



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

Subject to Audit

For the six months ended December 31, 2007

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

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	23,618	23.1			
Verified					
Total Paid & Verified Subscriptions	23,618	23.1			
Single Copy Sales					
Total Paid & Verified Circulation	23,618	23.1	None Claimed		
Total Analyzed Non-Paid Circulation	78,723	76.9	None Claimed		
Total Paid, Verified & Analyzed Non-Paid Circulation	102,341	100.0	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		\$23.79	\$0.92

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended June 30, 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
July	10	24,758	24,758		24,758	83,760	108,518
	24	24,828	24,828		24,828	79,005	103,833
Aug.	7	24,648	24,648		24,648	76,175	100,823
	21	24,446	24,446		24,446	77,590	102,036
Sept.	4	24,087	24,087		24,087	78,780	102,867
	18	23,730	23,730		23,730	77,595	101,325
Oct.	2	23,499	23,499		23,499	78,425	101,924
	16	23,336	23,336		23,336	78,040	101,376
	30	23,106	23,106		23,106	78,920	102,026
Nov.	13	22,891	22,891		22,891	78,570	101,461
	27	22,643	22,643		22,643	78,270	100,913
Dec.	11	22,596	22,596		22,596	78,745	101,341
	25	22,460	22,460		22,460	79,530	101,990

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	
Total Paid & Verified Subscriptions	N/A		N/A		N/A		N/A		24,126	22.9
Single Copy Sales	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Circulation	N/A		N/A		N/A		N/A		24,126	22.9
Year Over Year Percent of Change										
Total Analyzed Non-Paid Circ.	N/A		N/A		N/A		N/A		81,159	77.1
Year Over Year Percent of Change										
Total Paid, Verified & Analyzed Non-Paid Circ.	N/A		N/A		N/A		N/A		105,285	100.0
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
PAID SUBSCRIPTIONS		
Individual Subscriptions*	23,618	23.1
TOTAL PAID SUBSCRIPTIONS	23,618	23.1
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	23,618	23.1
SINGLE COPY SALES		
TOTAL SINGLE COPY SALES		
TOTAL PAID & VERIFIED CIRCULATION	23,618	23.1
ANALYZED NON-PAID		
Non-Paid Bulk	78,723	76.9
TOTAL ANALYZED NON-PAID	78,723	76.9
TOTAL PAID, VERIFIED & ANALYZED NON-PAID	102,341	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 July 24, 2007 issue

Total paid & verified circulation of this issue 5.5% greater than the total average paid & verified circulation.

Total analyzed non-paid circulation of this issue was 0.4% 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	191		191		191	75	266	Ohio	1,137		1,137		1,137	20	1,157
Arizona	437		437		437	2,620	3,057	Oklahoma	251		251		251	1,770	2,021
Arkansas	129		129		129	15	144	Oregon	307		307		307	1,130	1,437
California	2,771		2,771		2,771	19,865	22,636	Pennsylvania	1,016		1,016		1,016	65	1,081
Colorado	621		621		621	3,075	3,696	Rhode Island	71		71		71		71
Connecticut	279		279		279	1,000	1,279	South Carolina	223		223		223		223
Delaware	70		70		70	65	135	South Dakota	76		76		76	290	366
District of Columbia	42		42		42		42	Tennessee	346		346		346	340	686
Florida	1,397		1,397		1,397	7,295	8,692	Texas	2,039		2,039		2,039	1,570	3,609
Georgia	570		570		570	355	925	Utah	124		124		124		124
Idaho	98		98		98		98	Vermont	48		48		48	15	63
Illinois	1,163		1,163		1,163	740	1,903	Virginia	593		593		593	215	808
Indiana	570		570		570	1,370	1,940	Washington	561		561		561	1,975	2,536
Iowa	209		209		209	945	1,154	West Virginia	95		95		95	15	110
Kansas	198		198		198	1,630	1,828	Wisconsin	531		531		531	810	1,341
Kentucky	266		266		266	5	271	Wyoming	53		53		53		53
Louisiana	174		174		174	865	1,039	TOTAL 48 CONTERMI- NOUS STATES	23,588		23,588		23,588	78,210	101,798
Maine	117		117		117		117	Alaska	100		100		100	120	220
Maryland	585		585		585	30	615	Hawaii	152		152		152		152
Massachusetts	541		541		541	150	691	TOTAL ALASKA & HAWAII	252		252		252	120	372
Michigan	1,001		1,001		1,001	710	1,711	U.S. Unclassified							
Minnesota	382		382		382	2,585	2,967	TOTAL UNITED STATES	23,840		23,840		23,840	78,330	102,170
Mississippi	82		82		82	1,570	1,652	Poss. & Other Areas	28		28		28		28
Missouri	353		353		353	1,335	1,688	U.S. & POSS., etc.	23,868		23,868		23,868	78,330	102,198
Montana	70		70		70	195	265	Canada	440		440		440	635	1,075
Nebraska	159		159		159	445	604	International	467		467		467	40	507
Nevada	276		276		276	16,150	16,426	Other Unclassified Military or Civilian							
New Hampshire	137		137		137	300	437	Personnel Overseas	53		53		53		53
New Jersey	879		879		879	5,100	5,979	GRAND TOTAL	24,828		24,828		24,828	79,005	103,833
New Mexico	72		72		72	350	422								
New York	1,656		1,656		1,656	575	2,231								
North Carolina	550		550		550	15	565								
North Dakota	72		72		72	565	637								

ANALYSIS BY ABCD COUNTY SIZE for the July 24, 2007 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 December 31, 2007

A. DURATION			%	C.CHANNELS			%
(a) One to six months (1 to 13 issues).....	95		0.9	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	10,885		98.5
(b) Seven to eleven months (13 to 24 issues)	17		0.1	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	170		1.5
(c) Twelve months (25 to 26 issues).....	7,240		65.5	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	None		
(d) Thirteen to twenty-four months.....	3,699		33.5	(d) Subscriptions as part of membership in an organization	None		
(e) Twenty-five months and more	4		0.0	Total Subscriptions Sold in Period	11,055		100.0
Total Subscriptions Sold in Period	11,055		100.0				
B. USE OF PREMIUMS							
(a) Ordered without premium	11,053		100.0				
(b) Ordered with material reprinted from this publication.....	None						
(c) Ordered with other premiums, See Par. 9	2		0.0				
Total Subscriptions Sold in Period	11,055		100.0				

9. EXPLANATORY

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

(b) Average non-analyzed non-paid circulation for the 6 month period: 347
copies per issue.

(c) Post expiration copies: None.

(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 \$15.95; 26 issues \$25.95, \$79.95, \$99.95; 52 issues \$45.95. The greatest number of subscriptions were sold at 26 issues for \$25.95.

(e) Non-Paid Bulk, averaging 78,723 copies per issue, shown in Par. 6 and included in Par. 1, represents copies available for pickup at designated locations.

(f) Use of premiums: 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.

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

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BARRY SHULMAN

Publisher

Date Signed: January 31, 2008

Sales Office:

Established: 1988

ABC Member since: 2007

04-0164-5	Analyzed Issue Date	07/24/07
	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