



Audit Bureau
of Circulations



For the six months ended December 31, 2008

Field Served: CARD PLAYER is a poker magazine serving poker players of all levels of expertise, and is distributed Internationally to subscribers, casinos and card rooms.

Definition of List Source Recipients:

Method of Circulation for Analyzed Non-Paid Circulation: By FedEx shipping to casino and in bulk.

Published by Card Player Media LLC

Frequency: 26 times/year

ABC Member # 04-0164-5

**PAID, VERIFIED &
ANALYZED
NON-PAID MAGAZINE
PUBLISHER'S STATEMENT**

Subject to Audit

Card Player

1. TOTAL AVERAGE PAID, VERIFIED & ANALYZED NON-PAID CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Paid, Verified & Analyzed Non-Paid Circulation: (See Par. 6)					
Subscriptions:					
Paid	20,497	21.3			
Verified					
Total Paid & Verified Subscriptions	20,497	21.3			
Single Copy Sales					
Total Paid & Verified Circulation	20,497	21.3	None Claimed		
Total Analyzed Non-Paid Circulation	75,905	78.7	None Claimed		
Total Paid, Verified & Analyzed Non-Paid Circulation	96,402	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$4.95		
Subscription	\$19.95		
Average Subscription Price Annualized (26 issue frequency)		\$22.07	
Average Subscription Price per Copy		\$0.85	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended June 30, 2008.

3. PAID, VERIFIED & ANALYZED NON-PAID CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Analyzed Non-Paid	Total Paid, Verified, & Analyzed Non-Paid
July	8	21,366	21,366		21,366	84,455	105,821
	22	21,246	21,246		21,246	81,195	102,441
Aug.	5	21,041	21,041		21,041	78,015	99,056
	19	20,832	20,832		20,832	79,285	100,117
Sept.	2	20,698	20,698		20,698	82,279	102,977
	16	20,560	20,560		20,560	79,645	100,205
	30	20,450	20,450		20,450	83,119	103,569
Oct.	14	20,254	20,254		20,254	80,235	100,489
	28	20,123	20,123		20,123	80,320	100,443
Nov.	11	20,053	20,053		20,053	82,290	102,343
	25	20,025	20,025		20,025	64,629	84,654
Dec.	9	19,934	19,934		19,934	54,010	73,944
	23	19,886	19,886		19,886	57,289	77,175

Paid, Verified & Analyzed Non-Paid
Magazine Publisher's Statement

For six months ended December 31, 2008

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2004	%	2005	%	2006	%	2007	%	2008	%
Subscriptions:										
Paid	N/A		N/A		N/A		24,126	22.9	21,312	21.5
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	N/A		N/A		N/A		24,126	22.9	21,312	21.5
Single Copy Sales	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Circulation	N/A		N/A		N/A		24,126	22.9	21,312	21.5
Year Over Year Percent of Change										-11.7
Total Analyzed Non-Paid Circ.	N/A		N/A		N/A		81,159	77.1	77,930	78.5
Year Over Year Percent of Change										-4.0
Total Paid, Verified & Analyzed Non-Paid Circ.	N/A		N/A		N/A		105,285	100.0	99,242	100.0
Year Over Year Percent of Change										-5.7
Avg. Annualized Subscription Price	N/A		N/A		N/A		\$23.79		\$22.07	

6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID, VERIFIED & ANALYZED NON-PAID CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation.

	Average for Period	% of Circulation
PAID SUBSCRIPTIONS		
Individual Subscriptions*	20,429	21.2
Sponsored Sales	68	0.1
TOTAL PAID SUBSCRIPTIONS	20,497	21.3
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	20,497	21.3
SINGLE COPY SALES		
TOTAL SINGLE COPY SALES		
TOTAL PAID & VERIFIED CIRCULATION	20,497	21.3
ANALYZED NON-PAID		
Non-Paid Bulk	75,905	78.7
TOTAL ANALYZED NON-PAID	75,905	78.7
TOTAL PAID, VERIFIED & ANALYZED NON-PAID	96,402	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 November 11, 2008 issue

Total paid & verified circulation of this issue 2.2% less than the total average paid & verified circulation.

Total analyzed non-paid circulation of this issue was 8.4% greater than the total average analyzed non-paid circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION	ANALYZED NON-PAID	TOTAL CIRCULATION	STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION	ANALYZED NON-PAID	TOTAL CIRCULATION
Alabama	156		156		156	100	256	Ohio	900		900		900	70	970
Arizona	349		349		349	2,695	3,044	Oklahoma	171		171		171	3,416	3,587
Arkansas	104		104		104	50	154	Oregon	267		267		267	800	1,067
California	2,128		2,128		2,128	21,551	23,679	Pennsylvania	825		825		825	65	890
Colorado	525		525		525	3,525	4,050	Rhode Island	51		51		51	750	801
Connecticut	209		209		209	1,551	1,760	South Carolina	197		197		197		197
Delaware	70		70		70	50	120	South Dakota	62		62		62	265	327
District of Columbia	21		21		21		21	Tennessee	290		290		290	340	630
Florida	1,113		1,113		1,113	8,410	9,523	Texas	1,696		1,696		1,696	1,405	3,101
Georgia	518		518		518	25	543	Utah	85		85		85		85
Idaho	93		93		93		93	Vermont	41		41		41	15	56
Illinois	998		998		998	785	1,783	Virginia	498		498		498		498
Indiana	472		472		472	1,695	2,167	Washington	489		489		489	1,816	2,305
Iowa	153		153		153	785	938	West Virginia	91		91		91	315	406
Kansas	177		177		177	825	1,002	Wisconsin	424		424		424	895	1,319
Kentucky	210		210		210	230	440	Wyoming	48		48		48		48
Louisiana	129		129		129	885	1,014	TOTAL 48 CONTERMI- NOUS STATES	19,085		19,085		19,085	81,285	100,370
Maine	88		88		88		88	Alaska	82		82		82	120	202
Maryland	470		470		470	230	700	Hawaii	96		96		96		96
Massachusetts	432		432		432	520	952	TOTAL ALASKA & HAWAII	178		178		178	120	298
Michigan	750		750		750	1,405	2,155	U.S. Unclassified						120	120
Minnesota	309		309		309	1,980	2,289	TOTAL UNITED STATES	19,263		19,263		19,263	81,525	100,788
Mississippi	73		73		73	1,405	1,478	Poss. & Other Areas	23		23		23		23
Missouri	279		279		279	1,490	1,769	U.S. & POSS., etc.	19,286		19,286		19,286	81,525	100,811
Montana	63		63		63	245	308	Canada	359		359		359	740	1,099
Nebraska	125		125		125	475	600	International	353		353		353	25	378
Nevada	221		221		221	13,266	13,487	Other Unclassified Military or Civilian							
New Hampshire	81		81		81	775	856	Personnel Overseas	55		55		55		55
New Jersey	701		701		701	4,455	5,156	GRAND TOTAL	20,053		20,053		20,053	82,290	102,343
New Mexico	59		59		59	420	479								
New York	1,400		1,400		1,400	795	2,195								
North Carolina	415		415		415	510	569								
North Dakota	59		59		59	510	569								

ANALYSIS BY ABCD COUNTY SIZE for the November 11, 2008 issue

Magazine of less than 500,000 total average paid, verified and/or analyzed non-paid 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 December 31, 2008

A. DURATION			%	C. CHANNELS			%
(a) One to six months (1 to 13 issues).....	122		1.6	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	7,202		97.7
(b) Seven to eleven months (14 to 24 issues)	7		0.1	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	173		2.3
(c) Twelve months (25 to 26 issues).....	5,108		69.3	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	None		
(d) Thirteen to twenty-four months.....	2,134		28.9	(d) Subscriptions as part of membership in an organization	None		
(e) Twenty-five months and more	4		0.1	Total Subscriptions Sold in Period	7,375		100.0
Total Subscriptions Sold in Period	7,375		100.0				
B. USE OF PREMIUMS							
(a) Ordered without premium	7,375		100.0				
(b) Ordered with material reprinted from this publication.....	None						
(c) Ordered with other premiums	None						
Total Subscriptions Sold in Period	7,375		100.0				

9. EXPLANATORY

- (a) Suggested Retail Prices: Subscriptions: U.S. 2 yrs. \$34.95. Canada 1 yr. \$59.95. International 1 yr. \$99.95.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 287 copies per issue.
- (c) Post expiration copies: None.
- (d) Sponsored Subscription Sales: The average of 68 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 for delivery to private residences.
- (e) Non-Paid Bulk, averaging 75,905 copies per issue, shown in Par. 6 and included in Par. 1, represents copies available for pickup at designated locations.

10. VARIANCE

Latest released Audit Report for 15 months ended December 31, 2007; Variation from Publisher's Statements

Audit Period Ended	Rate Base (Paid)	Audit Report (Paid)	Publisher's Statements (Paid)	Difference (Paid)	Percentage of Difference (Paid)	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	None Claimed	24,010	24,126	-116	-0.5	None Claimed	81,159	81,159		
09-30-06	None Claimed	25,706	*			None Claimed	83,090	*		

Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)
12-31-07	None Claimed	105,169	105,285	-116	-0.1
09-30-06	None Claimed	108,796	*		

*Initial Audit for 3 months ending September 30, 2006 - Publisher's Statement not required for this period.

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: Card Player Media LLC

CARD PLAYER, published by Card Player Media LLC • 6940 O'Bannon Dr. • Las Vegas, NV 89117

TREY ALDRIDGE

BARRY SHULMAN

Date Signed: January 22, 2009

VP of Sales

Publisher

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ABC Member since: 2007

04-0164-5	Analyzed Issue Date	11/11/08
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.95
	Association Subscription Price	
	U.S. Subscription Price	19.95
	Canadian Subscription Price	59.95
	International Subscription Price	99.95