



Audit Bureau
of Circulations



For the six months ended December 31, 2007

Field Served: A magazine of information on all aspects of personal finance including investments, money management and consumer purchases.

Published by Kiplinger Washington Editors, Inc.

Frequency: 12 times/year

ABC Member # 04-0184-8

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

Subject to Audit

Kiplinger's Personal Finance

Paid & Verified Magazine
Publisher's Statement

For six months ended December 31, 2007

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	773,124	94.1			
Digital	1,296	0.2			
Total Paid Subscriptions	774,420	94.3			
Verified					
Total Paid & Verified Subscriptions	774,420	94.3			
Single Copy Sales	46,659	5.7			
Total Paid & Verified Circulation	821,079	100.0	800,000	21,079	2.6

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net Gross (Optional)
Average Single Copy	\$3.50	
Subscription	\$23.95	
Average Subscription Price Annualized (12 issue frequency)		\$13.56
Average Subscription Price per Copy		\$1.13

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended June 30, 2007.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
July	774,620		774,620	39,992	814,612
Aug.	763,727		763,727	62,950	826,677
Sept.	772,867		772,867	63,905	836,772
Oct.	768,546		768,546	32,640	801,186
Nov.	783,396		783,396	47,952	831,348
Dec.	783,365		783,365	32,517	815,882

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2003	%	2004	%	2005	%	2006	%	2007	%
Subscriptions:										
Paid	998,067	97.3	979,224	96.8	762,966	89.1	803,945	94.6	776,979	93.8
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	998,067	97.3	979,224	96.8	762,966	89.1	803,945	94.6	776,979	93.8
Single Copy Sales	27,880	2.7	32,561	3.2	38,095	4.5	45,771	5.4	50,958	6.2
Total Paid & Verified Circulation	1,025,947	100.0	1,011,785	100.0	801,061	93.6	849,716	100.0	827,937	100.0
Year Over Year Percent of Change		-2.2		-1.4		-20.8		6.1		-2.6
Total Analyzed Non-Paid Circ.	N/A		N/A		55,070	6.4	N/A		N/A	
Year Over Year Percent of Change										
Total Paid, Verified & Analyzed Non-Paid Circ.	1,025,947	100.0	1,011,785	100.0	856,131	100.0	849,716	100.0	827,937	100.0
Year Over Year Percent of Change		-2.2		-1.4		-15.4		-0.7		-2.6
Avg. Annualized Subscription Price	\$16.56		\$15.24		\$14.52		\$13.32		\$13.56	

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 Average for Period	Average for Period	% of Circulation
PAID SUBSCRIPTIONS				
Individual Subscriptions*	675,833	1,296	677,129	82.4
Loyalty/Award Point*	581		581	0.1
Partnership:				
Deductible*	880		880	0.1
Sponsored Sales	95,830		95,830	11.7
TOTAL PAID SUBSCRIPTIONS	773,124	1,296	774,420	94.3
VERIFIED SUBSCRIPTIONS				
TOTAL VERIFIED SUBSCRIPTIONS				
TOTAL PAID & VERIFIED SUBSCRIPTIONS	773,124	1,296	774,420	94.3
SINGLE COPY SALES				
Single Issue Sales	46,659		46,659	5.7
TOTAL SINGLE COPY SALES	46,659		46,659	5.7
TOTAL PAID & VERIFIED CIRCULATION	819,783	1,296	821,079	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 September, 2007 issue

Total paid & verified circulation of this issue was 1.9% greater than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	8,534	8,534	8,534	639	9,173
Arizona	15,318	15,318	15,318	1,337	16,655
Arkansas	4,487	4,487	4,487	324	4,811
California	84,605	84,605	84,605	8,285	92,890
Colorado	15,008	15,008	15,008	1,149	16,157
Connecticut	13,727	13,727	13,727	750	14,477
Delaware	2,840	2,840	2,840	203	3,043
District of Columbia	2,445	2,445	2,445	553	2,998
Florida	45,394	45,394	45,394	4,348	49,742
Georgia	23,328	23,328	23,328	2,302	25,630
Idaho	2,852	2,852	2,852	199	3,051
Illinois	37,565	37,565	37,565	2,520	40,085
Indiana	14,640	14,640	14,640	874	15,514
Iowa	8,262	8,262	8,262	413	8,675
Kansas	7,815	7,815	7,815	343	8,158
Kentucky	7,729	7,729	7,729	581	8,310
Louisiana	6,341	6,341	6,341	729	7,070
Maine	3,802	3,802	3,802	280	4,082
Maryland	20,744	20,744	20,744	1,616	22,360
Massachusetts	22,026	22,026	22,026	1,389	23,415
Michigan	27,255	27,255	27,255	1,526	28,781
Minnesota	15,907	15,907	15,907	1,242	17,149
Mississippi	3,706	3,706	3,706	290	3,996
Missouri	14,173	14,173	14,173	1,011	15,184
Montana	2,458	2,458	2,458	85	2,543
Nebraska	4,735	4,735	4,735	431	5,166
Nevada	5,400	5,400	5,400	770	6,170
New Hampshire	4,949	4,949	4,949	264	5,213
New Jersey	31,249	31,249	31,249	2,271	33,520
New Mexico	3,724	3,724	3,724	391	4,115
New York	51,657	51,657	51,657	4,708	56,365
North Carolina	21,743	21,743	21,743	1,138	22,881
North Dakota	1,608	1,608	1,608	63	1,671
Ohio	30,632	30,632	30,632	1,581	32,213
Oklahoma	6,221	6,221	6,221	394	6,615
Oregon	9,276	9,276	9,276	736	10,012
Pennsylvania	35,849	35,849	35,849	2,606	38,455
Rhode Island	2,666	2,666	2,666	256	2,922
South Carolina	9,429	9,429	9,429	797	10,226
South Dakota	2,025	2,025	2,025	162	2,187
Tennessee	12,963	12,963	12,963	1,113	14,076
Texas	45,084	45,084	45,084	4,369	49,453

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Utah	4,173	4,173	4,173	676	4,849
Vermont	1,934	1,934	1,934	81	2,015
Virginia	28,940	28,940	28,940	2,343	31,283
Washington	17,954	17,954	17,954	1,879	19,833
West Virginia	2,675	2,675	2,675	116	2,791
Wisconsin	17,033	17,033	17,033	793	17,826
Wyoming	1,186	1,186	1,186	69	1,255
TOTAL 48 CONTERMINOUS STATES	764,066	764,066	764,066	60,995	825,061
Alaska	1,861	1,861	1,861	203	2,064
Hawaii	3,874	3,874	3,874	502	4,376
TOTAL ALASKA & HAWAII	5,735	5,735	5,735	705	6,440
U.S. Unclassified					
TOTAL UNITED STATES	769,801	769,801	769,801	61,700	831,501
Poss. & Other Areas	419	419	419	3	422
U.S. & POSS., etc.	770,220	770,220	770,220	61,703	831,923
CANADA					
Alberta	37	37	37		37
British Columbia	44	44	44		44
Manitoba	10	10	10		10
New Brunswick	3	3	3		3
Newfoundland/Labrador					
Northwest Territories					
Nova Scotia	5	5	5		5
Nunavut					
Ontario	127	127	127		127
Prince Edward Island	2	2	2		2
Quebec	33	33	33		33
Saskatchewan	7	7	7		7
Yukon Territory					
Canadian Unclassified					
TOTAL CANADA	268	268	268		268
International	676	676	676	2,202	2,878
Other Unclassified					
Military or Civilian Personnel Overseas	1,703	1,703	1,703		1,703
GRAND TOTAL	772,867	772,867	772,867	63,905	836,772

ANALYSIS BY ABCD COUNTY SIZE for the September, 2007 issue

County Size	% of Households	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	394,438	47.8	120
B	30	258,004	31.3	104
C	15	105,383	12.8	85
D	15	67,236	8.1	54

County Size Group Definitions by the A.C. Nielsen Company- Data for the conterminous 48 states.

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, 2007

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 6 issues).....	159	0.1	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	284,153	94.1
(b) Seven to eleven months (7 to 11 issues).....	1,352	0.5	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	925	0.3
(c) Twelve months (12 issues).....	243,675	80.7	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	16,787	5.6
(d) Thirteen to twenty-four months.....	26,682	8.8	(d) Subscriptions as part of membership in an organization.....	None	
(e) Twenty-five months and more.....	29,997	9.9	Total Subscriptions Sold in Period.....	301,865	100.0
Total Subscriptions Sold in Period.....	301,865	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium.....	259,140	85.9			
(b) Ordered with material reprinted from this publication, See Par. 9.....	42,705	14.1			
(c) Ordered with other premiums, See Par. 9.....	20	0.0			
Total Subscriptions Sold in Period.....	301,865	100.0			

9. EXPLANATORY

(a) Suggested Retail Prices: Subscriptions: U.S. 2 yrs. \$39.95; 3 yrs. \$54.95.

(b) Average non-analyzed non-paid circulation for the 6 month period: 10,964 copies per issue.

(c) Post expiration copies: None.

(d) Loyalty/Award Point Subscription Sales: The average of 581 copies per issue, shown in Par. 6 and included in Par. 1, includes the following:

An average of 579 copies per issue represents copies served to subscribers in exchange for the redemption of Airline Frequent Flyer Miles. These subscriptions were sold at 12 issues for \$11.98, in exchange for the redemption of 500 points at the rate of 2.5¢ per mile and 24 issues for \$23.95, in exchange for the redemption of 1,000 points at the rate of 2.5¢ per mile.

An average of 2 copies per issue represents copies purchased through the redemption of loyalty points valued at 2¢ per point.

(e) Partnership Subscription Sales (Deductible): The average of 880 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served in a partnership relationship wherein this publication was bundled with the purchase of a product or service. Purchasers were advised that a portion of the sales price was allocated to this publication for a subscription.

(f) Sponsored Subscription Sales: The average of 95,830 copies per issue shown in Par. 6, and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more.

(g) Use of Premiums: "8 Steps to a Better Retirement," "Insurance Made Simple," "Buying and Selling a Home," "Protect Yourself from Scams," and "Money, Money, Money" with no advertised or stated values, were offered with some subscriptions.

(h) A sweepstakes contest was conducted by a subscription selling organization during this statement period. Prizes consisted of both cash and merchandise. Some contestants ordered subscriptions to this publication at 1 yr. \$12.00, although the award was not contingent upon subscribing.

(i) Cash back rebates of \$2.50 for sales of 2 publications, was offered with subscriptions sold by a subscription selling organization during this statement period.

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 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 & Verified)	Rate Base (Analyzed Non-Paid)	Audit Report (Analyzed Non-Paid)	Publisher's Statements (Analyzed Non-Paid)	Difference (Analyzed Non-Paid)	Percentage of Difference (Analyzed Non-Paid)
12-31-06	800,000	848,672	849,716	-1,044	-0.1					
12-31-05	800,000	799,194	801,060	-1,866	-0.2	None Claimed	55,326	55,069	257	0.5
12-31-04	(a)	944,198	1,011,785	-67,587	-6.7	None Claimed	64,079		64,079	
12-31-03	1,000,000	1,026,999	1,025,947	1,052	0.1					
12-31-02	1,000,000	1,049,494	1,048,670	824	0.1					
Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)					
12-31-05	None claimed	854,520	856,129	-1,609	-0.2					
12-31-04	None Claimed	1,008,277	1,011,785	-3,508	-0.3					

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

(a) Effective 07/01/04 changed from 1,000,000 to 800,000

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.

Parent Company: Kiplinger Washington Editors, Inc.

KIPLINGER'S PERSONAL FINANCE, published by Kiplinger Washington Editors, Inc. • 1729 H St., N.W. • Washington, DC 20006-3904

SANDRA HUNT

KNIGHT A. KIPLINGER

Date Signed: January 30, 2008

Circulation Director

President

Sales Office: New York 212-398-6320

P: 202.887.6430 • F: 202.331.8637 • URL: www.kiplinger.com

Established: 1947 ABC Member since: 1979

04-0184-8	Analyzed Issue Date	09/01/07
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	3.50
	Association Subscription Price	
	U.S. Subscription Price	23.95
	Canadian Subscription Price	
	International Subscription Price	