



# Alabama Journey

For the six months ended  
June 30, 2011

## USPS 3541 Circulation Verification

**Editorial Overview:** AAA ALABAMA JOURNEY is a magazine edited for Automobile Club members in Alabama. It offers timely coverage of local issues, plus consumer information about travel insurance, automobiles and safety issues. In addition, the magazine contains departments offering advice for travelers and motorists, and money saving opportunities on local attractions, events and travel.

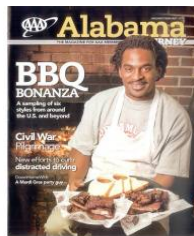
Frequency: 6 times/year

### TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
<b>Subscriptions</b>					
Paid	195,294	100%			
Verified	N/A				
<b>Total Paid &amp; Verified Subscriptions</b>	<b>195,294</b>	<b>100%</b>			
Single Copy Sales	N/A				
<b>Total Paid &amp; Verified Circulation</b>	<b>195,294</b>	<b>100%</b>	<b>180,000</b>	<b>15,294</b>	<b>7.8%</b>

### PAID CIRCULATION BY ISSUE

Issue	Paid Circulation
Jan/Feb	194,398
Mar/Apr	193,529
May/Jun	197,954



### 3 YEAR TREND

	2009	%	2010	%	2011	%
<b>Subscriptions:</b>						
Paid	178,708	100.0	184,723	100.0	195,294	100.0
Verified	N/A		N/A		0	
<b>Total Paid &amp; Verified Subscriptions</b>	<b>178,708</b>	<b>100.0</b>	<b>184,723</b>	<b>100.0</b>	<b>195,294</b>	<b>100.0</b>
Single Copy Sales	N/A		N/A		N/A	
<b>Total Paid &amp; Verified Circulation</b>	<b>178,708</b>	<b>100.0</b>	<b>184,723</b>	<b>100.0</b>	<b>195,294</b>	<b>100.0</b>
Year Over Year Percent of Change		NA		3.4%		5.7%
Average Annualized Subscription Price	\$2.00		\$2.00		\$2.00	

## CIRCULATION BY STATE - for the May/June 2011 issue

State	Paid Subscriptions	State	Paid Subscriptions
Alabama	196,850	Ohio	20
Arizona	17	Oklahoma	11
Arkansas	9	Oregon	9
California	60	Pennsylvania	18
Colorado	22	Rhode Island	2
Connecticut	5	South Carolina	23
Delaware	3	South Dakota	3
District of Columbia	6	Tennessee	81
Florida	140	Texas	87
Georgia	164	Utah	6
Idaho	4	Vermont	1
Illinois	23	Virginia	59
Indiana	16	Washington	13
Iowa	5	West Virginia	5
Kansas	2	Wisconsin	-
Kentucky	19	Wyoming	1
Louisiana	37	<b>TOTAL 48</b>	
Maine	3	<b>CONTERMINOUS</b>	<b>197,945</b>
Maryland	13	<b>STATES</b>	
Massachusetts	13		
Michigan	10	Alaska	5
Minnesota	3	Hawaii	4
Mississippi	44	<b>TOTAL ALASKA &amp;</b>	<b>9</b>
Missouri	18	<b>HAWAII</b>	
Montana	4		
Nebraska	4	U.S. Unclassified	-
Nevada	7	<b>TOTAL UNITED</b>	<b>197,954</b>
New Hampshire	2	<b>STATES</b>	
New Jersey	13	Poss. & Other	-
New Mexico	9	Areas	-
New York	21	<b>U.S. &amp; POSS., etc.</b>	<b>197,954</b>
North Carolina	58	Canada	-
North Dakota	2	International	-
		Other Unclassified	-
		Military or Civilian	-
		Personnel Overseas	-
		<b>GRAND TOTAL</b>	<b>197,954</b>

## CIRCULATION BY DMA - Alabama

DMA	Paid Subscriptions
Birmingham-Anniston-Tuscaloosa	89,007
Dothan	7,140
Huntsville-Decatur-Florence	42,402
Montgomery-Selma	21,466
<b>Total DMA - Alabama</b>	<b>160,015</b>

# ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended June 30, 2011

## DURATION

		%
a. One to six months (1 to 3 issues)	None	
b. Seven to eleven months (4 to 5 issues)	None	
c. Twelve months (6 issues)	105,933	100%
d. Thirteen to twenty-four months	None	
e. Twenty-five months and more	None	
<b>Total Subscriptions Sold in Period</b>	<b>105,933</b>	<b>100%</b>

## USE OF PREMIUMS

		%
a. Ordered without premium	105,933	100%
b. Ordered with material reprinted from this publication	None	
c. Ordered with other premiums	None	
<b>Total Subscriptions Sold in Period</b>	<b>105,933</b>	<b>100%</b>

## CHANNELS

		%
a. Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	None	
b. Ordered by subscribers in response to unsolicited telemarketing and door to door selling	None	
c. Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	None	
d. Subscriptions as part of membership in an organization	105,933	100%
<b>Total Subscriptions Sold in Period</b>	<b>105,933</b>	<b>100%</b>

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 the United States Postal Service.

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