

**CONSUMER PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2008**

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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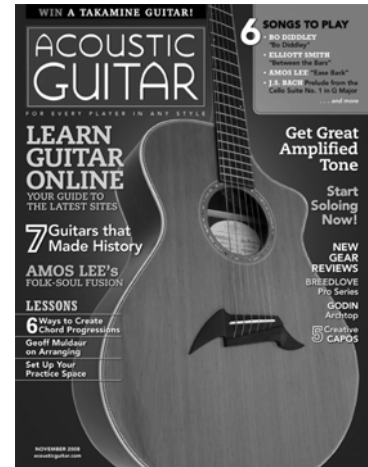
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# ACOUSTIC GUITAR

String Letter Publishing  
255 West End Ave  
San Rafael, CA 94901  
Tel.: 415-485-6946  
Fax: 415-485-0831

Year established: 1990  
Official publication of : None



**MARKET SERVED**

ACOUSTIC GUITAR serves acoustic guitar enthusiasts.

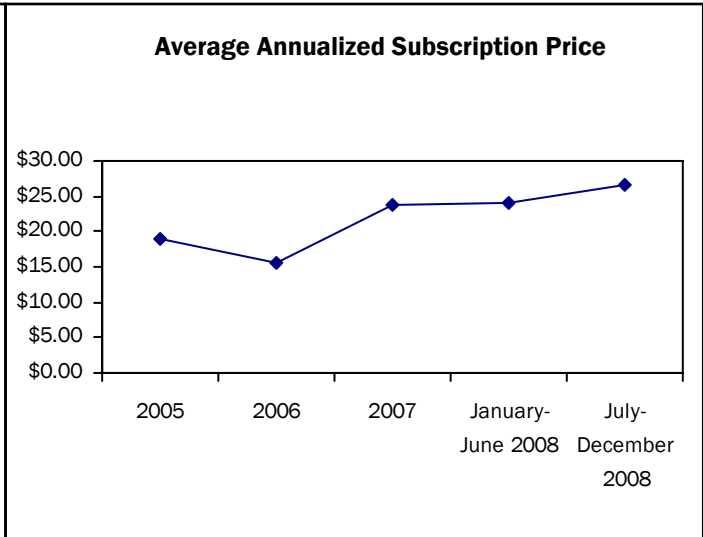
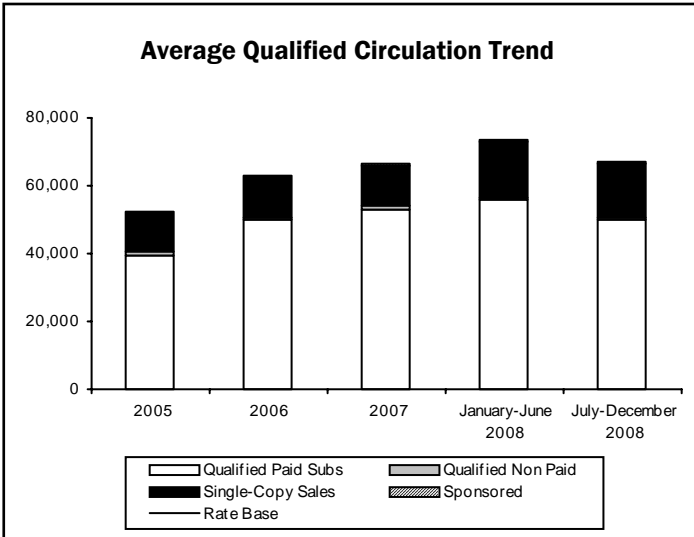
**AVERAGE QUALIFIED CIRCULATION**

Total Qualified _____	<b>67,102</b>
Average Rate Base _____	**NC
Variance +/- _____	**NC
Percent +/- _____	**NC
Qualified Paid _____	66,655
Subscriptions _____	50,049
Sponsored _____	395
Single-Copy Sales _____	16,211
Qualified Non-Paid _____	447

\*\*NC = None Claimed

**PRICE AND FREQUENCY**

\$26.58	Average Annual Subscription Order Price for the Period Reported (Excluding Sponsored Subscriptions)
12	Issues Per Year
\$5.99	All Single-Copy Sales Prices for the Period



<b>1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD</b>						
	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individuals _____	50,049	74.5	447	0.7	50,496	75.2
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Sponsored Individually Addressed _____	395	0.6	-	-	395	0.6
Sponsored Multi-Copy Same Addressee _____	-	-	-	-	-	-
<b>Sub-Total Subscriptions</b> _____	<b>50,444</b>	<b>75.1</b>	<b>447</b>	<b>0.7</b>	<b>50,891</b>	<b>75.8</b>
Single-Copy Sales _____	16,211	24.2	-	-	16,211	24.2
Sponsored Single-Copy Sales _____	-	-	-	-	-	-
<b>TOTAL</b>	<b>66,655</b>	<b>99.3</b>	<b>447</b>	<b>0.7</b>	<b>67,102</b>	<b>100.0</b>

<b>2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD</b>						
2008 Issue	Qualified Paid			Qualified Non-Paid	Total Qualified	
	Single Copy Sales	Subscriptions	Total			
July _____	13,955	54,388	68,343	663	69,006	
August _____	16,770	51,636	68,406	639	69,045	
September _____	15,838	50,171	66,009	338	66,347	
October _____	17,500	49,600	67,100	343	67,443	
November _____	16,500	48,893	65,393	349	65,742	
December _____	16,700	47,980	64,680	349	65,029	

<b>3. TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD</b>						
Includes gross subscription sales/orders with unpaid invoices pending.						
Average Annual Order Price: 12 issues for \$26.58						
<b>3A. PRICES</b>	Total	Percent				
<b>Offers (≥ 5.0% of Total Orders)</b>						
12 issues for \$24.95 _____	3,047	15.8				
12 issues for \$32.95 _____	1,990	10.3				
12 issues for \$29.95 _____	1,126	5.8				
12 issues for \$36.95 _____	1,066	5.5				
All Others _____	12,071	62.6				
Sponsored-Excluded from Average Annual Order Price _____	-	-				
<b>TOTAL</b>	<b>19,300</b>	<b>100.0</b>				
			<b>3B. LENGTH OF SUBSCRIPTIONS</b>	Total	Percent	
			Less than 1 year _____	1,579	8.2	
			1 year or more (but less than two) _____	13,756	71.2	
			2 years or more (but less than three) _____	2,487	12.9	
			3 years or more _____	1,478	7.7	
			<b>TOTAL</b>	<b>19,300</b>	<b>100.0</b>	

<b>3C. USE OF FREE PROMOTIONAL INCENTIVES</b>	Total	Percent
Ordered without promotional incentive _____	19,236	99.7
Ordered with editorial promotional incentive including reprints _____	-	-
Ordered with other promotional incentive _____	64	0.3
<b>TOTAL</b>	<b>19,300</b>	<b>100.0</b>

<b>3D. HOW ORDERED</b>	Total	Percent
Ordered by Individuals _____	19,244	99.7
Membership Benefit _____	-	-
Ordered as Multi-Copy Same Addressee _____	-	-
Ordered by Sponsor, Individually Addressed _____	56	0.3
Ordered by Sponsor, Distributed as Multi-Copy Same Addressee _____	-	-
Ordered with Other Product or Service _____	-	-
<b>TOTAL</b>	<b>19,300</b>	<b>100.0</b>

4. BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR ISSUE OF NOVEMBER 2008				
This issue is 2.4% or 1,632 copies below the average of the other 5 issues reported in Paragraph two.				
MARKET SERVED	TOTAL QUALIFIED	PERCENT OF TOTAL	QUALIFIED NON-PAID	QUALIFIED PAID
Acoustic Guitar enthusiasts _____	49,242	74.9	349	48,893
Single Copy Sales _____	16,500	25.1	-	16,500
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>65,742</b>	<b>100.0</b>	<b>349</b>	<b>65,393</b>

5. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF NOVEMBER 2008							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	*Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. <b>TOTAL</b> - Personal direct request from the recipient: _____	306	-	-	306	-	306	87.7
a. Written _____	265	-	-	265	-	265	76.0
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	41	-	-	41	-	41	11.7
II. <b>TOTAL</b> - Request from recipient's company: _____	-	-	-	-	-	-	-
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	-	-	-	-	-	-	-
III. <b>TOTAL</b> - Membership Benefit: _____	7	-	-	7	-	7	2.0
a. Individual _____	7	-	-	7	-	7	2.0
b. Organizational _____	-	-	-	-	-	-	-
IV. <b>TOTAL</b> - Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	36	-	-	36	-	36	10.3
Rosters and directories _____	-	-	-	-	-	-	-
Licensees - National, State or Local Government _____	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	36	-	-	36	-	36	10.3
VI. <b>TOTAL</b> - Single Copy Sales: _____	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>349</b>	<b>-</b>	<b>-</b>	<b>349</b>	<b>-</b>	<b>349</b>	<b>100.0</b>
<b>*See Paragraph 8</b>	<b>PERCENT</b>	<b>100.0</b>	<b>-</b>	<b>100.0</b>	<b>-</b>	<b>100.0</b>	<b>-</b>

Paid Source Information can be reported at the option of the publisher.

6. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008													
State & Zip Code	Qualified Paid			Total Qualified Non-Paid	Total Qualified	Percent	State & Zip Code	Qualified Paid			Total Qualified Non-Paid	Total Qualified	Percent
	Single Copy Sales	Subscriptions	Total Paid					Single Copy Sales	Subscriptions	Total Paid			
039-049 Maine _____	44	340	384	3	387		400-427 Kentucky _____	54	548	-	1	1	
030-038 New Hampshire _____	80	395	475	-	475		370-385 Tennessee _____	216	875	1,091	19	1,110	
050-059 Vermont _____	18	203	221	1	222		350-369 Alabama _____	83	539	622	-	622	
010-027 Massachusetts _____	192	1,291	1,483	18	1,501		386-397 Mississippi _____	40	220	260	-	260	
028-029 Rhode Island _____	22	177	199	-	199		<b>EAST SO. CENTRAL</b>	<b>393</b>	<b>2,182</b>	<b>2,575</b>	<b>20</b>	<b>2,595</b>	<b>3.9</b>
060-069 Connecticut _____	103	770	873	9	882		716-729 Arkansas _____	52	341	393	-	393	
<b>NEW ENGLAND</b>	<b>459</b>	<b>3,176</b>	<b>3,635</b>	<b>31</b>	<b>3,666</b>	<b>5.6</b>	700-714 Louisiana _____	42	387	429	3	432	
100-149 New York _____	522	2,754	3,276	30	3,306		730-749 Oklahoma _____	77	395	472	-	472	
070-089 New Jersey _____	310	1,347	1,657	7	1,664		750-799 Texas _____	403	2,493	2,896	9	2,905	
150-196 Pennsylvania _____	698	1,977	2,675	10	2,685		<b>WEST SO. CENTRAL</b>	<b>574</b>	<b>3,616</b>	<b>4,190</b>	<b>12</b>	<b>4,202</b>	<b>6.4</b>
<b>MIDDLE ATLANTIC</b>	<b>1,530</b>	<b>6,078</b>	<b>7,608</b>	<b>47</b>	<b>7,655</b>	<b>11.6</b>	590-599 Montana _____	39	216	255	6	261	
430-459 Ohio _____	284	1,678	1,962	7	1,969		832-838 Idaho _____	25	248	273	-	273	
460-479 Indiana _____	221	847	1,068	3	1,071		820-831 Wyoming _____	2	117	119	4	123	
600-629 Illinois _____	1,165	1,877	3,042	3	3,045		800-816 Colorado _____	114	1,178	1,292	2	1,294	
480-499 Michigan _____	179	1,394	1,573	12	1,585		870-884 New Mexico _____	55	331	386	5	391	
530-549 Wisconsin _____	94	959	1,053	6	1,059		850-865 Arizona _____	156	805	961	-	961	
<b>EAST NO. CENTRAL</b>	<b>1,943</b>	<b>6,755</b>	<b>8,698</b>	<b>31</b>	<b>8,729</b>	<b>13.3</b>	840-847 Utah _____	36	257	293	-	293	
550-567 Minnesota _____	117	865	982	4	986		889-898 Nevada _____	39	310	349	-	349	
500-528 Iowa _____	80	441	521	1	522		<b>MOUNTAIN</b>	<b>466</b>	<b>3,462</b>	<b>3,928</b>	<b>17</b>	<b>3,945</b>	<b>6.0</b>
630-658 Missouri _____	91	787	878	2	880		995-999 Alaska _____	22	159	181	-	181	
580-588 North Dakota _____	10	92	102	-	102		980-994 Washington _____	203	1,393	1,596	19	1,615	
570-577 South Dakota _____	31	102	133	-	133		970-979 Oregon _____	113	879	992	7	999	
680-693 Nebraska _____	68	209	277	1	278		900-961 California _____	1,079	5,693	6,772	75	6,847	
660-679 Kansas _____	80	409	489	2	491		967-968 Hawaii _____	65	206	271	3	274	
<b>WEST NO. CENTRAL</b>	<b>477</b>	<b>2,905</b>	<b>3,382</b>	<b>10</b>	<b>3,392</b>	<b>5.2</b>	<b>PACIFIC</b>	<b>1,482</b>	<b>8,330</b>	<b>9,812</b>	<b>104</b>	<b>9,916</b>	<b>15.1</b>
197-199 Delaware _____	16	141	157	-	157		<b>UNITED STATES</b>	<b>8,590</b>	<b>44,041</b>	<b>52,631</b>	<b>300</b>	<b>52,931</b>	<b>80.5</b>
206-219 Maryland _____	96	939	1,035	2	1,037		969 & 004-009 U.S. Territories _____	7	51	58	-	58	
200-205 Washington, DC _____	18	60	78	-	78		Canada _____	1,425	3,218	4,643	26	4,669	
220-246 Virginia _____	206	1,307	1,513	10	1,523		Mexico _____	5	5	5	-	5	
247-268 West Virginia _____	33	227	260	1	261		Other International _____	6,478	1,510	7,988	23	8,011	
270-289 North Carolina _____	159	1,216	1,375	8	1,383		APO/FPO _____	68	68	68	-	68	
290-299 South Carolina _____	84	505	589	1	590		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,500</b>	<b>48,893</b>	<b>65,393</b>	<b>349</b>	<b>65,742</b>	<b>100.0</b>
300-319 Georgia _____	221	1,061	1,282	3	1,285								
320-349 Florida _____	433	2,081	2,514	3	2,517								
<b>SOUTH ATLANTIC</b>	<b>1,266</b>	<b>7,537</b>	<b>8,803</b>	<b>28</b>	<b>8,831</b>	<b>13.4</b>							

<b>7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS</b>					
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>*January - June 2008</b>	<b>*July - December 2008</b>
Total Audit Average Qualified: ____	52,247	63,767	66,734	73,603	67,102
Rate Base (if any): _____	**NC	**NC	**NC	**NC	**NC
Rate Base +/-: _____	**NC	**NC	**NC	**NC	**NC
Percent +/-: _____	**NC	**NC	**NC	**NC	**NC
Qualified Paid	51,432	63,272	65,933	72,714	66,655
Subscriptions _____	39,614	50,292	53,077	55,827	50,049
Sponsored _____	-	-	960	646	395
Single Copy Sales _____	11,818	12,348	11,896	16,241	16,211
Qualified Non-Paid: _____	915	496	801	889	447
Post Expire Copies included in Total Qualified Circulation: _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	\$19.26	\$16.32	\$22.11	\$24.10	\$26.58

**\*NOTE: 2008 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed

#### 8. ADDITIONAL DATA

##### METHOD OF DISTRIBUTION:

Copies of the magazine are mailed out periodicals class by the USPS and are distributed at newsstands.

##### PARAGRAPH 5:

Paragraph 5 includes 349 qualified non-paid circulation. Qualified paid circulation of 65,393 combined with the qualified non-paid circulation equal 65,742 total qualified circulation for the analyzed issue.

**AVERAGE NON-QUALIFIED CIRCULATION: 3,018 COPIES.**

#### PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Jef Linson, Fulfillment Manager

Jan Edwards Pullin, Subscriptions Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

##### IMPORTANT NOTE:

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed January 30, 2009

State California

County Marin

Received by BPA Worldwide January 30, 2009

Type CPD

ID Number A462P0D8