Non-Paid Circulation:</b>	to:	
	since:	

**Paragraph 2 PRICES**

Issue Frequency Change	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy Subscription		\$19.95	
Average Subscription Price Annualized (26 issue frequency)			
Average Subscription Price per Copy			

(1) For the Statement period

(2) Represents individual subscriptions for the 12 months ended December 31, 2006.

**PARAGRAPH 3 PAID, VERIFIED AND ANALYZED NON-PAID CIRCULATION BY ISSUE**

- Paragraph 3 Paid Subscriptions ( 0) does not match Paragraph 6 Paid Subscriptions ( 24,634).
- Paragraph 3 Analyzed Non-Paid ( 0) does not match Paragraph 6 Analyzed Non-Paid ( 83,354).

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
	24,315		24,315		24,315	88,180	112,495
	24,469		24,469		24,469	90,090	114,559
	24,640		24,640		24,640	91,445	116,085
	24,624		24,624		24,624	93,975	118,599
	24,693		24,693		24,693	93,775	118,468
	24,647		24,647		24,647	95,745	120,392
	24,678		24,678		24,678	72,938	97,616
	24,706		24,706		24,706	73,125	97,831
	24,707		24,707		24,707	74,075	98,782
	24,748		24,748		24,748	75,160	99,908
	24,653		24,653		24,653	76,380	101,033
	24,731		24,731		24,731	81,110	105,841
	24,633		24,633		24,633	80,725	105,358

**PARAGRAPH 4 AVERAGE CIRCULATION BY REGIONAL, METRO AND DEMOGRAPHIC EDITIONS**

None

**PARAGRAPH 5 TREND ANALYSIS**

Not applicable or to be completed by ABC.

**Paragraph 5A**

Not applicable or to be completed by ABC.

**PARAGRAPH 6 SUPPLEMENTAL ANALYSIS OF AVERAGE PAID, VERIFIED AND 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.

- Paragraph 3 Paid Subscriptions ( 0) does not match Paragraph 6 Paid Subscriptions ( 24,634).
- Paragraph 3 Analyzed Non-Paid ( 0) does not match Paragraph 6 Analyzed Non-Paid ( 83,354).

	Print Average for Period	Digital Average for Period	Average for Period	% of Circulation
<b>PAID SUBSCRIPTIONS</b>				
Individual Subscriptions	24,634		24,634	22.8
Combination Subscriptions Association:				
Deductible				
Non-Deductible				
Club Membership:				
Deductible				
Non-Deductible				
Deferred				
Loyalty/Award Point				
Partnership:				
Deductible				
Non-Deductible				
School				
Sponsored Sales				
Military Personnel				
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>24,634</b>	<b>0</b>	<b>24,634</b>	<b>22.8</b>
<b>VERIFIED SUBSCRIPTIONS</b>				
Public Place (see Par. 6A)				
Individual Use (See Par. 6B)				
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0.0</b>
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>24,634</b>	<b>0</b>	<b>24,634</b>	<b>22.8</b>
<b>SINGLE COPY SALES</b>				
Single Issue Sales				
Combination Sales				
Partnership:				
Deductible				
Non-Deductible				
Sponsored Sales				
<b>TOTAL SINGLE COPY SALES</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0.0</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>24,634</b>	<b>0</b>	<b>24,634</b>	<b>22.8</b>
<b>ANALYZED NON-PAID</b>				

List Source				
Market Coverage				
Delivered with Host Products				
Non-Paid Bulk	83,354		83,354	77.2
<b>TOTAL ANALYZED NON-PAID</b>	<b>83,354</b>	<b>0</b>	<b>83,354</b>	<b>0.0</b>
<b>TOTAL PAID, VERIFIED &amp; ANALYZED NON-PAID</b>	<b>107,988</b>	<b>0</b>	<b>107,988</b>	<b>100.0</b>

**PARAGRAPH 6A ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE**  
 Please use Verified Public Place worksheet to complete 6A.  
 Verified Subscription: Other Total Public Place Copies  
 Public Place

**PARAGRAPH 6B ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE**  
 Please use Verified Individual Use worksheet to complete 6B data.  
 Verified Subscription: Other Total Individual Use Copies  
 Individual Use

**PARAGRAPH 7 GEOGRAPHIC DATA**  
 7. GEOGRAPHIC DATA for the 29-May, 2007 issue  
 Total paid & verified circulation of this issue was 0.0% greater than the total average paid & verified circulation.  
 Total analyzed non-paid circulation of this Issue was 0.0% greater than the total average analyzed non-paid circulation.

**Analyzed issue**  
 Analyzed Issue Date May 29, 2007  
 04-0164-5 Analyzed Issue Text (for double month issue date)

**Paragraph 7A**  
 Please Note: If you are reporting Digital circulation using the worksheet in Par. 6, please remember to include Digital circulation in your Subscriptions or Single Copy figures in the Geographic analysis.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION	ANALYZED NON-PAID	TOTAL CIRCULATION
Alabama	192		192		192		192
Arizona	440		440		440	2,620	3,060
Arkansas	127		127		127	15	142
California	2,734		2,734		2,734	19,910	22,644
Colorado	614		614		614	2,975	3,589
Connecticut	282		282		282	1,000	1,282
Delaware	66		66		66	65	131
District of Columbia	41		41		41		41
Florida	1,394		1,394		1,394	7,495	8,889
Georgia	559		559		559	375	934
Idaho	88		88		88		88
Illinois	1,137		1,137		1,137	740	1,877
Indiana	557		557		557	1,270	1,827
Iowa	221		221		221	945	1,166
Kansas	209		209		209	1,630	1,839
Kentucky	264		264		264	5	269
Louisiana	179		179		179	835	1,014
Maine	112		112		112		112
Maryland	569		569		569	30	599
Massachusetts	537		537		537	150	687
Michigan	1,003		1,003		1,003	790	1,793
Minnesota	390		390		390	2,590	2,980
Mississippi	77		77		77	1,580	1,657
Missouri	353		353		353	1,435	1,788
Montana	71		71		71	195	266
Nebraska	163		163		163	445	608
Nevada	277		277		277	14,110	14,387
New Hampshire	133		133		133	300	433
New Jersey	859		859		859	4,065	4,924
New Mexico	81		81		81	380	461
New York	1,650		1,650		1,650	575	2,225
North Carolina	526		526		526	15	541
North Dakota	74		74		74	570	644
Ohio	1,119		1,119		1,119	20	1,139
Oklahoma	248		248		248	2,170	2,418
Oregon	307		307		307	1,000	1,307
Pennsylvania	995		995		995	75	1,070
Rhode Island	71		71		71		71
South Carolina	211		211		211		211
South Dakota	73		73		73	295	368
Tennessee	340		340		340	340	680

Texas	2,006	2,006	2,006	1,545	3,551
Utah	123	123	123		123
Vermont	50	50	50	15	65
Virginia	596	596	596	215	811
Washington	570	570	570	1,975	2,545
West Virginia	100	100	100	15	115
Wisconsin	531	531	531	810	1,341
Wyoming	56	56	56		56
TOTAL 48 CONTERMI NOUS STATES	23,375	23,375	23,375	75,585	98,960
Alaska	101	101	101	120	221
Hawaii	148	148	148		148
TOTAL ALASKA & HAWAII	249	249	249	120	369
U.S. Unclassified					
TOTAL UNITED STATES	23,624	23,624	23,624	75,705	99,329
Poss. & Other Areas	30	30	30		30
U.S. & POSS., etc.	23,654	23,654	23,654	75,705	99,359
Canada	464	464	464	635	1,099
International	485	485	485	40	525
Other Unclassified					
Military or Civilian Personnel Overseas	50	50	50		50
GRAND TOTAL	24,653	24,653	24,653	76,380	101,033

**ANALYSIS BY ABCD COUNTY SIZE**

Optional Information. US Magazines of less than 500,000 total average paid, verified and analyzed non-paid circulation not required to answer this paragraph. Canadian Magazine of less than 100,000 total average paid, verified and analyzed non-paid circulation not required to answer this paragraph.

Not applicable or to be completed by ABC.

**PARAGRAPH 8 ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS**

Total gross individual subscriptions (new and renewal) sold in the six month period ended December 31, 2006. Please make sure totals for 8A, 8B and 8C match.

● Paragraph 8A Subscriptions ( 11,919 ) does not match Paragraph 8C Subscriptions ( 87 ).

A.	DURATION			%
(a)	One to six months (1 to 13 issues)		240	2.1
(b)	Seven to eleven months (13 to 24 issues)		39	0.3
(c)	Twelve months (25 to 26 issues)		9,300	78.0
(d)	Thirteen to twenty-four months		2,336	19.6
(e)	Twenty-five months and more		4	0.0
	Total Subscriptions Sold In Period		11,919	100.0

**Paragraph 8B**

● Paragraph 8B Subscriptions ( 11,919 ) does not match Paragraph 8C Subscriptions ( 87 ).

B.	USE OF PREMIUMS			
(a)	Ordered without premium		11,039	92.6
(b)	Ordered with material reprinted from this publication		867	7.3
(c)	Ordered with other premiums		13	0.1
	Total Subscriptions Sold In Period		11,919	100.0

**Paragraph 8C**

● Paragraph 8A Subscriptions ( 11,919 ) does not match Paragraph 8C Subscriptions ( 87 ).

● Paragraph 8B Subscriptions ( 11,919 ) does not match Paragraph 8C Subscriptions ( 87 ).

C.	CHANNELS			%
(a)	Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers		11,832	
(b)	Ordered by subscribers in response to unsolicited telemarketing and door to door selling		87	100.0
(c)	Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations			
(d)	Subscriptions as part of membership in an organization		None	
	Total Subscriptions Sold in Period		87	100.0

**8D. International Worksheet**

**International Worksheet**

**Publisher Suggested Prices**

(a) Publisher Suggested Prices: Subscriptions: U.S. 2 yrs. \$45.95. Canada 1 yr. \$79.95. International 1 yr. \$99.95

**9A1**

Not applicable or to be completed by ABC.

**Average non-analyzed non-paid circulation**  
 (b) Average non-analyzed non-paid circulation for the 6 month period: 437  
 copies per issue.

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**9B1**  
**Not applicable or to be completed by ABC.**

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**Post expiration copies**  
 (c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was \_\_\_\_\_ or \_\_\_\_\_% of average paid subscription circulation.

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**Paragraph 9D**  
 (d) Owing to the fact that a sufficient period of time has not elapsed since becoming a member of the Bureau to maintain records required for calculating average price, the requirement to report average subscription price has been temporarily waived.  
 Prices utilized during the period are: 10 issues \$9.99; 26 issues \$19.99, \$37.49, \$39.95, \$79.99, \$99.99; 52 issues \$37.49, \$39.95. The greatest number of subscriptions were sold at 26 issues for \$19.99.  
 (e) Non-Paid Bulk, averaging \_\_\_\_\_ copies per issue, shown in Par. 6 and included in Par. 1, represents copies available for pickup at designated locations.  
 (f) Records show a booklet, 52 Tips for Texas Hold'em Poker and a CARD PLAYER mouse pad, with no advertised or stated values, were offered with some subscriptions.

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**Paragraph 9E**  
**Not applicable or to be completed by ABC.**

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**Paragraph 10 is compiled and updated by ABC and will appear on your Publisher's Statement proof.**

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**PARAGRAPH 10 VARIANCE**

Audit Period Ended	Rate Base (Paid)	Audit Report (Paid)	Publisher's Statements (Paid)	Difference (Paid)	Percentage of Difference (Paid)	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)
09-30-06	None Claimed	25,706	*				83,090	*		

  

Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)
09-30-06	None Claimed	108,796	*		

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**Certification Paragraph**  
 Parent Company: Card Player Media LLC  
 CARD PLAYER, published by Card Player Media LLC, 6940 O' Bannon Dr, Las Vegas, NV 89117

NAME	NAME	Date Signed:
Circulation Director	Publisher Sales Office:	
P: 702.273.0064 F: 702.856.2222 URL: www.cardplayer.com	Established: 1988	ABC Member since: 2007

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**Logo or Page Heading Graphic(s):**

**Comments:** Issues used for Paragraph 3 are: 9-Jan-07 23-Jan-07 6-Feb-07 20-Feb-07 6-Mar-07 20-Mar-07 3-Apr-07 17-Apr-07 1-May-07 15-May-07 29-May-07 12-June-07 26-June-07 Paragraph 8C is not calculating properly.

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If you have any questions contact  
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