



Audit Bureau  
of Circulations



**PAID, VERIFIED &  
ANALYZED  
NON-PAID MAGAZINE  
PUBLISHER'S STATEMENT**

Subject to Audit

For the six months ended June 30, 2008

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.

Published by Card Player Media LLC

Frequency: 26 times/year

ABC Member # 04-0164-5

Card Player

**1. TOTAL AVERAGE PAID, VERIFIED & 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	22,126	21.7			
Verified					
<b>Total Paid &amp; Verified Subscriptions</b>	<b>22,126</b>	<b>21.7</b>			
Single Copy Sales					
<b>Total Paid &amp; Verified Circulation</b>	<b>22,126</b>	<b>21.7</b>	None Claimed		
<b>Total Analyzed Non-Paid Circulation</b>	<b>79,955</b>	<b>78.3</b>	None Claimed		
<b>Total Paid, Verified &amp; Analyzed Non-Paid Circulation</b>	<b>102,081</b>	<b>100.0</b>	None Claimed		

**2. PRICES**

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy Subscription	\$4.95		
Average Subscription Price Annualized (26 issue frequency)	\$24.95		
Average Subscription Price per Copy		\$22.29	\$0.86

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2007.

**3. PAID, VERIFIED & ANALYZED NON-PAID CIRCULATION BY ISSUE**

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
Jan.	8	22,550	22,550		22,550	79,775	102,325
	16	22,655	22,655		22,655	80,285	102,940
	30	22,698	22,698		22,698	82,135	104,833
Feb.	13	22,687	22,687		22,687	79,485	102,172
	27	22,439	22,439		22,439	80,015	102,454
Mar.	12	22,287	22,287		22,287	78,810	101,097
	26	22,180	22,180		22,180	78,485	100,665
Apr.	9	21,981	21,981		21,981	79,540	101,521
	23	21,802	21,802		21,802	79,210	101,012
May	7	21,677	21,677		21,677	78,455	100,132
	21	21,647	21,647		21,647	78,095	99,742
June	4	21,519	21,519		21,519	82,910	104,429
	18	21,513	21,513		21,513	82,220	103,733

Paid, Verified & Analyzed Non-Paid Magazine Publisher's Statement

For six months ended June 30, 2008

#### 4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

#### 5. TREND ANALYSIS

	2003	%	2004	%	2005	%	2006	%	2007	%
Subscriptions:										
Paid	N/A		N/A		N/A		N/A		24,126	22.9
Verified	N/A		N/A		N/A		N/A		N/A	
<b>Total Paid &amp; Verified Subscriptions</b>	<b>N/A</b>		<b>N/A</b>		<b>N/A</b>		<b>N/A</b>		<b>24,126</b>	<b>22.9</b>
Single Copy Sales	N/A		N/A		N/A		N/A		N/A	
<b>Total Paid &amp; Verified Circulation</b>	<b>N/A</b>		<b>N/A</b>		<b>N/A</b>		<b>N/A</b>		<b>24,126</b>	<b>22.9</b>
Year Over Year Percent of Change										
<b>Total Analyzed Non-Paid Circ.</b>	<b>N/A</b>		<b>N/A</b>		<b>N/A</b>		<b>N/A</b>		<b>81,159</b>	<b>77.1</b>
Year Over Year Percent of Change										
<b>Total Paid, Verified &amp; Analyzed Non-Paid Circ.</b>	<b>N/A</b>		<b>N/A</b>		<b>N/A</b>		<b>N/A</b>		<b>105,285</b>	<b>100.0</b>
Year Over Year Percent of Change										
Avg. Annualized Subscription Price	N/A		N/A		N/A		N/A		\$23.79	

#### 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 Par. 9 for full explanation.

	Average for Period	% of Circulation
<b>PAID SUBSCRIPTIONS</b>		
Individual Subscriptions*	22,126	21.7
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>22,126</b>	<b>21.7</b>
<b>VERIFIED SUBSCRIPTIONS</b>		
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>		
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>22,126</b>	<b>21.7</b>
<b>SINGLE COPY SALES</b>		
<b>TOTAL SINGLE COPY SALES</b>		
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>22,126</b>	<b>21.7</b>
<b>ANALYZED NON-PAID</b>		
Non-Paid Bulk	79,955	78.3
<b>TOTAL ANALYZED NON-PAID</b>	<b>79,955</b>	<b>78.3</b>
<b>TOTAL PAID, VERIFIED &amp; ANALYZED NON-PAID</b>	<b>102,081</b>	<b>100.0</b>

\*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 June 4, 2008 issue

Total paid & verified circulation of this issue 2.7% less than the total average paid & verified circulation.

Total analyzed non-paid circulation of this issue was 3.7% greater than the total average analyzed non-paid circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION	ANALYZED NON-PAID	TOTAL CIRCULATION	STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION	ANALYZED NON-PAID	TOTAL CIRCULATION
Alabama	168		168		168		168	Ohio	971		971		971	70	1,041
Arizona	368		368		368	2,675	3,043	Oklahoma	202		202		202	2,315	2,517
Arkansas	114		114		114	50	164	Oregon	282		282		282	800	1,082
California	2,357		2,357		2,357	21,150	23,507	Pennsylvania	880		880		880	65	945
Colorado	565		565		565	3,275	3,840	Rhode Island	56		56		56	750	806
Connecticut	228		228		228	900	1,128	South Carolina	204		204		204		204
Delaware	81		81		81	50	131	South Dakota	67		67		67	255	322
District of Columbia	33		33		33		33	Tennessee	323		323		323	330	653
Florida	1,222		1,222		1,222	7,940	9,162	Texas	1,818		1,818		1,818	1,305	3,123
Georgia	554		554		554	25	579	Utah	94		94		94		94
Idaho	101		101		101		101	Vermont	47		47		47	15	62
Illinois	1,063		1,063		1,063	860	1,923	Virginia	523		523		523		523
Indiana	511		511		511	1,245	1,756	Washington	514		514		514	1,860	2,374
Iowa	180		180		180	985	1,165	West Virginia	87		87		87	315	402
Kansas	182		182		182	75	257	Wisconsin	451		451		451	780	1,231
Kentucky	228		228		228	200	428	Wyoming	52		52		52		52
Louisiana	138		138		138	885	1,023	<b>TOTAL 48 CONTERMI- NOUS STATES</b>	<b>20,589</b>		<b>20,589</b>		<b>20,589</b>	<b>81,450</b>	<b>102,039</b>
Maine	91		91		91		91	Alaska	95		95		95	120	215
Maryland	499		499		499	230	729	Hawaii	107		107		107		107
Massachusetts	452		452		452	120	572	<b>TOTAL ALASKA &amp; HAWAII</b>	<b>202</b>		<b>202</b>		<b>202</b>	<b>120</b>	<b>322</b>
Michigan	804		804		804	1,455	2,259	U.S. Unclassified	202		202		202		202
Minnesota	343		343		343	1,415	1,758	<b>TOTAL UNITED STATES</b>	<b>20,993</b>		<b>20,993</b>		<b>20,993</b>	<b>81,570</b>	<b>102,563</b>
Mississippi	76		76		76	1,445	1,521	Poss. & Other Areas	24		24		24		24
Missouri	290		290		290	1,490	1,780	<b>U.S. &amp; POSS., etc.</b>	<b>21,017</b>		<b>21,017</b>		<b>21,017</b>	<b>81,570</b>	<b>102,587</b>
Montana	73		73		73	240	313	Canada	353		353		353	885	1,238
Nebraska	141		141		141	525	666	International	99		99		99	25	124
Nevada	217		217		217	18,470	18,687	Other Unclassified Military or Civilian							
New Hampshire	93		93		93	625	718	Personnel Overseas	50		50		50	430	480
New Jersey	791		791		791	4,470	5,261	<b>GRAND TOTAL</b>	<b>21,519</b>		<b>21,519</b>		<b>21,519</b>	<b>82,910</b>	<b>104,429</b>
New Mexico	65		65		65	350	415								
New York	1,474		1,474		1,474	800	2,274								
North Carolina	453		453		453	15	468								
North Dakota	63		63		63	625	688								

## ANALYSIS BY ABCD COUNTY SIZE for the June 4, 2008 issue

Magazine of less than 500,000 total average paid, verified and/or analyzed non-paid 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 June 30, 2008

<b>A. DURATION</b>			<b>%</b>	<b>C.CHANNELS</b>			<b>%</b>
(a) One to six months (1 to 13 issues).....	112		1.4	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	7,444		95.5
(b) Seven to eleven months (14 to 24 issues) .....	15		0.2	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	353		4.5
(c) Twelve months (25 to 26 issues).....	4,592		58.9	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	None		
(d) Thirteen to twenty-four months.....	3,071		39.4	(d) Subscriptions as part of membership in an organization .....	None		
(e) Twenty-five months and more .....	7		0.1	<b>Total Subscriptions Sold in Period .....</b>	<b>7,797</b>		<b>100.0</b>
<b>Total Subscriptions Sold in Period .....</b>	<b>7,797</b>		<b>100.0</b>				
<b>B. USE OF PREMIUMS</b>							
(a) Ordered without premium .....	7,797		100.0				
(b) Ordered with material reprinted from this publication.....	None						
(c) Ordered with other premiums .....	None						
<b>Total Subscriptions Sold in Period .....</b>	<b>7,797</b>		<b>100.0</b>				

## 9. EXPLANATORY

(a) Suggested Retail Prices: Subscriptions: U.S. 2 yrs. \$34.95.  
Canada 1 yr. \$79.95. International 1 yr. \$99.95.

(b) Average non-analyzed non-paid circulation for the 6 month period: 387  
copies per issue.

(c) Post expiration copies: None.

(d) Non-Paid Bulk, averaging 79,955 copies per issue, shown in Par. 6 and included in  
Par. 1, represents copies available for pickup at designated locations.

## 10. VARIANCE

Latest released Audit Report for 3 months ended September 30, 2006; Variation from Publisher's Statements

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	*			None Claimed	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	*		

\*Initial Audit for 3 months ending September 30, 2006 - Publisher's Statement not required for this period.

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: Card Player Media LLC

CARD PLAYER, published by Card Player Media LLC • 6940 O'Bannon Dr. • Las Vegas, NV 89117

TIM RESNIK

BARRY SHULMAN

Date Signed: August 22, 2008

CMO

Publisher

Sales Office:

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Established: 1988

ABC Member since: 2007

04-0164-5	Analyzed Issue Date	06/04/08
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.95
	Association Subscription Price	
	U.S. Subscription Price	24.95
	Canadian Subscription Price	79.95
	International Subscription Price	99.95