



Audit Bureau  
of Circulations

# Cooperative living

For the six months ended June 30, 2011

Field Served: Virginia, Maryland, Delaware Association of Electric Cooperatives.

Published by VA, MD & DE Association of Electric Cooperatives

Frequency: 10 times/year

ABC Member # 04-1007-0

## PAID & VERIFIED MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

Cooperative Living

Paid & Verified Magazine  
Publisher's Statement

For six months ended June 30, 2011

### 1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
<b>Paid &amp; Verified Circulation:</b> (See Par. 6)					
<b>Subscriptions:</b>					
Paid	487,687	100.0			
Verified					
<b>Total Paid &amp; Verified Subscriptions</b>	<b>487,687</b>	<b>100.0</b>			
Single Copy Sales					
<b>Total Paid &amp; Verified Circulation</b>	<b>487,687</b>	<b>100.0</b>	<b>490,000</b>	<b>-2,313</b>	<b>-0.5</b>

### 2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$0.49		
Subscription	\$4.90		
Average Subscription Price Annualized			
Average Subscription Price per Copy			

(1) For the Statement period

(2) See Par. 9.

### 3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan.	487,662		487,662		487,662
Feb.	488,357		488,357		488,357
Mar./Apr.	487,408		487,408		487,408
May	487,529		487,529		487,529
June	487,479		487,479		487,479

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

None

## 5. TREND ANALYSIS

	2006	%	2007	%	2008	%	2009	%	2010	%
Subscriptions:										
Paid	359,917	100.0	366,850	100.0	387,828	100.0	394,588	100.0	439,524	100.0
Verified	N/A		N/A		N/A		N/A		N/A	
<b>Total Paid &amp; Verified Subscriptions</b>	<b>359,917</b>	<b>100.0</b>	<b>366,850</b>	<b>100.0</b>	<b>387,828</b>	<b>100.0</b>	<b>394,588</b>	<b>100.0</b>	<b>439,524</b>	<b>100.0</b>
Single Copy Sales	N/A		N/A		N/A		N/A		N/A	
<b>Total Paid &amp; Verified Circulation</b>	<b>359,917</b>	<b>100.0</b>	<b>366,850</b>	<b>100.0</b>	<b>387,828</b>	<b>100.0</b>	<b>394,588</b>	<b>100.0</b>	<b>439,524</b>	<b>100.0</b>
Year Over Year Percent of Change		3.0		1.9		5.7		1.7		11.4
Avg. Annualized Subscription Price	N/A		N/A		N/A		N/A		N/A	

## 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.

	Average for Period	% of Circulation
<b>PAID SUBSCRIPTIONS</b>		
Individual Subscriptions*	128	0.0
Association:		
Non-Deductible*	487,559	100.0
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>487,687</b>	<b>100.0</b>
<b>VERIFIED SUBSCRIPTIONS</b>		
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>		
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>487,687</b>	<b>100.0</b>
<b>SINGLE COPY SALES</b>		
<b>TOTAL SINGLE COPY SALES</b>		
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>487,687</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 2011 issue

Total paid & verified circulation of this issue was 0.0% less than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	58		58		58
Arizona	78		78		78
Arkansas	21		21		21
California	252		252		252
Colorado	77		77		77
Connecticut	100		100		100
Delaware	779		779		779
District of Columbia	836		836		836
Florida	1,006		1,006		1,006
Georgia	239		239		239
Idaho	1		1		1
Illinois	88		88		88
Indiana	53		53		53
Iowa	17		17		17
Kansas	27		27		27
Kentucky	94		94		94
Louisiana	43		43		43
Maine	23		23		23
Maryland	5,875		5,875		5,875
Massachusetts	108		108		108
Michigan	83		83		83
Minnesota	40		40		40
Mississippi	26		26		26
Missouri	56		56		56
Montana	11		11		11
Nebraska	27		27		27
Nevada	20		20		20
New Hampshire	35		35		35
New Jersey	966		966		966
New Mexico	32		32		32
New York	755		755		755
North Carolina	2,365		2,365		2,365
North Dakota	50		50		50

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Ohio	562		562		562
Oklahoma	35		35		35
Oregon	27		27		27
Pennsylvania	1,773		1,773		1,773
Rhode Island	13		13		13
South Carolina	223		223		223
South Dakota	152		152		152
Tennessee	307		307		307
Texas	337		337		337
Utah	20		20		20
Vermont	19		19		19
Virginia	468,460		468,460		468,460
Washington	335		335		335
West Virginia	860		860		860
Wisconsin	28		28		28
Wyoming	5		5		5
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>487,397</b>		<b>487,397</b>		<b>487,397</b>
Alaska	7		7		7
Hawaii	17		17		17
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>24</b>		<b>24</b>		<b>24</b>
U.S. Unclassified					
<b>TOTAL UNITED STATES</b>	<b>487,421</b>		<b>487,421</b>		<b>487,421</b>
Poss. & Other Areas	8		8		8
<b>U.S. &amp; POSS., etc.</b>	<b>487,429</b>		<b>487,429</b>		<b>487,429</b>
Canada					
International					
Other Unclassified					
Military or Civilian					
Personnel Overseas	50		50		50
<b>GRAND TOTAL</b>	<b>487,479</b>		<b>487,479</b>		<b>487,479</b>

## ANALYSIS BY ABCD COUNTY SIZE for the June 2011 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 six month period ended June 30, 2011

### A. DURATION

- (a) One to six months (1 to 5 issues) .....
  - (b) Seven to eleven months (6 to 9 issues) .....
  - (c) Twelve months (10 issues) .....
  - (d) Thirteen to twenty-four months .....
  - (e) Twenty-five months and more .....
- Total Subscriptions Sold in Period ..... See Par. 9

### B. USE OF PREMIUMS

- (a) Ordered without premium .....
  - (b) Ordered with material reprinted from this publication .....
  - (c) Ordered with other premiums .....
- Total Subscriptions Sold in Period ..... See Par. 9

### C. CHANNELS

- (a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers .....
  - (b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling .....
  - (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 .....
- Total Subscriptions Sold in Period ..... See Par. 9

## 9. EXPLANATORY

(a) Suggested Retail Prices: No additional prices.

(b) Average non-analyzed non-paid circulation for the 6 month period: 1,432 copies per issue.

(c) Post expiration copies: None.

(d) Association (Non-Deductible): The average of 487,559 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to members of the Virginia, Maryland and Delaware Association of Electric Cooperatives. \$4.90 is allocated for a 1 year subscription to COOPERATIVE LIVING and is non-deductible from dues.

(e) Subscriptions to COOPERATIVE LIVING are received as a result of membership in Local Electric Cooperatives which make up the Virginia, Maryland and Delaware Association of Electric Cooperatives. As such, subscriptions continue throughout the subscriber's participation in the Cooperatives. Expiration dates do not exist, nor are subscribers required to renew the magazine at any regular interval. Therefore, it is not possible to ascertain the number of new and renewal subscribers. Reporting of Pars. 2 and 8 is not required.

## 10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2010; 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)
12-31-10	(a)	439,524	439,524		
12-31-09	(b)	394,588	394,588		
12-31-08	(c)	387,828	387,828		
12-31-07	(d)	366,850	366,850		
12-31-06	340,000	359,916	359,916		

(a) Effective 01/1/09 changed from 370,000 to 390,000  
 (c) Effective 1/1/07 changed from 340,000 to 358,000

(b) Effective 1/1/08 changed from 358,000 to 370,000

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.

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	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	0.49
	Association Subscription Price	4.90
	U.S. Subscription Price	4.90
	Canadian Subscription Price	
	International Subscription Price	