

Edgar Filing: ARTISAN PARTNERS LTD PARTNERSHIP - Form SC 13G/A

ARTISAN PARTNERS LTD PARTNERSHIP  
Form SC 13G/A  
January 23, 2004

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

SCHEDULE 13G

Under the Securities Exchange Act of 1934

(Amendment No. 2 )\*

ADVO, Inc.

(Name of Issuer)

Common Stock

(Title of Class of Securities)

007585102

(CUSIP Number)

December 31, 2003

(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 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).

13G

CUSIP No. 007585102

1 NAME OF REPORTING PERSON /  
I.R.S. IDENTIFICATION NO. OF ABOVE PERSON

Edgar Filing: ARTISAN PARTNERS LTD PARTNERSHIP - Form SC 13G/A

Artisan Partners Limited Partnership

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP  
(see Instructions) (a) [ ]  
Not Applicable (b) [ ]

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION  
Delaware

5 SOLE VOTING POWER  
None  
NUMBER OF  
SHARES  
BENEFICIALLY 6 SHARED VOTING POWER  
OWNED BY  
EACH 1,622,750  
REPORTING  
PERSON  
WITH 7 SOLE DISPOSITIVE POWER

None  
8 SHARED DISPOSITIVE POWER  
1,622,750

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON  
1,622,750

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN  
SHARES  
(see Instructions)  
Not Applicable

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)  
5.4%

12 TYPE OF REPORTING PERSON  
(see Instructions)  
IA

CUSIP No. 007585102 13G

Edgar Filing: ARTISAN PARTNERS LTD PARTNERSHIP - Form SC 13G/A

1 NAME OF REPORTING PERSON /  
S.S. or I.R.S. IDENTIFICATION NO. OF ABOVE PERSON

Artisan Investment Corporation

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP  
(see Instructions)

Not Applicable

(a) [ ]

(b) [ ]

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

Wisconsin

5 SOLE VOTING POWER

None

NUMBER OF  
SHARES  
BENEFICIALLY  
OWNED BY  
EACH  
REPORTING  
PERSON  
WITH

6 SHARED VOTING POWER

1,622,750

7 SOLE DISPOSITIVE POWER

None

8 SHARED DISPOSITIVE POWER

1,622,750

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

1,622,750

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN  
SHARES  
(see Instructions)

Not Applicable

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

5.4%

12 TYPE OF REPORTING PERSON  
(see Instructions)

CO

13G

CUSIP No. 007585102

Edgar Filing: ARTISAN PARTNERS LTD PARTNERSHIP - Form SC 13G/A

1 NAME OF REPORTING PERSON /  
S.S. or I.R.S. IDENTIFICATION NO. OF ABOVE PERSON

Andrew A. Ziegler

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP  
(see Instructions)

Not Applicable

(a) [ ]

(b) [ ]

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

U.S.A.

5 SOLE VOTING POWER

None

NUMBER OF  
SHARES  
BENEFICIALLY  
OWNED BY  
EACH  
REPORTING  
PERSON  
WITH

6 SHARED VOTING POWER

1,622,750

7 SOLE DISPOSITIVE POWER

None

8 SHARED DISPOSITIVE POWER

1,622,750

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

1,622,750

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN  
SHARES  
(see Instructions)

Not Applicable

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

5.4%

12 TYPE OF REPORTING PERSON  
(see Instructions)

IN

Edgar Filing: ARTISAN PARTNERS LTD PARTNERSHIP - Form SC 13G/A

13G

CUSIP No. 007585102  
-----

-----  
1 NAME OF REPORTING PERSON /  
S.S. or I.R.S. IDENTIFICATION NO. OF ABOVE PERSON

Carlene Murphy Ziegler

-----  
2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP  
(see Instructions)

Not Applicable

(a) [ ]

(b) [ ]

-----  
3 SEC USE ONLY

-----  
4 CITIZENSHIP OR PLACE OF ORGANIZATION

U.S.A.

-----  
5 SOLE VOTING POWER

None

NUMBER OF  
SHARES  
-----  
BENEFICIALLY OWNED BY  
EACH  
REPORTING  
PERSON  
WITH

6 SHARED VOTING POWER

1,622,750

-----  
7 SOLE DISPOSITIVE POWER

None

-----  
8 SHARED DISPOSITIVE POWER

1,622,750

-----  
9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

1,622,750

-----  
10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN  
SHARES  
(see Instructions)

Not Applicable

-----  
11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

5.4%

-----  
12 TYPE OF REPORTING PERSON  
(see Instructions)

Edgar Filing: ARTISAN PARTNERS LTD PARTNERSHIP - Form SC 13G/A

IN

---

Item 1(a) Name of Issuer:

ADVO, Inc.

Item 1(b) Address of Issuer's Principal Executive Offices:

One Univac Lane  
P.O. Box 755  
Windsor, CT 06095

Item 2(a) Name of Person Filing:

Artisan Partners Limited Partnership ("Artisan  
Partners")  
Artisan Investment Corporation, the general partner of  
Artisan Partners ("Artisan Corp.")  
Andrew A. Ziegler  
Carlene Murphy Ziegler

Item 2(b) Address of Principal Business Office:

Artisan Partners, Artisan Corp., Mr. Ziegler and Ms.  
Ziegler are all located at:

875 East Wisconsin Avenue, Suite 800  
Milwaukee, Wisconsin 53202

Item 2(c) Citizenship:

Artisan Partners is a Delaware limited partnership  
Artisan Corp. is a Wisconsin corporation  
Mr. Ziegler and Ms. Ziegler are U.S. citizens

Item 2(d) Title of Class of Securities:

Common Stock

Item 2(e) CUSIP Number:

007585102

Item 3 Type of Person:

(e) Artisan Partners is an investment adviser registered  
under section 203 of the Investment Advisers Act of  
1940; Artisan Corp. is the General Partner of Artisan

## Edgar Filing: ARTISAN PARTNERS LTD PARTNERSHIP - Form SC 13G/A

Partners; Mr. Ziegler and Ms. Ziegler are the principal stockholders of Artisan Corp.

- Item 4                      Ownership (at December 31, 2003):
- (a) Amount owned "beneficially" within the meaning of rule 13d-3:  
  
1,622,750
  - (b) Percent of class:  
  
5.4% (based on 30,120,521 shares outstanding as of November 28, 2003)
  - (c) Number of shares as to which such person has:
    - (i) sole power to vote or to direct the vote: None
    - (ii) shared power to vote or to direct the vote:  
1,622,750
    - (iii) sole power to dispose or to direct the disposition of: None
    - (iv) shared power to dispose or to direct disposition of: 1,622,750
- Item 5                      Ownership of Five Percent or Less of a Class:
- Not Applicable
- Item 6                      Ownership of More than Five Percent on Behalf of Another Person:
- The shares reported herein have been acquired on behalf of discretionary clients of Artisan Partners. Persons other than Artisan Partners are entitled to receive all dividends from, and proceeds from the sale of, those shares. None of those persons, to the knowledge of Artisan Partners, Artisan Corp., Mr. Ziegler or Ms. Ziegler, has an economic interest in more than 5% of the class.
- Item 7                      Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on by the Parent Holding Company or Control Person:
- Not Applicable
- Item 8                      Identification and Classification of Members of the Group:
- Not Applicable
- Item 9                      Notice of Dissolution of Group:
- Not Applicable

Edgar Filing: ARTISAN PARTNERS LTD PARTNERSHIP - Form SC 13G/A

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.

Date: January 23, 2004

ARTISAN INVESTMENT CORPORATION  
for itself and as general partner of  
ARTISAN PARTNERS LIMITED PARTNERSHIP

Janet D. Olsen\*

-----

ANDREW A. ZIEGLER

Andrew A. Ziegler\*

-----

CARLENE MURPHY ZIEGLER

Carlene Murphy Ziegler\*

-----

\*By: /s/ Janet D. Olsen

-----

Janet D. Olsen  
Vice President of Artisan Investment Corporation  
Attorney-in-Fact for Andrew A. Ziegler  
Attorney-in-Fact for Carlene Murphy Ziegler

Exhibit Index

-----

Exhibit 1

Joint Filing Agreement dated as of January 23, 2004 by  
and among Artisan Partners Limited Partnership, Artisan



Edgar Filing: ARTISAN PARTNERS LTD PARTNERSHIP - Form SC 13G/A

Investment Corporation, Andrew A. Ziegler, and Carlene  
Murphy Ziegler

Exhibit 2                      Power of Attorney of Andrew A. Ziegler dated as of  
April 2, 2002

Exhibit 3                      Power of Attorney of Carlene M. Ziegler dated as of  
April 2, 2002