



**PAID & VERIFIED  
MAGAZINE  
PUBLISHER'S STATEMENT**

Subject to Audit

# AAA Living

For the six months ended December 31, 2011

Field Served: Travel.

Published by The Auto Club Group

Frequency: 4 times/year

ABC Member # 04-0001-0

AAA Living

## 1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
<b>Paid &amp; Verified Circulation:</b> (See Par. 6)					
<b>Subscriptions:</b>					
Paid	2,444,639	98.9			
Verified	26,521	1.1			
<b>Total Paid &amp; Verified Subscriptions</b>	<b>2,471,160</b>	<b>100.0</b>			
Single Copy Sales					
<b>Total Paid &amp; Verified Circulation</b>	<b>2,471,160</b>	<b>100.0</b>	<b>None Claimed</b>		

## 2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy Subscription	N/A		
Average Subscription Price Annualized	\$1.00		
Average Subscription Price per Copy			

(1) For the Statement period  
(2) See Par. 9

## 3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Sept./Oct.	2,444,639	26,521	2,471,160		2,471,160

## 4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

Edition	Number of Issues	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Illinois/N. Indiana	1	539,766		539,766		539,766
Iowa	1	160,301		160,301		160,301
Michigan	1	942,353	26,521	968,874		968,874
Minnesota	1	286,272		286,272		286,272
Nebraska	1	113,301		113,301		113,301
North Dakota	1	35,557		35,557		35,557
Wisconsin	1	367,089		367,089		367,089

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## 5. TREND ANALYSIS

	2007	%	2008	%	2009	%	2010	%	2011	%
Subscriptions:										
Paid	2,370,727	98.4	2,415,965	98.4	2,422,576	98.5	2,429,648	98.7	2,448,384	98.9
Verified	39,232	1.6	39,023	1.6	37,298	1.5	33,151	1.3	27,252	1.1
<b>Total Paid &amp; Verified Subscriptions</b>	<b>2,409,959</b>	<b>100.0</b>	<b>2,454,988</b>	<b>100.0</b>	<b>2,459,874</b>	<b>100.0</b>	<b>2,462,799</b>	<b>100.0</b>	<b>2,475,636</b>	<b>100.0</b>
Single Copy Sales	N/A		N/A		N/A		N/A		N/A	
<b>Total Paid &amp; Verified Circulation</b>	<b>2,409,958</b>	<b>100.0</b>	<b>2,454,988</b>	<b>100.0</b>	<b>2,459,874</b>	<b>100.0</b>	<b>2,462,799</b>	<b>100.0</b>	<b>2,475,635</b>	<b>100.0</b>
Year Over Year Percent of Change		-0.9		1.9		0.2		0.1		0.5
Avg. Annualized Subscription Price	N/A		N/A		N/A		N/A		N/A	

## 6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID & VERIFIED CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation.

	Average for Period	% of Circulation
<b>PAID SUBSCRIPTIONS</b>		
Club/Membership:		
Non-Deductible	2,444,639	98.9
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>2,444,639</b>	<b>98.9</b>
<b>VERIFIED SUBSCRIPTIONS</b>		
Individual Use (See Par. 6B)	26,521	1.1
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>	<b>26,521</b>	<b>1.1</b>
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>2,471,160</b>	<b>100.0</b>
<b>SINGLE COPY SALES</b>		
<b>TOTAL SINGLE COPY SALES</b>		
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>2,471,160</b>	<b>100.0</b>

\*Included in Average Price calculation

## 6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the statement period to the following public areas:

None

## 6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the statement period to the following individuals:

Verified Subscription:	Club Members	Other	Total Individual Use Copies
Individual Use	26,521		26,521

## 7. GEOGRAPHIC DATA for the September/October 2011 issue

Total paid & verified circulation of this issue was the same as the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	145	1	146		146
Arizona	1,319	20	1,339		1,339
Arkansas	74	1	75		75
California	1,035	7	1,042		1,042
Colorado	311	3	314		314
Connecticut	99		99		99
Delaware	19		19		19
District of Columbia	43		43		43
Florida	3,503	59	3,562		3,562
Georgia	363	8	371		371
Idaho	23		23		23
Illinois	478,514	20	478,534		478,534
Indiana	61,026	10	61,036		61,036
Iowa	160,524		160,524		160,524
Kansas	88		88		88
Kentucky	168	6	174		174
Louisiana	87		87		87
Maine	29		29		29
Maryland	190	1	191		191
Massachusetts	152	1	153		153
Michigan	932,061	26,313	958,374		958,374
Minnesota	285,537	1	285,538		285,538
Mississippi	65	1	66		66
Missouri	229	2	231		231
Montana	52		52		52
Nebraska	112,950	2	112,952		112,952
Nevada	186	2	188		188
New Hampshire	32		32		32
New Jersey	177	1	178		178
New Mexico	76	2	78		78
New York	342	10	352		352
North Carolina	379	2	381		381
North Dakota	35,308		35,308		35,308
Ohio	562	18	580		580
Oklahoma	67	1	68		68
Oregon	101		101		101
Pennsylvania	258	2	260		260
Rhode Island	27		27		27
South Carolina	179	2	181		181
South Dakota	107		107		107
Tennessee	296	9	305		305
Texas	748	8	756		756
Utah	51	1	52		52
Vermont	12		12		12
Virginia	314	2	316		316
Washington	222	1	223		223
West Virginia	44	1	45		45
Wisconsin	366,406	2	366,408		366,408
Wyoming	45	1	46		46
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>2,444,545</b>	<b>26,521</b>	<b>2,471,066</b>		<b>2,471,066</b>
Alaska	44		44		44
Hawaii	27		27		27
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>71</b>		<b>71</b>		<b>71</b>
U.S. Unclassified					
<b>TOTAL UNITED STATES</b>	<b>2,444,616</b>	<b>26,521</b>	<b>2,471,137</b>		<b>2,471,137</b>
Poss. & Other Areas	4		4		4
<b>U.S. &amp; POSS., etc.</b>	<b>2,444,620</b>	<b>26,521</b>	<b>2,471,141</b>		<b>2,471,141</b>
Canada	1		1		1
International					
Other Unclassified					
Military or Civilian					
Personnel Overseas	18		18		18
<b>GRAND TOTAL</b>	<b>2,444,639</b>	<b>26,521</b>	<b>2,471,160</b>		<b>2,471,160</b>

## ANALYSIS BY ABCD COUNTY SIZE for the September/October 2011 issue

May/June, 2005 issue used in establishing percentages.

County Size	% of Households	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	1,215,765	49.2	123
B	30	555,990	22.5	75
C	15	308,883	12.5	83
D	15	390,428	15.8	105

County Size Group Definitions by the A.C. Nielsen Company- Data for the conterminous 48 states.

## 8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended December 31, 2011

A. DURATION		%	C. CHANNELS		%
(a) One to six months (1 to 2 issues)	None		(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	None	
(b) Seven to eleven months (3 issues)	None		(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	None	
(c) Twelve months (4 issues)	1,174,811	100.0	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	None	
(d) Thirteen to twenty-four months	None		(d) Subscriptions as part of membership in an organization, See Par. 9	1,174,811	100.0
(e) Twenty-five months and more	None		Total Subscriptions Sold in Period	1,174,811	100.0
Total Subscriptions Sold in Period	1,174,811	100.0			
<b>B. USE OF PREMIUMS</b>					
(a) Ordered without premium	1,174,811	100.0			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums	None				
Total Subscriptions Sold in Period	1,174,811	100.0			

## 9. EXPLANATORY

- (a) Suggested Retail Prices: No additional prices.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 15,352 copies per issue.
- (c) Post expiration copies: None.
- (d) Publications reporting only Club/Membership (Non-Deductible) Subscription Sales are not required to report an average subscription price.
- (e) Club/Membership Subscription Sales (Non-Deductible): The average of 2,444,639 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to members of AAA Auto Club Group who pay between \$51.00 and \$125.00, of which \$1.00 is allocated to AAA LIVING and is non-deductible from dues. Benefits include Emergency Road Service, Show Your Card Member Discounts, AAA Travel Agency, Auto Touring Service, Convenience Services/Benefits and Economically Priced Insurance. This publication is the official journal of The Auto Club Group. Membership consists of Mid-American Clubs as shown in Par. 4.

## 10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2010; Variation from Publisher's Statements

Audit Period Ended <sup>^</sup>	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)
06-30-10	None Claimed	2,461,039	2,461,039		
06-30-09	None Claimed	2,461,866	2,461,866		
06-30-08	None Claimed	2,419,184	2,419,184		
06-30-07	None Claimed	2,430,124	2,430,124		
06-30-06	None Claimed	2,413,963	2,413,963		

<sup>^</sup>Effective with the June 2006 Publisher's Statements, publications were given the option of reporting verified circulation.

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 Audit Bureau of Circulations' Bylaws and Rules.

Parent Company: The Auto Club Group

AAA LIVING, published by The Auto Club Group • 1 Auto Club Drive • Dearborn, MI 48126

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Date Signed: January 26, 2012

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Established: 1918 ABC Member since: 1977

04-0001-0	Analyzed Issue Date	
	Analyzed Issue Text (for double month issue date)	09-10/01/11
	Average Single Copy Price	
	Association Subscription Price	
	U.S. Subscription Price	1.00
	Canadian Subscription Price	
	International Subscription Price	