



Technology Review

Technology Review

PAID & VERIFIED MAGAZINE PUBLISHER'S STATEMENT

For the six months ended June 30, 2011

Field Served: TECHNOLOGY REVIEW serves emerging technology and business markets.

Published by Massachusetts Institute of Technology

Subject to Audit

ABC Member # 04-1188-8

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					
Print	134,104	83.0			
Digital (Replica)	11,947	7.4			
Total Paid Subscriptions	146,051	90.4			
Verified					
Print	6,500	4.0			
Total Verified Subscriptions	6,500	4.0			
Total Paid & Verified Subscriptions	152,551	94.4			
Single Copy Sales					
Print	8,978	5.6			
Total Single Copy Sales	8,978	5.6			
Total Paid & Verified Circulation	161,529	100.0	150,000	11,529	7.7

2. PRICES

	Suggested Retail Prices (1)	Net	Average Price (2)
Average Single Copy Subscription	\$4.99		
Average Subscription Price Annualized (6 issue frequency)	\$39.00		
Average Subscription Price per Copy			\$19.43
			\$3.24

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2010

For six months ended June 30, 2011

3. PAID & VERIFIED CIRCULATION BY ISSUE OF PRINT AND DIGITAL REPLICA

Issue	Paid Subscriptions		Verified Subscriptions		Single Copy Sales		Total Paid & Verified Circulation		
	Print	Digital (Replicas)	Print	Total Verified Subscriptions	Print	Total Single Copy Sales	Print	Digital (Replicas)	
Jan./Feb.	137,989	11,620	6,500	6,500	9,297	9,297	153,786	11,620	165,406
Mar./Apr.	133,655	11,974	6,500	6,500	8,932	8,932	149,087	11,974	161,061
May/June	130,668	12,246	6,500	6,500	8,704	8,704	145,872	12,246	158,118

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2006	%	2007	%	2008	%	2009	%	2010	%
Subscriptions:										
Paid	207,251	94.1	171,736	90.6	164,408	90.5	152,846	89.9	152,510	90.1
Verified	7,917	3.6	7,167	3.8	6,500	3.6	6,500	3.8	6,500	3.8
Total Paid & Verified Subscriptions	215,168	97.7	178,903	94.4	170,908	94.1	159,346	93.7	159,010	93.9
Single Copy Sales	5,037	2.3	10,672	5.6	10,699	5.9	10,657	6.3	10,300	6.1
Total Paid & Verified Circulation	220,205	100.0	189,575	100.0	181,607	100.0	170,003	100.0	169,310	100.0
Year Over Year Percent of Change		-20.4		-13.9		-4.2		-6.4		-0.4
Avg. Annualized Subscription Price	\$16.75		\$21.16		\$20.50		\$18.90		\$20.56	

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.

	Print Average for Period	Digital (Replica) Average for Period	Total	% of Circulation
PAID SUBSCRIPTIONS				
Individual Subscriptions*	41,310	1,489	42,799	26.5
Award Point*	40	1	41	0.0
Partnership: Deductible*	1		1	0.0
Sponsored Sales	92,753	10,457	103,210	63.9
TOTAL PAID SUBSCRIPTIONS	134,104	11,947	146,051	90.4
VERIFIED SUBSCRIPTIONS				
Public Place (See Par. 6A)	6,500		6,500	4.0
TOTAL VERIFIED SUBSCRIPTIONS	6,500		6,500	4.0
TOTAL PAID & VERIFIED SUBSCRIPTIONS	140,604	11,947	152,551	94.4
SINGLE COPY SALES				
Single Issue Sales	8,978		8,978	5.6
TOTAL SINGLE COPY SALES	8,978		8,978	5.6
TOTAL PAID & VERIFIED CIRCULATION	149,582	11,947	161,529	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:

Verified Subscription:	Business/ Professional Services	Other	Total Public Place Copies
Public Place	6,500		6,500

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 March/April 2011 issue

Total paid & verified circulation of this issue was 0.3% less than the total average paid & verified circulation.

State	PAID SUBSCRIPTIONS		VERIFIED SUBSCRIPTIONS		SINGLE COPY SALES		Total Paid & Verified Circulation		
	Print	Digital (Replica)	Total Paid Subscriptions	Total Verified Subscriptions	Print	Total Single Copy Sales	Total Paid & Verified Circulation (Replica)	Total Paid & Verified Circulation	
Alabama	561	33	594	113	147	34	595	33	
Arizona	1,637	119	1,756	1,969	147	147	1,897	119	
Arkansas	180	14	194	194	11	11	191	14	
California	20,063	1,879	21,942	1,179	998	998	22,240	1,879	
Colorado	2,219	164	2,383	152	185	185	2,568	164	
Connecticut	2,748	231	2,979	75	3,054	101	2,924	231	
Delaware	382	24	406	37	443	17	436	24	
District of Columbia	1,130	104	1,234	27	1,261	73	1,230	104	
Florida	4,367	262	4,629	342	4,971	179	4,888	262	
Georgia	1,687	138	1,825	169	1,994	72	1,928	138	
Idaho	278	24	302	302	21	21	289	24	
Illinois	3,492	256	3,748	442	4,190	533	4,467	256	
Indiana	914	53	967	914	91	91	1,026	53	
Iowa	345	17	362	21	362	26	371	17	
Kansas	414	29	443	443	30	30	444	29	
Kentucky	393	20	413	413	36	36	429	20	
Louisiana	444	21	465	465	26	26	470	21	
Maine	743	32	795	795	32	32	775	32	
Maryland	3,772	331	4,103	297	4,400	118	4,187	331	
Massachusetts	19,574	2,324	21,898	315	22,213	293	20,182	2,324	
Michigan	2,255	156	2,411	200	2,611	272	2,727	156	
Minnesota	1,571	108	1,679	227	1,906	45	1,843	108	
Mississippi	153	6	159	159	12	12	165	6	
Missouri	885	67	952	112	1,064	64	1,061	67	
Montana	203	12	215	215	7	7	210	12	
Nebraska	202	8	210	1	211	16	219	8	
Nevada	519	41	560	560	114	114	633	41	
New Hampshire	1,441	112	1,553	75	1,628	37	1,553	112	
New Jersey	4,360	357	4,717	550	5,267	497	5,407	357	
New Mexico	813	64	877	877	23	23	886	64	
New York	9,600	838	10,438	549	10,987	1,044	11,193	838	
North Carolina	1,932	148	2,080	87	2,167	52	2,071	148	
North Dakota	61	2	63	63	5	5	66	2	
Ohio	2,250	171	2,421	148	2,569	273	2,671	171	
Oklahoma	374	19	393	393	17	17	391	19	
Oregon	1,411	108	1,519	82	1,601	105	1,588	108	
Pennsylvania	3,958	290	4,248	369	4,617	397	4,724	290	
Rhode Island	605	38	643	643	19	19	624	38	
South Carolina	750	40	790	9	799	42	801	40	
South Dakota	71	3	74	74	12	12	83	3	
Tennessee	800	61	861	458	861	56	856	61	
Texas	5,345	417	5,762	458	6,220	270	6,073	417	
Utah	522	31	553	553	74	74	596	31	
Vermont	524	30	554	2	556	14	540	30	
Virginia	4,595	420	5,015	250	5,265	127	4,972	420	
Washington	3,542	289	3,841	196	4,037	346	4,084	289	
West Virginia	196	13	209	6	215	15	217	13	
Wisconsin	1,091	71	1,162	9	1,171	71	1,171	71	
Wyoming	103	3	106	1	107	10	114	3	
TOTAL 48 CONTERMINOUS STATES	115,475	10,028	125,503	6,500	132,003	7,059	129,034	10,028	133,062
Alaska	199	12	211	211	6	6	205	12	
Hawaii	519	53	572	572	18	18	537	53	
TOTAL ALASKA & HAWAII	718	65	783	783	24	24	742	65	
U.S. Unclassified									
TOTAL UNITED STATES	116,193	10,093	126,286	6,500	132,786	7,083	129,776	10,093	133,069
Poss. & Other Areas	268	22	290	290	19	19	287	22	309
U.S. & POSS., etc.	116,461	10,115	126,576	6,500	133,076	7,102	130,063	10,115	140,178
Canada	1,826	199	2,025	2,025	1,341	1,341	3,167	199	3,366
International	15,224	1,650	16,874	16,874	469	469	15,713	1,650	17,363
Other Unclassified									
Military or Civilian Personnel Overseas	144	10	154	154	144	144	144	10	154
GRAND TOTAL	133,655	11,974	145,629	6,500	152,129	8,932	148,067	11,974	161,061

ANALYSIS BY ABCD COUNTY SIZE for the March/April 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	%	C.CHANNELS	%
(a) One to six months (1 to 3 issues).....	21	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	14,984
(b) Seven to eleven months (4 to 5 issues).....	5	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	None
(c) Twelve months (6 issues).....	9,975	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	None
(d) Thirteen to twenty-four months.....	3,955	(d) Subscriptions as part of membership in an organization.....	None
(e) Twenty-five months and more.....	1,028	Total Subscriptions Sold in Period.....	14,984
Total Subscriptions Sold in Period.....	14,984		100.0
B. USE OF PREMIUMS			
(a) Ordered without premium.....	12,819		85.6
(b) Ordered with material reprinted from this publication.....	None		
(c) Ordered with other premiums, See Par. 9.....	2,165		14.4
Total Subscriptions Sold in Period.....	14,984		100.0

9. EXPLANATORY

(a) Suggested Retail Prices: Average Single Copy: Canada, \$6.00.

Subscriptions: International, 1 yr. \$52.00.

(b) Average non-analyzed non-paid circulation for the 6 month period: 1,892 copies per issue.

(c) Post expiration copies: None.

(d) DESCRIPTION OF DIGITAL (Replica) - The Digital Edition is an exact replica of the print product in format and advertising content. The Digital Edition is available at www.technologyreview.com.

(e) Award Point Subscription Sales: The average of 41 copies per issue (40 Print copies, 1 Digital (Replica) copy), shown in Par. 6 and included in Par. 1, represents copies served to subscribers in exchange for the redemption of Airline Frequent Flyer Miles. These subscriptions were sold at 10 issues for \$34.00, in exchange for the redemption of 700 points at the rate of 2¢ per mile.

(f) Partnership Subscription Sales (Deductible): The average of 1 copy per issue, shown in Par. 6 and included in Par. 1, represents copies sold in a partnership relationship wherein this publication was bundled with the purchase of a PC security shield. Purchasers were advised that \$19.97 of the sales price was allocated to this publication for a 1 year subscription.

(g) Sponsored Subscription Sales: The average of 103,210 copies per issue (92,753 Print copies, 10,457 Digital (Replica) copies), shown in Par. 6 and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more.

(h) Use of Premiums: An editorial premium entitled "Special Energy Report," with no advertised or stated value, was offered with subscriptions sold at suggested retail prices.

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2009; Variance from Publisher's Statements

Audit Period Ended ^(a)	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)
12-31-09	150,000	170,003	170,003		
12-31-08	150,000	181,609	181,609		
12-31-07	150,000	188,165	189,577	-1,412	-0.7
12-31-06	150,000	220,206	220,206		
12-31-05	(a)	274,703	276,467	-1,764	-0.6

^(a)Effective with the June 2006 Publisher's Statements, publications were given the option of reporting verified circulation.

(a) Effective 07/01/05 changed from 315,000 to 300,000

Effective 07/01/05 changed from 300,000 to 235,000

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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Publisher

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