



Audit Bureau
of Circulations

Kiplinger's PERSONAL FINANCE

For the six months ended June 30, 2009

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 June 30, 2009

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	730,001	89.3			
Digital (Replica)	1,333	0.2			
Total Paid Subscriptions	731,334	89.5			
Verified					
Print	55,059	6.7			
Total Verified Subscriptions	55,059	6.7			
Total Paid & Verified Subscriptions	786,393	96.2			
Single Copy Sales					
Print	30,731	3.8			
Total Single Copy Sales	30,731	3.8			
Total Paid & Verified Circulation	817,124	100.0	800,000	17,124	2.1

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$3.99		
Subscription	\$23.95		
Average Subscription Price Annualized (12 issue frequency)		\$13.68	
Average Subscription Price per Copy		\$1.14	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2008

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

Issue	Paid Subscriptions			Verified Subscriptions			Single Copy Sales			Total Paid & Verified Circulation Digital (Replica)	Total Paid & Verified Circulation
	Print	Digital (Replica)	Total Paid Subscriptions	Print	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Total Single Copy Sales	Total Paid & Verified Circulation Print		
Jan.	715,969	1,293	717,262	55,075	55,075	772,337	38,180	38,180	809,224	1,293	810,517
Feb.+	734,609	1,351	735,960	55,065	55,065	791,025	38,700	38,700	828,374	1,351	829,725
Mar.+	740,228	1,334	741,562	55,057	55,057	796,619	34,507	34,507	829,792	1,334	831,126
Apr.	733,456	1,327	734,783	55,055	55,055	789,838	23,700	23,700	812,211	1,327	813,538
May	731,928	1,356	733,284	55,054	55,054	788,338	24,600	24,600	811,582	1,356	812,938
June	723,816	1,334	725,150	55,047	55,047	780,197	24,700	24,700	803,563	1,334	804,897

+See Par. 9

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2004	%	2005	%	2006	%	2007	%	2008	%
Subscriptions:										
Paid	979,224	96.8	762,966	89.1	803,945	94.6	776,979	93.8	733,216	88.5
Verified	N/A		N/A		N/A		N/A		55,848	6.8
Total Paid & Verified Subscriptions	979,224	96.8	762,966	89.1	803,945	94.6	776,979	93.8	789,064	95.3
Single Copy Sales	32,561	3.2	38,095	4.5	45,771	5.4	50,958	6.2	39,129	4.7
Total Paid & Verified Circulation	1,011,785	100.0	801,061	93.6	849,716	100.0	827,937	100.0	828,193	100.0
Year Over Year Percent of Change		-1.4		-20.8		6.1		-2.6		0.0
Total Analyzed Non-Paid Circ.	N/A		55,070	6.4	N/A		N/A		N/A	
Year Over Year Percent of Change										
Total Paid, Verified & Analyzed Non-Paid Circ.	1,011,785	100.0	856,131	100.0	849,716	100.0	827,937	100.0	828,193	100.0
Year Over Year Percent of Change		-1.4		-15.4		-0.7		-2.6		0.0
Avg. Annualized Subscription Price	\$15.24		\$14.52		\$13.32		\$13.56		\$13.92	

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*	697,199	1,333	698,532	85.5
Partnership:				
Deductible*	145		145	0.0
Sponsored Sales	32,657		32,657	4.0
TOTAL PAID SUBSCRIPTIONS	730,001	1,333	731,334	89.5
VERIFIED SUBSCRIPTIONS				
Public Place (See Par. 6A)	55,059		55,059	6.7
TOTAL VERIFIED SUBSCRIPTIONS	55,059		55,059	6.7
TOTAL PAID & VERIFIED SUBSCRIPTIONS	785,060	1,333	786,393	96.2
SINGLE COPY SALES				
Single Issue Sales	30,731		30,731	3.8
TOTAL SINGLE COPY SALES	30,731		30,731	3.8
TOTAL PAID & VERIFIED CIRCULATION	815,791	1,333	817,124	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:	Doctor/Health Care Providers	Personal Care Salons	Business/ Professional Services	Automotive Outlets	Fitness/ Recreational Facilities	Other	Total Public Place Copies Print
Public Place	43,746	7,469	3,303	535	6		55,059

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, 2009 issue

Total paid & verified circulation of this issue was 1.7% greater than the total average paid & verified circulation.

State	PAID SUBSCRIPTIONS			VERIFIED SUBSCRIPTIONS			SINGLE COPY SALES			Total Paid & Verified Circulation Digital (Replica)	Total Paid & Verified Circulation
	Print	Digital (Replica)	Total Paid Subscriptions	Print	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Total Single Copy Sales	Total Paid & Verified Circulation Print		
Alabama	8,495	15	8,510			8,510	416	416	8,911	15	8,926
Arizona	15,487	28	15,515	892	892	16,407	556	556	16,935	28	16,963
Arkansas	4,548	8	4,556			4,556	206	206	4,754	8	4,762
California	78,936	143	79,079	11,909	11,909	90,988	3,570	3,570	94,415	143	94,558
Colorado	14,263	26	14,289	1,199	1,199	15,488	707	707	16,169	26	16,195
Connecticut	12,500	23	12,523	788	788	13,311	435	435	13,723	23	13,746
Delaware	2,840	5	2,845	286	286	3,131	70	70	3,196	5	3,201
District of Columbia	2,046	4	2,050	208	208	2,258	169	169	2,423	4	2,427
Florida	46,677	84	46,761	1,407	1,407	48,168	2,734	2,734	50,818	84	50,902
Georgia	20,289	37	20,326	1,968	1,968	22,294	1,426	1,426	23,683	37	23,720
Idaho	2,901	5	2,906			2,906	70	70	2,971	5	2,976
Illinois	35,884	65	35,949	4,546	4,546	40,495	1,679	1,679	42,109	65	42,174
Indiana	14,088	25	14,113	223	223	14,336	378	378	14,689	25	14,714
Iowa	8,348	15	8,363			8,363	198	198	8,546	15	8,561
Kansas	7,781	14	7,795			7,795	269	269	8,050	14	8,064
Kentucky	7,427	13	7,440			7,440	178	178	7,605	13	7,618
Louisiana	6,245	11	6,256	1	1	6,257	240	240	6,486	11	6,497
Maine	3,463	6	3,469	1	1	3,470	121	121	3,585	6	3,591
Maryland	19,408	35	19,443	1,744	1,744	21,187	620	620	21,772	35	21,807
Massachusetts	20,133	36	20,169	2,742	2,742	22,911	810	810	23,685	36	23,721
Michigan	25,533	46	25,579	2,332	2,332	27,911	949	949	28,814	46	28,860
Minnesota	15,664	28	15,692	1,268	1,268	16,960	698	698	17,630	28	17,658
Mississippi	3,665	7	3,672			3,672	277	277	3,942	7	3,949
Missouri	13,746	25	13,771	2	2	13,773	567	567	14,315	25	14,340
Montana	2,436	4	2,440			2,440	55	55	2,491	4	2,495
Nebraska	4,709	8	4,717	2	2	4,719	173	173	4,884	8	4,892
Nevada	5,288	10	5,298	1	1	5,299	370	370	5,659	10	5,669
New Hampshire	4,662	8	4,670	375	375	5,045	149	149	5,186	8	5,194
New Jersey	28,429	51	28,480	6,574	6,574	35,054	1,133	1,133	36,136	51	36,187
New Mexico	3,722	7	3,729			3,729	85	85	3,807	7	3,814
New York	47,190	85	47,275	6,770	6,770	54,045	2,592	2,592	56,552	85	56,637
North Carolina	21,283	38	21,321	3	3	21,324	1,281	1,281	22,567	38	22,605
North Dakota	1,608	3	1,611			1,611	38	38	1,646	3	1,649
Ohio	29,713	53	29,766	896	896	30,662	790	790	31,399	53	31,452
Oklahoma	6,115	11	6,126			6,126	287	287	6,402	11	6,413
Oregon	9,092	16	9,108	2	2	9,110	296	296	9,390	16	9,406
Pennsylvania	35,389	64	35,453	2,379	2,379	37,832	1,398	1,398	39,166	64	39,230
Rhode Island	2,565	5	2,570			2,570	142	142	2,707	5	2,712
South Carolina	9,548	17	9,565	3	3	9,568	471	471	10,022	17	10,039
South Dakota	2,031	4	2,035			2,035	74	74	2,105	4	2,109
Tennessee	12,599	23	12,622	1	1	12,623	530	530	13,130	23	13,153
Texas	43,617	79	43,696	3,387	3,387	47,083	2,918	2,918	49,922	79	50,001
Utah	3,982	7	3,989			3,989	242	242	4,224	7	4,231
Vermont	1,913	3	1,916			1,916	59	59	1,972	3	1,975
Virginia	27,422	49	27,471	1,693	1,693	29,164	1,174	1,174	30,289	49	30,338
Washington	17,620	32	17,652	1,401	1,401	19,053	755	755	19,776	32	19,808
West Virginia	2,633	5	2,638	4	4	2,642	83	83	2,720	5	2,725
Wisconsin	16,716	30	16,746	38	38	16,784	380	380	17,134	30	17,164
Wyoming	1,276	2	1,278	12	12	1,290	54	54	1,342	2	1,344
TOTAL 48 CONTERMINOUS STATES	731,925	1,318	733,243	55,057	55,057	788,300	32,872	32,872	819,854	1,318	821,172
Alaska	1,885	3	1,888			1,888	102	102	1,987	3	1,990
Hawaii	3,769	7	3,776			3,776	85	85	3,854	7	3,861
TOTAL ALASKA & HAWAII	5,654	10	5,664			5,664	187	187	5,841	10	5,851
U.S. Unclassified											
TOTAL UNITED STATES	737,579	1,328	738,907	55,057	55,057	793,964	33,059	33,059	825,695	1,328	827,023
Poss. & Other Areas	386	1	387			387	5	5	391	1	392
U.S. & POSS., etc.	737,965	1,329	739,294	55,057	55,057	794,351	33,064	33,064	826,086	1,329	827,415
CANADA											
Alberta	36		36			36			36		36
British Columbia	39		39			39			39		39
Manitoba	12		12			12			12		12
New Brunswick	2		2			2			2		2
Newfoundland/Labrador											
Northwest Territories											
Nova Scotia	4		4			4			4		4
Nunavut											
Ontario	92	1	93			93			92	1	93
Prince Edward Island	1		1			1			1		1
Quebec	27		27			27			27		27
Saskatchewan	6		6			6			6		6
Yukon Territory											
Canadian Unclassified											
TOTAL CANADA	219	1	220			220			219	1	220
International	556	1	557			557	1,443	1,443	1,999	1	2,000
Other Unclassified											
Military or Civilian Personnel Overseas	1,488	3	1,491			1,491			1,488	3	1,491
GRAND TOTAL	740,228	1,334	741,562	55,057	55,057	796,619	34,507	34,507	829,792	1,334	831,126

ANALYSIS BY ABCD COUNTY SIZE for the March, 2009 issue

County Size	% of Households	Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital (Replica)	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	375,449	600	376,049	45.8	115
B	30	260,156	418	260,574	31.7	106
C	15	110,715	179	110,894	13.5	90
D	15	73,534	121	73,655	9.0	60

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 June 30, 2009

A. DURATION		%	C. CHANNELS		%
(a) One to six months (1 to 6 issues).....	3,015	0.9	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	318,706	98.3
(b) Seven to eleven months (7 to 11 issues).....	6,333	2.0	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	426	0.1
(c) Twelve months (12 issues).....	212,644	65.5	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	5,330	1.6
(d) Thirteen to twenty-four months.....	80,212	24.7	(d) Subscriptions as part of membership in an organization.....	None	
(e) Twenty-five months and more.....	22,258	6.9	Total Subscriptions Sold in Period.....	324,462	100.0
Total Subscriptions Sold in Period.....	324,462	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium.....	287,618	88.7			
(b) Ordered with material reprinted from this publication, See Par. 9.....	36,818	11.3			
(c) Ordered with other premiums, See Par. 9.....	26	0.0			
Total Subscriptions Sold in Period.....	324,462	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: 12,543 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.kiplinger.com.

(e) Single Copy Sales for issues denoted in Par. 3 of this statement were impacted by the Anderson News closure.

(f) Partnership Subscription Sales (Deductible): The average of 145 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 \$20.00 of the sales price was allocated to this publication for a 12 issue subscription.

(g) Sponsored Subscription Sales: The average of 32,657 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.

(h) Use of Premiums: "8 Steps to a Better Retirement," "Insurance Made Simple," "Buying and Selling a Home," "Protect Yourself from Scams," "Money, Money, Money" and "WHO CARES? KIPLINGER'S No-nonsense Look at Long-Term Care and How to Pay for It," with no advertised or stated values, were offered with some subscriptions.

(i) 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.

(j) Cash back rebates of \$2.50 for sales of 2 publications, were 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, 2007; 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)
12-31-07	800,000	827,938	827,938							
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					

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 C. HUNT

DENISE ELLIOTT

Date Signed: August 14, 2009

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	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	3.99
	Association Subscription Price	
	U.S. Subscription Price	23.95
	Canadian Subscription Price	
	International Subscription Price	