



Audit Bureau  
of Circulations



For the six months ended June 30, 2011

Field Served: A magazine of the California State Automobile Association.

Published by California State Automobile Association

Frequency: 6 times/year

ABC Member # 04-0699-0

AAA Via

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

Subject to Audit

**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	2,732,291	100.0			
Verified					
<b>Total Paid &amp; Verified Subscriptions</b>	<b>2,732,291</b>	<b>100.0</b>			
Single Copy Sales					
<b>Total Paid &amp; Verified Circulation</b>	<b>2,732,291</b>	<b>100.0</b>	<b>None Claimed</b>		

**2. PRICES**

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$1.00		
Subscription	\$6.00		
Average Subscription Price Annualized (6 issue frequency)		\$2.00	
Average Subscription Price per Copy		\$0.33	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2010.

**3. PAID & VERIFIED CIRCULATION BY ISSUE**

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan./Feb.	2,731,287		2,731,287		2,731,287
Mar./Apr.	2,731,645		2,731,645		2,731,645
May/June	2,733,940		2,733,940		2,733,940

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

None

Paid & Verified Magazine  
Publisher's Statement

For six months ended June 30, 2011

## 5. TREND ANALYSIS

	2006	%	2007	%	2008	%	2009	%	2010	%
Subscriptions:										
Paid	2,808,377	100.0	2,832,721	100.0	2,816,146	100.0	2,775,449	100.0	2,740,306	100.0
Verified	N/A		N/A		N/A		N/A		N/A	
<b>Total Paid &amp; Verified Subscriptions</b>	<b>2,808,377</b>	<b>100.0</b>	<b>2,832,721</b>	<b>100.0</b>	<b>2,816,146</b>	<b>100.0</b>	<b>2,775,449</b>	<b>100.0</b>	<b>2,740,306</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>2,808,377</b>	<b>100.0</b>	<b>2,832,721</b>	<b>100.0</b>	<b>2,816,146</b>	<b>100.0</b>	<b>2,775,449</b>	<b>100.0</b>	<b>2,740,306</b>	<b>100.0</b>
Year Over Year Percent of Change		2.5		0.9		-0.6		-1.4		-1.3
Avg. Annualized Subscription Price	\$2.00		\$2.00		\$2.00		\$2.00		\$2.00	

## 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>		
Association:		
Non-Deductible*	2,732,291	100.0
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>2,732,291</b>	<b>100.0</b>
<b>VERIFIED SUBSCRIPTIONS</b>		
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>		
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>2,732,291</b>	<b>100.0</b>
<b>SINGLE COPY SALES</b>		
<b>TOTAL SINGLE COPY SALES</b>		
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>2,732,291</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:

None

## 7. GEOGRAPHIC DATA for the May/June 2011 issue

Total paid & verified circulation of this issue was 0.1% greater than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	109		109		109
Arizona	1,688		1,688		1,688
Arkansas	152		152		152
California	2,359,123		2,359,123		2,359,123
Colorado	966		966		966
Connecticut	198		198		198
Delaware	26		26		26
District of Columbia	121		121		121
Florida	1,003		1,003		1,003
Georgia	377		377		377
Idaho	533		533		533
Illinois	515		515		515
Indiana	190		190		190
Iowa	114		114		114
Kansas	137		137		137
Kentucky	132		132		132
Louisiana	195		195		195
Maine	75		75		75
Maryland	289		289		289
Massachusetts	459		459		459
Michigan	309		309		309
Minnesota	248		248		248
Mississippi	82		82		82
Missouri	254		254		254
Montana	222		222		222
Nebraska	103		103		103
Nevada	238,087		238,087		238,087
New Hampshire	104		104		104
New Jersey	331		331		331
New Mexico	310		310		310
New York	830		830		830
North Carolina	525		525		525
North Dakota	54		54		54

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Ohio	428		428		428
Oklahoma	223		223		223
Oregon	1,665		1,665		1,665
Pennsylvania	462		462		462
Rhode Island	65		65		65
South Carolina	160		160		160
South Dakota	137		137		137
Tennessee	247		247		247
Texas	1,652		1,652		1,652
Utah	117,695		117,695		117,695
Vermont	54		54		54
Virginia	553		553		553
Washington	1,668		1,668		1,668
West Virginia	50		50		50
Wisconsin	194		194		194
Wyoming	114		114		114
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>2,733,228</b>		<b>2,733,228</b>		<b>2,733,228</b>
Alaska	128		128		128
Hawaii	481		481		481
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>609</b>		<b>609</b>		<b>609</b>
U.S. Unclassified					
<b>TOTAL UNITED STATES</b>	<b>2,733,837</b>		<b>2,733,837</b>		<b>2,733,837</b>
Poss. & Other Areas	19		19		19
<b>U.S. &amp; POSS., etc.</b>	<b>2,733,856</b>		<b>2,733,856</b>		<b>2,733,856</b>
Canada	31		31		31
International					
Other Unclassified					
Military or Civilian					
Personnel Overseas	53		53		53
<b>GRAND TOTAL</b>	<b>2,733,940</b>		<b>2,733,940</b>		<b>2,733,940</b>

## ANALYSIS BY ABCD COUNTY SIZE for the May/June 2011 issue

County Size	% of Households	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	1,445,877	52.9	132
B	30	871,900	31.9	106
C	15	273,323	10.0	67
D	15	142,128	5.2	35

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 June 30, 2011

A. DURATION		%	C. CHANNELS		%
(a) One to six months (1 to 3 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 (4 to 5 issues)	None		(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	None	
(c) Twelve months (6 issues)	1,457,203	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	1,457,203	100.0
(e) Twenty-five months and more	None		Total Subscriptions Sold in Period	1,457,203	100.0
Total Subscriptions Sold in Period	1,457,203	100.0			
<b>B. USE OF PREMIUMS</b>					
(a) Ordered without premium	1,457,203	100.0			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums	None				
Total Subscriptions Sold in Period	1,457,203	100.0			

## 9. EXPLANATORY

(a) Suggested Retail Prices: No additional prices.

(b) Average non-analyzed non-paid circulation for the 6 month period: 49,434 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 46,738 or 1.7% of average paid subscription circulation.

(d) Association (Non-Deductible): The average of 2,732,291 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to members of California State Automobile Association. Benefits include access to the following services: emergency road, automobile, travel, touring, insurance, financial and travel insurance, travel publication, fee-free AAA/American Express Travel Cheques, and hotel and car rental. \$2.00 is allocated for a 1 year subscription to this publication and is non-deductible from dues.

## 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	(a)	2,753,620	2,753,620		
06-30-09	(b)	2,795,831	2,795,831		
06-30-08	(c)	2,826,937	2,826,937		
06-30-07	(d)	2,818,300	2,831,333	-13,033	-0.5
06-30-06	(e)	2,745,549	2,767,605	-22,056	-0.8

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

(a) Effective 01/01/10 changed from 2,750,000 to 2,680,000

(b) Effective 01/01/09 changed from 2,830,000 to 2,750,000

(c) Effective 01/01/08 changed from 2,780,000 to 2,830,000

(d) Effective 01/01/07 changed from 2,720,000 to 2,780,000

(e) Effective 01/01/06 changed from 2,670,000 to 2,720,000

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: California State Automobile Association

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	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	1.00
	Association Subscription Price	2.00
	U.S. Subscription Price	6.00
	Canadian Subscription Price	
	International Subscription Price	