



Audit Bureau
of Circulations



For the six months ended June 30, 2007

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	427,946	100.0			
Verified					
Total Paid & Verified Subscriptions	427,946	100.0			
Single Copy Sales					
Total Paid & Verified Circulation	427,946	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		\$0.48	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2006.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan.	440,575		440,575		440,575
Feb.	437,250		437,250		437,250
Mar.	434,661		434,661		434,661
Apr.	418,203		418,203		418,203
May	418,098		418,098		418,098
June	418,884		418,884		418,884

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

Paid & Verified Magazine
Publisher's Statement

For six months ended June 30, 2007

5. TREND ANALYSIS

	2002	%	2003	%	2004	%	2005	%	2006	%
Subscriptions:										
Paid	484,801	100.0	481,190	100.0	474,793	100.0	463,204	100.0	449,183	100.0
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	484,801	100.0	481,190	100.0	474,793	100.0	463,204	100.0	449,183	100.0
Single Copy Sales	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Circulation	484,801	100.0	481,190	100.0	474,793	100.0	463,204	100.0	449,183	100.0
Year Over Year Percent of Change		-1.9		-0.7		-1.3		-2.4		-3.0
Paid & Verified Rate Base	N/A		N/A		N/A		N/A		N/A	
Avg. Annualized Subscription Price	\$4.77		\$4.76		\$4.38		\$4.75		\$4.77	

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*	7,417	1.7
Association:		
Non-Deductible*	420,529	98.3
TOTAL PAID SUBSCRIPTIONS	427,946	100.0
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	427,946	100.0
SINGLE COPY SALES		
TOTAL SINGLE COPY SALES		
TOTAL PAID & VERIFIED CIRCULATION	427,946	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 June, 2007 issue

Total paid & verified circulation of this issue was 2.2% 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	3,964	3,964	3,964		3,964
Arizona	3,689	3,689	3,689		3,689
Arkansas	4,221	4,221	4,221		4,221
California	21,309	21,309	21,309		21,309
Colorado	4,146	4,146	4,146		4,146
Connecticut	5,415	5,415	5,415		5,415
Delaware	1,308	1,308	1,308		1,308
District of Columbia	101	101	101		101
Florida	7,582	7,582	7,582		7,582
Georgia	6,511	6,511	6,511		6,511
Idaho	2,450	2,450	2,450		2,450
Illinois	17,811	17,811	17,811		17,811
Indiana	12,279	12,279	12,279		12,279
Iowa	10,091	10,091	10,091		10,091
Kansas	7,138	7,138	7,138		7,138
Kentucky	5,501	5,501	5,501		5,501
Louisiana	5,201	5,201	5,201		5,201
Maine	2,437	2,437	2,437		2,437
Maryland	5,989	5,989	5,989		5,989
Massachusetts	7,794	7,794	7,794		7,794
Michigan	14,296	14,296	14,296		14,296
Minnesota	19,703	19,703	19,703		19,703
Mississippi	3,409	3,409	3,409		3,409
Missouri	10,901	10,901	10,901		10,901
Montana	2,038	2,038	2,038		2,038
Nebraska	3,881	3,881	3,881		3,881
Nevada	1,354	1,354	1,354		1,354
New Hampshire	2,274	2,274	2,274		2,274
New Jersey	5,895	5,895	5,895		5,895
New Mexico	1,397	1,397	1,397		1,397
New York	15,805	15,805	15,805		15,805
North Carolina	8,581	8,581	8,581		8,581
North Dakota	3,163	3,163	3,163		3,163
Ohio	13,692	13,692	13,692		13,692
Oklahoma	5,549	5,549	5,549		5,549
Oregon	4,549	4,549	4,549		4,549
Pennsylvania	23,837	23,837	23,837		23,837
Rhode Island	1,378	1,378	1,378		1,378
South Carolina	4,592	4,592	4,592		4,592
South Dakota	2,540	2,540	2,540		2,540
Tennessee	5,483	5,483	5,483		5,483
Texas	27,154	27,154	27,154		27,154
Utah	1,551	1,551	1,551		1,551
Vermont	1,249	1,249	1,249		1,249
Virginia	8,666	8,666	8,666		8,666
Washington	7,649	7,649	7,649		7,649
West Virginia	4,585	4,585	4,585		4,585
Wisconsin	19,453	19,453	19,453		19,453
Wyoming	1,430	1,430	1,430		1,430
TOTAL 48 CONTER-MINOUS STATES	360,991	360,991	360,991		360,991
Alaska	2,126	2,126	2,126		2,126
Hawaii	1,647	1,647	1,647		1,647
TOTAL ALASKA & HAWAII	3,773	3,773	3,773		3,773
U.S. Unclassified					
TOTAL UNITED STATES	364,764	364,764	364,764		364,764
Poss. & Other Areas	2,272	2,272	2,272		2,272
U.S. & POSS., etc.	367,036	367,036	367,036		367,036
Canada	20,355	20,355	20,355		20,355
International	31,482	31,482	31,482		31,482
Other Unclassified					
Military or Civilian					
Personnel Overseas	11	11	11		11
GRAND TOTAL	418,884	418,884	418,884		418,884

ANALYSIS BY ABCD COUNTY SIZE for the June, 2007 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, 2007

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 5 issues)	453,998	99.1	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	4,260	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)	4,260	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	453,998	99.1
(e) Twenty-five months and more	None		Total Subscriptions Sold in Period	458,258	100.0
Total Subscriptions Sold in Period	458,258	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	458,258	100.0			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums	None				
Total Subscriptions Sold in Period	458,258	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: 1,848 copies per issue.

(c) Post expiration copies: None.

(d) Association subscriptions, averaging 420,529 copies per issue, represent 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 200 countries and geographical locations. There are 35 official editions of THE LION magazine to cover these locations. The association subscriptions in Par. 1 covers the Headquarters edition only. Included in the association subscriptions is an average of 31,540, 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, 2006; 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)
06-30-06	None Claimed	455,177	455,177		
06-30-05	None Claimed	471,935	471,935		
06-30-04	None Claimed	476,509	476,509		
06-30-03	None Claimed	482,863	482,863		
06-30-02	None Claimed	489,488	489,488		

[^]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	6/01/07
	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