



Audit Bureau
of Circulations



For the six months ended December 31, 2008

Field Served: General magazine serving members of Lions Clubs International.

Published by International Association of Lions Clubs

Frequency: 10 times/year

ABC Member # 04-0572-5

The Lion

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

Subject to Audit

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	403,347	100.0			
Verified					
Total Paid & Verified Subscriptions	403,347	100.0			
Single Copy Sales					
Total Paid & Verified Circulation	403,347	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$1.00		
Subscription	\$6.00		
Average Subscription Price Annualized (10 issue frequency)		\$4.75	
Average Subscription Price per Copy		\$0.47	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended June 30, 2008.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
July/Aug.	405,132		405,132		405,132
Sept.	403,849		403,849		403,849
Oct.	402,413		402,413		402,413
Nov.	401,994		401,994		401,994
Dec.*	401,963		401,963		401,963

*Special Issue - circulation not included in averages shown in Par. 1.

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

Paid & Verified Magazine
Publisher's Statement

For six months ended December 31, 2008

5. TREND ANALYSIS

	2004	%	2005	%	2006	%	2007	%	2008	%
Subscriptions:										
Paid	474,793	100.0	463,204	100.0	449,183	100.0	420,837	100.0	403,528	100.0
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	474,793	100.0	463,204	100.0	449,183	100.0	420,837	100.0	403,528	100.0
Single Copy Sales	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Circulation	474,793	100.0	463,204	100.0	449,183	100.0	420,837	100.0	403,528	100.0
Year Over Year Percent of Change		-1.3		-2.4		-3.0		-6.3		-4.1
Avg. Annualized Subscription Price	\$4.38		\$4.75		\$4.77		\$4.80		\$4.75	

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
PAID SUBSCRIPTIONS		
Individual Subscriptions*	7,225	1.8
Association:		
Non-Deductible*	396,122	98.2
TOTAL PAID SUBSCRIPTIONS	403,347	100.0
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	403,347	100.0
SINGLE COPY SALES		
TOTAL SINGLE COPY SALES		
TOTAL PAID & VERIFIED CIRCULATION	403,347	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 November, 2008 issue

Total paid & verified circulation of this issue was 0.3% 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	3,666	3,666	3,666		3,666
Arizona	3,343	3,343	3,343		3,343
Arkansas	3,751	3,751	3,751		3,751
California	20,520	20,520	20,520		20,520
Colorado	3,725	3,725	3,725		3,725
Connecticut	5,186	5,186	5,186		5,186
Delaware	1,218	1,218	1,218		1,218
District of Columbia	96	96	96		96
Florida	6,924	6,924	6,924		6,924
Georgia	5,886	5,886	5,886		5,886
Idaho	2,323	2,323	2,323		2,323
Illinois	17,202	17,202	17,202		17,202
Indiana	11,551	11,551	11,551		11,551
Iowa	9,535	9,535	9,535		9,535
Kansas	6,634	6,634	6,634		6,634
Kentucky	5,169	5,169	5,169		5,169
Louisiana	5,017	5,017	5,017		5,017
Maine	2,308	2,308	2,308		2,308
Maryland	5,713	5,713	5,713		5,713
Massachusetts	7,408	7,408	7,408		7,408
Michigan	13,451	13,451	13,451		13,451
Minnesota	19,112	19,112	19,112		19,112
Mississippi	3,169	3,169	3,169		3,169
Missouri	10,205	10,205	10,205		10,205
Montana	1,936	1,936	1,936		1,936
Nebraska	3,605	3,605	3,605		3,605
Nevada	1,290	1,290	1,290		1,290
New Hampshire	2,091	2,091	2,091		2,091
New Jersey	5,606	5,606	5,606		5,606
New Mexico	1,290	1,290	1,290		1,290
New York	15,120	15,120	15,120		15,120
North Carolina	8,063	8,063	8,063		8,063
North Dakota	2,963	2,963	2,963		2,963
Ohio	12,993	12,993	12,993		12,993
Oklahoma	5,200	5,200	5,200		5,200
Oregon	4,203	4,203	4,203		4,203
Pennsylvania	22,656	22,656	22,656		22,656
Rhode Island	1,289	1,289	1,289		1,289
South Carolina	4,439	4,439	4,439		4,439
South Dakota	2,575	2,575	2,575		2,575
Tennessee	5,295	5,295	5,295		5,295
Texas	25,793	25,793	25,793		25,793
Utah	1,434	1,434	1,434		1,434
Vermont	1,240	1,240	1,240		1,240
Virginia	8,110	8,110	8,110		8,110
Washington	7,380	7,380	7,380		7,380
West Virginia	4,508	4,508	4,508		4,508
Wisconsin	18,671	18,671	18,671		18,671
Wyoming	1,373	1,373	1,373		1,373
TOTAL 48 CONTER-MINOUIS STATES	342,235	342,235	342,235		342,235
Alaska	2,087	2,087	2,087		2,087
Hawaii	1,616	1,616	1,616		1,616
TOTAL ALASKA & HAWAII	3,703	3,703	3,703		3,703
U.S. Unclassified					
TOTAL UNITED STATES	345,938	345,938	345,938		345,938
Poss. & Other Areas	2,009	2,009	2,009		2,009
U.S. & POSS., etc.	347,947	347,947	347,947		347,947
Canada	22,282	22,282	22,282		22,282
International	31,756	31,756	31,756		31,756
Other Unclassified					
Military or Civilian					
Personnel Overseas	9	9	9		9
GRAND TOTAL	401,994	401,994	401,994		401,994

ANALYSIS BY ABCD COUNTY SIZE for the November, 2008 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 December 31, 2008

A. DURATION		%	C. CHANNELS		%
(a) One to six months (1 to 5 issues)	434,978	100.0	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	23	0.0
(b) Seven to eleven months (6 to 9 issues)	None		(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	None	
(c) Twelve months (10 issues)	23	0.0	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	None	
(d) Thirteen to twenty-four months	None		(d) Subscriptions as part of membership in an organization, See Par. 9	434,978	100.0
(e) Twenty-five months and more	None		Total Subscriptions Sold in Period	435,001	100.0
Total Subscriptions Sold in Period	435,001	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	435,001	100.0			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums	None				
Total Subscriptions Sold in Period	435,001	100.0			

9. EXPLANATORY

(a) Suggested Retail Prices: Subscriptions: International, 1 yr. \$12.00.

(b) Average non-analyzed non-paid circulation for the 6 month period: 1,895
copies per issue.

(c) Post expiration copies: None.

(d) Association (Non-Deductible): The average of 396,122 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to members of Lions Clubs International. \$2.38 is allocated for a 6 month subscription to THE LION magazine and is non-deductible. Constitution of "Lions Clubs International" (LCI) provides that each chartered club shall make it a condition of membership that each member shall become a bona fide subscriber to THE LION magazine and continue as such as long as he/she remains a member. Effective January 1, 2007, a Family Membership Program was adopted by LCI. In the Family Membership, only the head of household pays the subscription fee for THE LION magazine. The subsequent family members (up to 4 additional members) do not pay the subscription fee and do not receive THE LION. Lions Clubs International has clubs in 205 countries and geographical locations. There are 33 official editions of THE LION magazine to cover these locations. The association subscriptions in Par. 6 cover the Headquarters edition only. Included in the association subscriptions is an average of 31,415, non-deductible from dues, which represents subscriptions in countries not including U.S. and Canada.

10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2008; 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)
06-30-08	None Claimed	406,259	406,259		
06-30-07	None Claimed	435,392	435,392		
06-30-06	None Claimed	455,177	455,177		
06-30-05	None Claimed	471,935	471,935		
06-30-04	None Claimed	476,509	476,509		

[^]Effective 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: International Association of Lions Clubs

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04-0572-5	Analyzed Issue Date	11/0108
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	1.00
	Association Subscription Price	
	U.S. Subscription Price	6.00
	Canadian Subscription Price	
	International Subscription Price	12.00