



Sworn Publisher's Statement

ANALYZED PAID CIRCULATION

THE HORSE: YOUR GUIDE TO EQUINE HEALTH CARE

PO Box 911108, Lexington, KY 40591-1108

Circulation Statement for the 6-month period ending: 06/30/10

Field Served: Horse owners, breeders, veterinarians, barn/farm managers, trainer/riding instructors, and other involved in the hands-on care of the horse.

Media Partner: The American Association of Equine Practitioners (AAEP) appoints an Editorial Advisory Board to *The Horse* to assist the publication in being current and accurate in the information published. AAEP purchases subscriptions to *The Horse* for the entire professional and student membership.

Frequency: Monthly

1) Average press run 32,001

2) Average paid/sponsored circulation 27,744

	<u>Total copies</u>	<u>% of Total</u>
Direct to Publisher	15,871	57.20%
AAEP Sponsored	8,104	29.21%
AAEVT Sponsored	622	2.24%
Newsstand Single Copy Sales*	2,311	8.33%
Clinic Copies	611	2.20%
Digital Delivery	226	0.81%
Total paid	27,744	100.00%

3) Analysis of circulation by issue

Issue	Paid Subscriptions/						Total
	AAEP & AAEVT Sponsored	Newsstand Single Copy Sales	Clinic Copies	Other Print Distributed	Digital Delivery		
Jan-2010	25,449	5,131	611	1,019	189	32,399	
Feb-2010	25,329	5,109	611	1,385	187	32,621	
Mar-2010	25,154	5,200	611	830	205	32,000	
Apr-2010	25,311	5,108	611	1,145	240	32,415	
May-2010	24,995	5,097	611	971	256	31,930	
Jun-2010	25,078	5,090	611	939	276	31,994	

4) Total activated users of TheHorse.com 250,053**

*Newsstand single copy sales based on 12-month average net sell-through. **Activated users of TheHorse.com as of June 30, 2010.

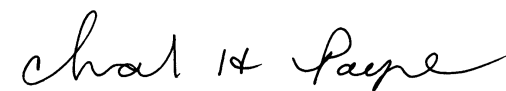
5) Geographic Breakout by Delivery Address

Print Version*			Print Version*		
039-049 Maine	188		400-427 Kentucky	844	
030-038 New Hampshire	183		370-385 Tennessee	511	
050-059 Vermont	142		350-369 Alabama	272	
010-027 Massachusetts	429		386-397 Mississippi	178	
028-029 Rhode Island	53		EAST SO. CENTRAL	1,805	7.11%
060-069 Connecticut	280		716-729 Arkansas	146	
NEW ENGLAND	1,273	5.05%	700-714 Louisiana	274	
100-149 New York	1,124		730-749 Oklahoma	387	
070-089 New Jersey	450		750-799 Texas	1,513	
150-196 Pennsylvania	1,062		WEST SO. CENTRAL	2,320	8.58%
MIDDLE ATLANTIC	2,636	10.45%	590-599 Montana	245	
430-459 Ohio	996		832-838 Idaho	239	
460-479 Indiana	489		820-831 Wyoming	145	
600-629 Illinois	834		800-816 Colorado	827	
480-499 Michigan	829		870-884 New Mexico	256	
530-549 Wisconsin	688		850-865 Arizona	547	
EAST NO. CENTRAL	3,836	15.21%	840-847 Utah	143	
550-567 Minnesota	513		889-898 Nevada	173	
500-528 Iowa	361		MOUNTAIN	2,576	9.56%
630-658 Missouri	524		995-999 Alaska	51	
580-588 North Dakota	87		980-994 Washington	712	
570-577 South Dakota	89		970-979 Oregon	531	
680-693 Nebraska	155		900-961 California	2,340	
660-679 Kansas	305		967-968 Hawaii	34	
WEST NO. CENTRAL	2,035	8.07%	PACIFIC	3,669	13.72%
197-199 Delaware	82		UNITED STATES	24,484	92.06%
206-219 Maryland	499		969 & 004-009 U.S. Territories	38	
200-205 Washington, DC	5		Canada	294	
220-246 Virginia	956		Other International	404	
247-268 West Virginia	151		TOTAL QUALIFIED CIRCULATION	25,219	100.00%
270-289 North Carolina	661				
290-299 South Carolina	271				
300-319 Georgia	492				
320-349 Florida	1,218				
SOUTH ATLANTIC	4,334	17.19%			

*Average print copies served in 6-month period ending December 2009. Newsstand single copy sales and digital copies not included in geographic breakdown.

Audit Statement

This is a sworn publisher's statement of circulation for *The Horse* magazine for the 6-month period ending 06/30/2010.



Charlie Payne, Associate Publisher

Dated 06/30/2010