

Edgar Filing: ADVO INC - Form SC 13G/A

ADVO INC  
Form SC 13G/A  
February 13, 2004

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

SCHEDULE 13G

Under the Securities Exchange Act of 1934

(Amendment No. 1)

ADVO, INC.

-----  
(Name of Issuer)

COMMON STOCK

-----  
(Title of Class of Securities)

007585102

-----  
(CUSIP Number)

DECEMBER 31, 2003

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(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

- Rule 13d-1(b)
- Rule 13d-1(c)
- Rule 13d-1(d)

The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities and Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

CUSIP No. 007585102  
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1. Names of Reporting Persons.  
I.R.S. Identification Nos. of above persons (entities only).

American Century Investment Management, Inc. 44-0640487  
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2. Check the Appropriate Box if a Member of a Group. (See Instructions)

(a)

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(b) [ ]

3. SEC Use Only.

4. Citizenship or Place of Organization.

Delaware

Number of 5. Sole Voting Power. N/A

Shares Bene-

ficially Owned 6. Shared Voting Power. N/A

by Each

Reporting 7. Sole Dispositive Power. N/A

Person With:

8. Shared Dispositive Power. N/A

9. Aggregate Amount Beneficially Owned by Each Reporting Person. N/A

10. Check if the Aggregate Amount in Row (9) Excludes Certain Shares.  
(See Instructions) [ ]

11. Percent of Class Represented by Amount in Row. (9) N/A

12. Type of Reporting Person. (See Instructions) IA

Item 1.

(a) Name of Issuer.

Advo, Inc.

(b) Address of Issuer's Principal Executive Offices.

One Targeting Centre  
Windsor, CT 06095

Item 2.

(a) Name of Person Filing.

American Century Investment Management, Inc.

(b) Address of Principal Business Office or, if none, Residence.

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4500 Main Street  
9th Floor  
Kansas City, MO 64111

(c) Citizenship.

Delaware

(d) Title of Class of Securities.

Reference is made to the cover page of this filing.

(e) CUSIP Number.

Reference is made to the cover page of this filing.

Item 3. American Century Investment Management, Inc. is an investment adviser in accordance with Section 240.13d-1(b)(1)(ii)(E).

Item 4. Ownership.

N/A

Item 5. Ownership of Five Percent or Less of a Class.

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following [ X ].

Item 6. Ownership of More than Five Percent on Behalf of Another Person.

Various persons, including the investment companies and separate institutional investor accounts that American Century Investment Management, Inc. ("ACIM") serves as investment adviser, have the right to receive or the power to direct the receipt of dividends from, or the proceeds from the sale of, the securities that are the subject of this schedule. Except as may be otherwise indicated if this is a joint filing, not more than 5% of the class of securities that is the subject of this schedule is owned by any one client advised by ACIM.

Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on By the Parent Holding Company.

Not applicable.

Item 8. Identification and Classification of Members of the Group.

Not applicable.

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Item 9. Notice of Dissolution of Group.

Not applicable.

Item 10. Certification.

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were acquired and are held in the ordinary course of business and were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.

SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

February 13, 2004

AMERICAN CENTURY INVESTMENT MANAGEMENT, INC.

By: /s/ Charles A. Etherington

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Charles A. Etherington  
Assistant Secretary