

ADVANCED MARKETING SERVICES INC  
 Form 4  
 April 04, 2005

**FORM 4**

UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
 Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0287  
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
 PAULSEN LOREN CARL

2. Issuer Name and Ticker or Trading Symbol  
 ADVANCED MARKETING SERVICES INC [MKT]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
 5880 OBERLIN DRIVE  
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)  
 03/31/2005

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
 Executive Vice President

SAN DIEGO, CA 92121  
 (City) (State) (Zip)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
|                                 |                                      |  |                                | (A) or (D)  | Price   |  |   |
| Common Stock                    | 03/31/2005                           |  | S <sup>(1)</sup>               | 1,200 D   | \$ 6.2  | 1,169,692 <sup>(2)</sup> I                               | by living trust                                       |
| Common Stock                    | 03/31/2005                           |  | S <sup>(1)</sup>               | 1,100 D   | \$ 6.18   | 1,169,692 <sup>(2)</sup> I                               | by living trust                                       |
| Common Stock                    | 03/31/2005                           |  | S <sup>(1)</sup>               | 200 D   | \$ 6.17   | 1,169,692 <sup>(2)</sup> I                               | by living trust                                       |
| Common Stock                    | 03/31/2005                           |  | S <sup>(1)</sup>               | 2,200 D   | \$ 6.16   | 1,169,692 <sup>(2)</sup> I                               | by living trust                                       |
| Common Stock                    | 03/31/2005                           |  | S <sup>(1)</sup>               | 47,200 D  | \$ 6.15   | 1,169,692 <sup>(2)</sup> I                               | by living trust                                       |

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|              |            |              |         |   |         |           |            |   |                              |
|--------------|------------|--------------|---------|---|---------|-----------|------------|---|------------------------------|
| Common Stock | 03/31/2005 | <u>S</u> (1) | 300     | D | \$ 6.12 | 1,169,692 | <u>(2)</u> | I | by living trust              |
| Common Stock | 03/31/2005 | <u>S</u> (1) | 400     | D | \$ 6.11 | 1,169,692 | <u>(2)</u> | I | by living trust              |
| Common Stock | 03/31/2005 | <u>S</u> (1) | 25,000  | D | \$ 6.1  | 1,169,692 | <u>(2)</u> | I | by living trust              |
| Common Stock | 03/31/2005 | <u>S</u> (1) | 500     | D | \$ 6.07 | 1,169,692 | <u>(2)</u> | I | by living trust              |
| Common Stock | 03/31/2005 | <u>S</u> (1) | 200     | D | \$ 6.06 | 1,169,692 | <u>(2)</u> | I | by living trust              |
| Common Stock | 03/31/2005 | <u>S</u> (1) | 500     | D | \$ 6.02 | 1,169,692 | <u>(2)</u> | I | by living trust              |
| Common Stock | 03/31/2005 | <u>S</u> (1) | 36,900  | D | \$ 6    | 1,169,692 | <u>(2)</u> | I | by living trust              |
| Common Stock | 04/01/2005 | <u>S</u> (1) | 100     | D | \$ 6.19 | 1,169,692 | <u>(2)</u> | I | by living trust              |
| Common Stock | 04/01/2005 | <u>S</u> (1) | 100     | D | \$ 6.16 | 1,169,692 | <u>(2)</u> | I | by living trust              |
| Common Stock | 04/01/2005 | <u>S</u> (1) | 100     | D | \$ 6.14 | 1,169,692 | <u>(2)</u> | I | by living trust              |
| Common Stock | 04/01/2005 | <u>S</u> (1) | 200     | D | \$ 6.09 | 1,169,692 | <u>(2)</u> | I | by living trust              |
| Common Stock | 04/01/2005 | <u>S</u> (1) | 2,700   | D | \$ 6.08 | 1,169,692 | <u>(2)</u> | I | by living trust              |
| Common Stock | 04/01/2005 | <u>S</u> (1) | 2,700   | D | \$ 6.07 | 1,169,692 | <u>(2)</u> | I | by living trust              |
| Common Stock | 04/01/2005 | <u>S</u> (1) | 500     | D | \$ 6.06 | 1,169,692 | <u>(2)</u> | I | by living trust              |
| Common Stock | 04/01/2005 | <u>S</u> (1) | 106,100 | D | \$ 6.05 | 1,169,692 | <u>(2)</u> | I | by living trust              |
| Common Stock | 04/01/2005 | <u>S</u> (1) | 300     | D | \$ 6.04 | 1,169,692 | <u>(2)</u> | I | by living trust              |
| Common Stock | 04/01/2005 | <u>S</u> (1) | 18,400  | D | \$ 6.03 | 1,169,692 | <u>(2)</u> | I | by living trust              |
| Common Stock | 04/01/2005 | <u>S</u> (1) | 300     | D | \$ 6.02 | 1,169,692 | <u>(2)</u> | I | by living trust              |
| Common Stock |            |              |         |   |         | 224,632   | <u>(2)</u> | I | Irrevocable Trust <u>(3)</u> |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**Persons who respond to the collection of information contained in this form are not**

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(9-02)

required to respond unless the form displays a currently valid OMB control number.

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | 8. Price of Derivative Security (Instr. 5) | 9. Number of Derivative Securities Owned Following Transaction (Instr. 3 and 4) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|---|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title                                      | Amount or Number of Shares  |

## Reporting Owners

| Reporting Owner Name / Address                                  | Relationships |           |                          |       |
|---|---------------|-----------|--------------------------|-------|
|   | Director      | 10% Owner | Officer                  | Other |
| PAULSEN LOREN CARL<br>5880 OBERLIN DRIVE<br>SAN DIEGO, CA 92121 | X             |           | Executive Vice President |       |

## Signatures

/s/ Loren C. Paulsen 04/04/2005

\*\*Signature of Reporting Person Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
  - (1) These shares were sold by and at the direction of Merrill Lynch in connection with a loan agreement under which the shares were pledged as collateral. The timing and terms of the sales transactions were at the discretion of Merrill Lynch and were not initiated by or directed by Mr. Paulsen.
  - (2) All share numbers are as adjusted to reflect prior stock splits.
  - (3) Represents shares held by an irrevocable trust of which Mr. Paulsen is neither a trustee nor a beneficiary and as to which Mr. Paulsen disclaims beneficial ownership.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.