

For the six months ended December 31, 2009

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

**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)
<b>Paid &amp; Verified Circulation:</b> (See Par. 6)					
<b>Subscriptions:</b>					
Paid	396,093	100.0			
Verified					
<b>Total Paid &amp; Verified Subscriptions</b>	<b>396,093</b>	<b>100.0</b>			
Single Copy Sales					
<b>Total Paid &amp; Verified Circulation</b>	<b>396,093</b>	<b>100.0</b>	<b>None Claimed</b>		

**2. PRICES**

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy Subscription	\$1.00		
Average Subscription Price Annualized (10 issue frequency)	\$6.00		
Average Subscription Price per Copy		\$4.73	\$0.47

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended June 30, 2009.

**3. PAID & VERIFIED CIRCULATION BY ISSUE**

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
July/Aug.	400,047		400,047		400,047
Sept.	396,184		396,184		396,184
Oct.	395,675		395,675		395,675
Nov.	392,464		392,464		392,464
Dec.*	393,085		393,085		393,085

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

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

None

## 5. TREND ANALYSIS

	2005	%	2006	%	2007	%	2008	%	2009	%
Subscriptions:										
Paid	463,204	100.0	449,183	100.0	420,837	100.0	403,528	100.0	398,240	100.0
Verified	N/A		N/A		N/A		N/A		N/A	
<b>Total Paid &amp; Verified Subscriptions</b>	<b>463,204</b>	<b>100.0</b>	<b>449,183</b>	<b>100.0</b>	<b>420,837</b>	<b>100.0</b>	<b>403,528</b>	<b>100.0</b>	<b>398,240</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>463,204</b>	<b>100.0</b>	<b>449,183</b>	<b>100.0</b>	<b>420,837</b>	<b>100.0</b>	<b>403,528</b>	<b>100.0</b>	<b>398,240</b>	<b>100.0</b>
Year Over Year Percent of Change		-2.4		-3.0		-6.3		-4.1		-1.3
Avg. Annualized Subscription Price	\$4.75		\$4.77		\$4.80		\$4.75		\$4.73	

## 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*	4,162	1.0
Association:		
Non-Deductible*	384,134	97.0
Sponsored Sales	7,797	2.0
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>396,093</b>	<b>100.0</b>
<b>VERIFIED SUBSCRIPTIONS</b>		
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>		
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>396,093</b>	<b>100.0</b>
<b>SINGLE COPY SALES</b>		
<b>TOTAL SINGLE COPY SALES</b>		
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>396,093</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 November 2009 issue

Total paid & verified circulation of this issue was 0.9% 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	3,546	3,546	3,546		3,546
Arizona	3,217	3,217	3,217		3,217
Arkansas	3,660	3,660	3,660		3,660
California	20,282	20,282	20,282		20,282
Colorado	3,544	3,544	3,544		3,544
Connecticut	5,217	5,217	5,217		5,217
Delaware	1,149	1,149	1,149		1,149
District of Columbia	82	82	82		82
Florida	6,429	6,429	6,429		6,429
Georgia	5,921	5,921	5,921		5,921
Idaho	2,277	2,277	2,277		2,277
Illinois	16,424	16,424	16,424		16,424
Indiana	11,021	11,021	11,021		11,021
Iowa	9,321	9,321	9,321		9,321
Kansas	6,347	6,347	6,347		6,347
Kentucky	5,062	5,062	5,062		5,062
Louisiana	4,770	4,770	4,770		4,770
Maine	2,283	2,283	2,283		2,283
Maryland	5,552	5,552	5,552		5,552
Massachusetts	7,322	7,322	7,322		7,322
Michigan	13,277	13,277	13,277		13,277
Minnesota	18,756	18,756	18,756		18,756
Mississippi	3,008	3,008	3,008		3,008
Missouri	9,889	9,889	9,889		9,889
Montana	1,851	1,851	1,851		1,851
Nebraska	3,503	3,503	3,503		3,503
Nevada	1,189	1,189	1,189		1,189
New Hampshire	2,110	2,110	2,110		2,110
New Jersey	5,369	5,369	5,369		5,369
New Mexico	1,275	1,275	1,275		1,275
New York	15,016	15,016	15,016		15,016
North Carolina	7,858	7,858	7,858		7,858
North Dakota	2,942	2,942	2,942		2,942
Ohio	12,964	12,964	12,964		12,964
Oklahoma	5,017	5,017	5,017		5,017
Oregon	4,044	4,044	4,044		4,044
Pennsylvania	21,937	21,937	21,937		21,937
Rhode Island	1,261	1,261	1,261		1,261
South Carolina	4,282	4,282	4,282		4,282
South Dakota	2,461	2,461	2,461		2,461
Tennessee	5,336	5,336	5,336		5,336
Texas	25,702	25,702	25,702		25,702
Utah	1,475	1,475	1,475		1,475
Vermont	1,175	1,175	1,175		1,175
Virginia	7,823	7,823	7,823		7,823
Washington	7,039	7,039	7,039		7,039
West Virginia	4,254	4,254	4,254		4,254
Wisconsin	18,119	18,119	18,119		18,119
Wyoming	1,340	1,340	1,340		1,340
<b>TOTAL 48 CONTER-MINOUS STATES</b>	<b>333,698</b>	<b>333,698</b>	<b>333,698</b>		<b>333,698</b>
Alaska	2,028	2,028	2,028		2,028
Hawaii	1,622	1,622	1,622		1,622
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>3,650</b>	<b>3,650</b>	<b>3,650</b>		<b>3,650</b>
U.S. Unclassified	1	1	1		1
<b>TOTAL UNITED STATES</b>	<b>337,349</b>	<b>337,349</b>	<b>337,349</b>		<b>337,349</b>
Poss. & Other Areas	2,020	2,020	2,020		2,020
<b>U.S. &amp; POSS., etc.</b>	<b>339,369</b>	<b>339,369</b>	<b>339,369</b>		<b>339,369</b>
Canada	21,547	21,547	21,547		21,547
International	31,544	31,544	31,544		31,544
Other Unclassified					
Military or Civilian					
Personnel Overseas	4	4	4		4
<b>GRAND TOTAL</b>	<b>392,464</b>	<b>392,464</b>	<b>392,464</b>		<b>392,464</b>

## ANALYSIS BY ABCD COUNTY SIZE for the November 2009 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, 2009

A. DURATION		%	C. CHANNELS		%
(a) One to six months (1 to 5 issues)	424,851	99.1	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	3,899	0.9
(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)	3,899	0.9	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	None	
(d) Thirteen to twenty-four months	None		(d) Subscriptions as part of membership in an organization, See Par. 9	424,851	99.1
(e) Twenty-five months and more	None		<b>Total Subscriptions Sold in Period</b>	<b>428,750</b>	<b>100.0</b>
<b>Total Subscriptions Sold in Period</b>	<b>428,750</b>	<b>100.0</b>			
<b>B. USE OF PREMIUMS</b>					
(a) Ordered without premium	428,750	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>428,750</b>	<b>100.0</b>			

## 9. EXPLANATORY

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

(b) Average non-analyzed non-paid circulation for the 6 month period: 1,810 copies per issue.

(c) Post expiration copies: None.

(d) Association (Non-Deductible): The average of 384,134 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 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 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 LION magazine. The subsequent family members (up to 4 additional members) do not pay the subscription fee and do not receive LION. Lions Clubs International has clubs in 205 countries and geographical locations. There are 33 official editions of 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 33,548, non-deductible from dues, which represents subscriptions in countries not including U.S. and Canada.

(e) Sponsored Subscription Sales: The average of 7,797 copies per issue, shown in Par. 6 and included in Par.1, represents individually addressed copies purchased for the business interests of the purchaser, and are delivered to private residences or business offices.

## 10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2009; Variation from Publisher's Statements

Audit Period Ended <sup>^</sup>	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid)
06-30-09	None Claimed	401,142	401,142		
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		

<sup>^</sup>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

LION, published by International Association of Lions Clubs • 300 W. 22nd Street • Oak Brook, IL 60523-8842

DANE LA JOYE

Public Relations and  
Communications Division Manager

P: 630.571.5466 • F: 630.571.1685 • URL: www.lionsclubs.org

MICHAEL J. CARROLL

Information Technology Division  
Manager

Date Signed: January 27, 2010

Sales Office: Oak Brook 630-571-5466

Established: 1917 ABC Member since: 1997

04-0572-5	Analyzed Issue Date	11/01/09
	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