



Audit Bureau
of Circulations

journey

puget sound

For the six months ended June 30, 2010

Field Served: WESTERN/PUGET SOUND JOURNEY is a magazine edited for AAA Washington Club members in the state of Washington. 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, motorists, and money saving opportunities on local attractions, events, and travel.

Published by AAA Washington

Frequency: 6 times/year

ABC Member # 04-1348-8

PAID & VERIFIED MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

Western/Puget Sound Journey

Paid & Verified Magazine
Publisher's Statement

For six months ended June 30, 2010

1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Paid & Verified Circulation: (See Par. 6)					
Subscriptions:					
Paid	587,165	100.0			
Verified					
Total Paid & Verified Subscriptions	587,165	100.0			
Single Copy Sales					
Total Paid & Verified Circulation	587,165	100.0	570,000	17,165	3.0

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	N/A		
Subscription	\$2.00		
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, 2009.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan./Feb.	585,071		585,071		585,071
Mar./Apr.	587,990		587,990		587,990
May/June	588,431		588,431		588,431

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2005	%	2006	%	2007	%	2008	%	2009	%
Subscriptions:										
Paid	529,123	100.0	544,319	100.0	563,039	100.0	581,793	100.0	585,287	100.0
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	529,123	100.0	544,319	100.0	563,039	100.0	581,793	100.0	585,287	100.0
Single Copy Sales	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Circulation	529,123	100.0	544,319	100.0	563,039	100.0	581,793	100.0	585,287	100.0
Year Over Year Percent of Change		2.0		2.9		3.4		3.3		0.6
Avg. Annualized Subscription Price	\$2.00		\$0.33		\$2.00		\$2.00		\$0.33	

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
PAID SUBSCRIPTIONS		
Association:		
Non-Deductible*	587,165	100.0
TOTAL PAID SUBSCRIPTIONS	587,165	100.0
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	587,165	100.0
SINGLE COPY SALES		
TOTAL SINGLE COPY SALES		
TOTAL PAID & VERIFIED CIRCULATION	587,165	100.0

*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 2010 issue

Total paid & verified circulation of this issue was 0.2% 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	38		38		38
Arizona	1,598		1,598		1,598
Arkansas	42		42		42
California	2,006		2,006		2,006
Colorado	244		244		244
Connecticut	52		52		52
Delaware	8		8		8
District of Columbia	39		39		39
Florida	296		296		296
Georgia	92		92		92
Idaho	15,623		15,623		15,623
Illinois	143		143		143
Indiana	61		61		61
Iowa	42		42		42
Kansas	62		62		62
Kentucky	39		39		39
Louisiana	57		57		57
Maine	28		28		28
Maryland	119		119		119
Massachusetts	108		108		108
Michigan	81		81		81
Minnesota	90		90		90
Mississippi	16		16		16
Missouri	81		81		81
Montana	200		200		200
Nebraska	27		27		27
Nevada	266		266		266
New Hampshire	25		25		25
New Jersey	74		74		74
New Mexico	95		95		95
New York	200		200		200
North Carolina	141		141		141
North Dakota	26		26		26

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Ohio	120		120		120
Oklahoma	66		66		66
Oregon	1,219		1,219		1,219
Pennsylvania	121		121		121
Rhode Island	25		25		25
South Carolina	78		78		78
South Dakota	44		44		44
Tennessee	86		86		86
Texas	410		410		410
Utah	163		163		163
Vermont	17		17		17
Virginia	225		225		225
Washington	563,321		563,321		563,321
West Virginia	18		18		18
Wisconsin	71		71		71
Wyoming	40		40		40
TOTAL 48 CONTERMINOUS STATES	588,043		588,043		588,043
Alaska	186		186		186
Hawaii	151		151		151
TOTAL ALASKA & HAWAII	337		337		337
U.S. Unclassified					
TOTAL UNITED STATES	588,380		588,380		588,380
Poss. & Other Areas	4		4		4
U.S. & POSS., etc.	588,384		588,384		588,384
Canada					
International					
Other Unclassified					
Military or Civilian					
Personnel Overseas	47		47		47
GRAND TOTAL	588,431		588,431		588,431

ANALYSIS BY ABCD COUNTY SIZE for the May/June 2010 issue

November/December, 2008 issue used in establishing percentages.

County Size	% of Households	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	387,521	65.9	165
B	30	77,622	13.2	44
C	15	79,386	13.5	90
D	15	43,514	7.4	49

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, 2010

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)	312,005	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	312,005	100.0
(e) Twenty-five months and more	None		Total Subscriptions Sold in Period	312,005	100.0
Total Subscriptions Sold in Period	312,005	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	312,005	100.0			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums	None				
Total Subscriptions Sold in Period	312,005	100.0			

9. EXPLANATORY

(a) Suggested Retail Prices: Subscriptions: International, 1 yr. \$4.00.

(b) Average non-analyzed non-paid circulation for the 6 month period: 9,299 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 8,237 or 1.4% of average paid subscription circulation.

(d) Association (Non-Deductible): The average of 587,165 copies per issue, shown in Par. 6 and included in Par. 1, represent copies served to members of the Automobile Club of Washington. Members join the Automobile Club of Washington for \$56.00, of which \$2.00 is allocated for a 1 year subscription of WESTERN/PUGET SOUND JOURNEY Magazine. Optional benefits include access to the following services: emergency road, automobile, travel, touring, insurance, financial, and travel insurance. Other optional benefits include travel publications; fee-free AAA/American Express Travel Cheques; and hotel and car rental discounts.

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2009; Variation from Publisher's Statements

Audit Period Ended [^]	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)
12-31-09	541,000	585,287	585,287		
12-31-08	541,000	575,602	581,793	-6,191	-1.1
12-31-07	535,000	563,049	563,039	10	0.0
12-31-06	(a)	543,054	544,319	-1,265	-0.2
12-31-05	(b)	528,513	529,122	-609	-0.1

[^]Effective with the June, 2006 Publisher's Statements, publications were given the option of reporting verified circulation.

(a) Effective 01/01/06 changed from 510,000 to 525,000

(b) Effective 01/01/05 changed from 505,000 to 510,000

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: AAA Washington

WESTERN/PUGET SOUND JOURNEY, published by AAA Washington • 1745 114th Ave., S.E. • Bellevue, WA 98004

JANET E. RAY

WAYNE KILBURN

Date Signed: July 22, 2010

Publisher

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	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	
	Association Subscription Price	2.00
	U.S. Subscription Price	
	Canadian Subscription Price	
	International Subscription Price	4.00