

**CONSUMER MAGAZINE CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2009**

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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STANFORD

MAGAZINE

Stanford Alumni Association
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Official Publication of: None
Established: 1973

MARKET SERVED

STANFORD serves Stanford alumni and their families, Stanford students and their parents, as well as friends and donors of the Stanford community.

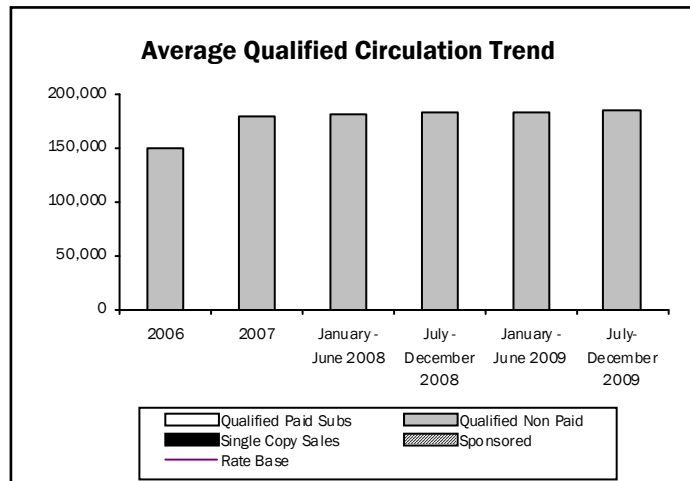
AVERAGE QUALIFIED CIRCULATION

Total Qualified _____	185,229
Average Rate Base _____	**NC
Variance +/- _____	**NC
Percent +/- _____	**NC
Qualified Paid _____	-
Subscriptions _____	-
Sponsored _____	-
Single-Copy Sales _____	-
Qualified Non-Paid _____	185,229

**NC = None Claimed

PRICE AND FREQUENCY

**NC	Average Annual Subscription Order Price for the Period Reported (Excluding Sponsored Subscriptions)
6	Issues Per Year
**NC	All Single-Copy Sales Prices for the Period



1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individuals _____	-	-	185,229	100.0	185,229	100.0
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Sponsored Multi-Copy Same Addressee _____	-	-	-	-	-	-
Sub-Total Subscriptions _____	-	-	185,229	100.0	185,229	100.0
Single-Copy Sales _____	-	-	-	-	-	-
Sponsored Single-Copy Sales _____	-	-	-	-	-	-
TOTAL	-	-	185,229	100.0	185,229	100.0

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2009 Issue	Qualified Paid			Qualified Non-Paid	Total Qualified
	Single-Copy Sales	Subscriptions	Total		
July/August _____					183,648
September/October _____					185,297
November/December _____					186,741

3. TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD
Includes gross subscription sales/orders with unpaid invoices pending.

3A. PRICES

PARAGRAPHS 3A AND 3B ARE NOT REQUIRED WHEN THE PAID CIRCULATION
IS LESS THAN 50% OF THE AVERAGE CIRCULATION

3B. USE OF FREE PROMOTIONAL INCENTIVES

4. BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR ISSUE OF NOVEMBER/DECEMBER 2009		
This issue is 1.2% or 2,268 copies above the average of the other 2 issues reported in Paragraph two.		
STANFORD ALUMNI & COMMUNITY	TOTAL QUALIFIED	PERCENT OF TOTAL
Stanford University Alumni; parents of Stanford students; current undergraduate Stanford and graduate students, and donors to Stanford University and Stanford magazine, retired staff, faculty and emeritus faculty _____	186,741	100.0
TOTAL QUALIFIED CIRCULATION	186,741	100.0

5. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009							
QUALIFIED SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	-	-	-			-	-
II. Request from recipient's company: _____	-	-	-			-	-
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	186,741	-	-			186,741	100.0
Rosters and directories _____	186,741	-	-			186,741	100.0
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	186,741	-	-			186,741	100.0
PERCENT	100.0	-	-			100.0	

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

6. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009													
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 _____				374			400-427 Kentucky _____					264	
030-038 New Hampshire _____				515			370-385 Tennessee _____					575	
050-059 Vermont _____				304			350-369 Alabama _____					255	
010-027 Massachusetts _____				4,734			386-397 Mississippi _____					119	
028-029 Rhode Island _____				281			EAST SO. CENTRAL					1,213	0.6
060-069 Connecticut _____				1,794			716-729 Arkansas _____					168	
NEW ENGLAND				8,002	4.3		700-714 Louisiana _____					340	
100-149 New York _____				8,193			730-749 Oklahoma _____					390	
070-089 New Jersey _____				2,418			750-799 Texas _____					5,746	
150-196 Pennsylvania _____				2,177			WEST SO. CENTRAL					6,644	3.6
MIDDLE ATLANTIC				12,788	6.9		590-599 Montana _____					548	
430-459 Ohio _____				1,294			832-838 Idaho _____					777	
460-479 Indiana _____				703			820-831 Wyoming _____					234	
600-629 Illinois _____				3,489			800-816 Colorado _____					3,830	
480-499 Michigan _____				1,352			870-884 New Mexico _____					1,284	
530-549 Wisconsin _____				900			850-865 Arizona _____					2,648	
EAST NO. CENTRAL				7,738	4.1		840-847 Utah _____					1,121	
550-567 Minnesota _____				1,469			889-898 Nevada _____					1,228	
500-528 Iowa _____				371			MOUNTAIN					11,670	6.2
630-658 Missouri _____				911			995-999 Alaska _____					426	
580-588 North Dakota _____				51			980-994 Washington _____					7,015	
570-577 South Dakota _____				82			970-979 Oregon _____					4,442	
680-693 Nebraska _____				215			900-961 California _____					93,616	
660-679 Kansas _____				453			967-968 Hawaii _____					1,460	
WEST NO. CENTRAL				3,552	1.9		PACIFIC					106,959	57.3
197-199 Delaware _____				152			UNITED STATES					172,323	92.3
206-219 Maryland _____				2,719			969 & 004-009 U.S. Territories _____					247	
200-205 Washington, DC _____				1,936			Canada _____					1,263	
220-246 Virginia _____				3,131			Mexico _____					696	
247-268 West Virginia _____				79			Other International _____					12,114	
270-289 North Carolina _____				1,592			APO/FPO _____					98	
290-299 South Carolina _____				350			TOTAL QUALIFIED CIRCULATION					186,741	100.0
300-319 Georgia _____				1,345									
320-349 Florida _____				2,453									
SOUTH ATLANTIC				13,757	7.4								

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2006	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*
Total Audit Average Qualified: _____	149,443	178,989	180,609	182,059	183,279	185,229
Rate Base (if any): _____	**NC	**NC	**NC	**NC	**NC	**NC
Rate Base +/-: _____	**NC	**NC	**NC	**NC	**NC	**NC
Percent +/-: _____	**NC	**NC	**NC	**NC	**NC	**NC
Qualified Paid : _____	-	-	-	-	-	-
Subscriptions _____	-	-	-	-	-	-
Sponsored _____	-	-	-	-	-	-
Single-Copy Sales _____	-	-	-	-	-	-
Qualified Non-Paid: _____	149,443	178,989	180,609	182,059	183,279	185,229
Post Expire Copies included in Total Qualified Circulation: __	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: __	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: July - December 2009 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:

Qualified recipients are Stanford University alumni, students, parents of current students, and donors to Stanford University and Stanford magazine, retired staff, faculty and emeritus faculty.
 Copies are addressed to individuals and mailed via second class U.S. Postal Permit.

AVERAGE NON-QUALIFIED CIRCULATION: 7,875 COPIES

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	January 11, 2010
Ellen Williams, Business Manager	State	California
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	County	Santa Clara County
IMPORTANT NOTE:	Received by BPA Worldwide	January 11, 2010
This unaudited circulation statement has been checked against the previous audit report.	Type	CPJ
It will be included in the annual audit made by BPA Worldwide.	ID Number	S208P0D9