

**Field Served:** Designated by the 1975 Texas Legislature as the official travel magazine of Texas, TEXAS HIGHWAYS is a monthly publication that encourages recreational travel within the state. Each issue contains scenic photography, ideas on travel destinations, and articles to help readers plan their trips around Texas.

Published by Texas Department of Transportation  
Frequency: 12 times/year

ABC Member # 04-1192-2

## 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					
Print	163,332	82.2			
Digital (Replica)	420	0.2			
<b>Total Paid Subscriptions</b>	<b>163,752</b>	<b>82.4</b>			
Verified					
Print	30,000	15.1			
<b>Total Verified Subscriptions</b>	<b>30,000</b>	<b>15.1</b>			
<b>Total Paid &amp; Verified Subscriptions</b>	<b>193,752</b>	<b>97.5</b>			
Single Copy Sales					
Print	4,904	2.5			
<b>Total Single Copy Sales</b>	<b>4,904</b>	<b>2.5</b>			
<b>Total Paid &amp; Verified Circulation</b>	<b>198,656</b>	<b>100.0</b>	<b>None Claimed</b>		

## 2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$3.95		
Subscription	\$19.95		
Average Subscription Price Annualized (12 issue frequency)		\$18.12	
Average Subscription Price per Copy		\$1.51	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended June 30, 2011

## 3. PAID & VERIFIED CIRCULATION BY ISSUE OF PRINT AND DIGITAL REPLICA

Issue	Paid Subscriptions			Verified Subscriptions			Single Copy Sales			Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital (Replica)	Total Paid & Verified Circulation
	Print	Digital (Replica)	Total Paid Subscriptions	Print	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Total Single Copy Sales				
July	164,045	388	164,433	30,000	30,000	194,433	4,430	4,430	198,475	388	198,863	
Aug.	165,637	403	166,040	30,000	30,000	196,040	5,412	5,412	201,049	403	201,452	
Sept.	165,804	428	166,232	30,000	30,000	196,232	6,080	6,080	201,884	428	202,312	
Oct.	163,568	421	163,989	30,000	30,000	193,989	3,918	3,918	197,486	421	197,907	
Nov.	161,044	432	161,476	30,000	30,000	191,476	4,551	4,551	195,595	432	196,027	
Dec.	159,895	446	160,341	30,000	30,000	190,341	5,035	5,035	194,930	446	195,376	

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

None

#### 5. TREND ANALYSIS

	2007	%	2008	%	2009	%	2010	%	2011	%
Subscriptions:										
Paid	207,184	96.1	188,965	89.2	187,049	91.5	175,432	87.4	166,435	83.7
Verified	3,334	1.5	17,504	8.3	11,667	5.7	20,000	9.9	27,500	13.8
<b>Total Paid &amp; Verified Subscriptions</b>	<b>210,518</b>	<b>97.6</b>	<b>206,469</b>	<b>97.5</b>	<b>198,716</b>	<b>97.2</b>	<b>195,432</b>	<b>97.3</b>	<b>193,935</b>	<b>97.5</b>
Single Copy Sales	5,176	2.4	5,372	2.5	5,663	2.8	5,365	2.7	4,953	2.5
<b>Total Paid &amp; Verified Circulation</b>	<b>215,694</b>	<b>100.0</b>	<b>211,841</b>	<b>100.0</b>	<b>204,379</b>	<b>100.0</b>	<b>200,797</b>	<b>100.0</b>	<b>198,888</b>	<b>100.0</b>
Year Over Year Percent of Change		-5.4		-1.8		-3.5		-1.8		-1.0
Avg. Annualized Subscription Price	\$19.32		\$19.08		\$19.78		\$20.52		\$18.12	

#### 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.

	Print Average for Period	Digital (Replica) Average for Period	Total	% of Circulation
<b>PAID SUBSCRIPTIONS</b>				
Individual Subscriptions*	139,481	420	139,901	70.4
Sponsored Sales	23,851		23,851	12.0
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>163,332</b>	<b>420</b>	<b>163,752</b>	<b>82.4</b>
<b>VERIFIED SUBSCRIPTIONS</b>				
Public Place (See Par. 6A)	30,000		30,000	15.1
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>	<b>30,000</b>		<b>30,000</b>	<b>15.1</b>
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>193,332</b>	<b>420</b>	<b>193,752</b>	<b>97.5</b>
<b>SINGLE COPY SALES</b>				
Single Issue Sales	4,904		4,904	2.5
<b>TOTAL SINGLE COPY SALES</b>	<b>4,904</b>		<b>4,904</b>	<b>2.5</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>198,236</b>	<b>420</b>	<b>198,656</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:

Verified Subscription:	Doctor/Health Care Providers	Business/ Professional Services	Automotive Outlets	Personal Care Salons	Hotels/Lodges	Other	Total Public Place Copies
Public Place	22,167	5,843	1,134	526	330		30,000

#### 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 December 2011 issue

Total paid & verified circulation of this issue was 1.7% less than the total average paid & verified circulation.

State	PAID SUBSCRIPTIONS			VERIFIED SUBSCRIPTIONS			SINGLE COPY SALES			Total Paid & Verified Circulation Digital (Replica)	Total Paid & Verified Circulation
	Print	Digital (Replica)	Total Paid Subscriptions	Print	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Total Single Copy Sales	Total Paid & Verified Circulation Print		
Alabama	274		274	1	1	275			275		275
Arizona	448	2	450			450			448	2	450
Arkansas	503	1	504			504	2	2	505	1	506
California	1,352	7	1,359	11	11	1,370	8	8	1,371	7	1,378
Colorado	716	1	717	2	2	719	3	3	721	1	722
Connecticut	108		108			108	1	1	109		109
Delaware	28		28			28			28		28
District of Columbia	37		37			37	1	1	38		38
Florida	764	4	768	1	1	769	10	10	775	4	779
Georgia	474	1	475			475	2	2	476	1	477
Idaho	83		83			83			83		83
Illinois	541	1	542	10	10	552	4	4	555	1	556
Indiana	250		250			250			250		250
Iowa	182	1	183			183	1	1	183	1	184
Kansas	288	1	289	1	1	290			289	1	290
Kentucky	165		165			165			165		165
Louisiana	958	2	960	40	40	1,000	4	4	1,002	2	1,004
Maine	68		68			68			68		68
Maryland	251	1	252			252			251	1	252
Massachusetts	174		174			174	1	1	175		175
Michigan	318	2	320			320	1	1	319	2	321
Minnesota	218	3	221			221			218	3	221
Mississippi	218		218	1	1	219	2	2	221		221
Missouri	393		393	1	1	394	3	3	397		397
Montana	66		66			66	1	1	67		67
Nebraska	106		106	2	2	108			108		108
Nevada	143	2	145			145			143	2	145
New Hampshire	58		58			58			58		58
New Jersey	149	3	152			152	1	1	150	3	153
New Mexico	567	2	569	2	2	571	6	6	575	2	577
New York	369	1	370			370	3	3	372	1	373
North Carolina	382	6	388			388			382	6	388
North Dakota	37		37			37			37		37
Ohio	396	1	397			397			396	1	397
Oklahoma	807	3	810	6	6	816	2	2	815	3	818
Oregon	204		204	1	1	205	1	1	206		206
Pennsylvania	306	1	307			307			306	1	307
Rhode Island	15		15			15			15		15
South Carolina	199		199			199			199		199
South Dakota	59		59			59			59		59
Tennessee	424	2	426	4	4	430	2	2	430	2	432
Texas	143,964	370	144,334	4,947	4,947	149,281	29,934	29,934	178,845	370	179,215
Utah	93		93			93	1	1	94		94
Vermont	30		30			30	1	1	31		31
Virginia	600	4	604	2	2	606	1	1	603	4	607
Washington	423	5	428	1	1	429	1	1	425	5	430
West Virginia	158	1	159			159			158	1	159
Wisconsin	227	1	228	1	1	229			228	1	229
Wyoming	51		51			51			51		51
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>158,644</b>	<b>429</b>	<b>159,073</b>	<b>5,034</b>	<b>5,034</b>	<b>164,107</b>	<b>29,997</b>	<b>29,997</b>	<b>193,675</b>	<b>429</b>	<b>194,104</b>
Alaska	89		89	1	1	90			90		90
Hawaii	79		79			79	1	1	80		80
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>168</b>		<b>168</b>	<b>1</b>	<b>1</b>	<b>169</b>	<b>1</b>	<b>1</b>	<b>170</b>		<b>170</b>
U.S. Unclassified											
<b>TOTAL UNITED STATES</b>	<b>158,812</b>	<b>429</b>	<b>159,241</b>	<b>5,035</b>	<b>5,035</b>	<b>164,276</b>	<b>29,998</b>	<b>29,998</b>	<b>193,845</b>	<b>429</b>	<b>194,274</b>
Poss. & Other Areas	14		14			14			14		14
<b>U.S. &amp; POSS., etc.</b>	<b>158,826</b>	<b>429</b>	<b>159,255</b>	<b>5,035</b>	<b>5,035</b>	<b>164,290</b>	<b>29,998</b>	<b>29,998</b>	<b>193,859</b>	<b>429</b>	<b>194,288</b>
Canada	117		117			117			117		117
International	877	17	894			894			877	17	894
Other Unclassified											
Military or Civilian Personnel Overseas	75		75			75	2	2	77		77
<b>GRAND TOTAL</b>	<b>159,895</b>	<b>446</b>	<b>160,341</b>	<b>5,035</b>	<b>5,035</b>	<b>165,376</b>	<b>30,000</b>	<b>30,000</b>	<b>194,930</b>	<b>446</b>	<b>195,376</b>

## ANALYSIS BY ABCD COUNTY SIZE for the December 2011 issue

Magazines of less than 500,000 total average paid and verified circulation not required to answer this paragraph.

## 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 6 issues).....	104 0.2	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	64,779 100.0
(b) Seven to eleven months (7 to 11 issues).....	447 0.7	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	None
(c) Twelve months (12 issues).....	56,247 86.8	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	None
(d) Thirteen to twenty-four months.....	7,909 12.2	(d) Subscriptions as part of membership in an organization.....	None
(e) Twenty-five months and more.....	72 0.1		
Total Subscriptions Sold in Period.....	64,779 100.0	Total Subscriptions Sold in Period.....	64,779 100.0
B. USE OF PREMIUMS			
(a) Ordered without premium.....	63,261 97.7		
(b) Ordered with material reprinted from this publication, See Par. 9.....	1,518 2.3		
(c) Ordered with other premiums.....	None		
Total Subscriptions Sold in Period.....	64,779 100.0		

## 9. EXPLANATORY

(a) Suggested Retail Prices: Subscriptions: U.S., 2 yrs. \$37.90. Canada and International, 1 yr. \$29.95; 2 yrs. \$57.90.

(b) Average non-analyzed non-paid circulation for the 6 month period: 4,566 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 3,703 or 2.3% of average paid subscription circulation.

(d) DESCRIPTION OF DIGITAL (Replica) - The Digital Edition is an exact replica of the print product in format and advertising content. The Digital Edition is available at [www.zinio.com](http://www.zinio.com).

(e) Sponsored Subscription Sales: The average of 23,851 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more and an average of 12,156 group copies per issue with a term of 1 year at \$13.95 purchased by various business concerns in quantities of 1 to 1,135.

(f) Use of Premiums: The Texas Travel Map, with no advertised or stated value, was offered with some subscriptions.

## 10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 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)
12-31-10	None Claimed	200,796	200,796		
12-31-09	None Claimed	204,378	204,378		
12-31-08	None Claimed	211,265	211,841	-576	-0.3
12-31-07	None Claimed	216,348	215,693	655	0.3
12-31-06	None Claimed	227,998	228,035	-37	-0.0

<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: Texas Department of Transportation

TEXAS HIGHWAYS, published by Texas Department of Transportation • 150 E. Riverside Drive • Austin, TX 78704•

DEBORAH FOLLIEN

CHARLES LOHRMANN

Date Signed: January 30, 2012

Circulation Manager

Publisher

P: 512.486.5887 • F: 512.486.5879 • URL: [www.texashighways.com](http://www.texashighways.com)

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	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	3.95
	Association Subscription Price	
	U.S. Subscription Price	19.95
	Canadian Subscription Price	29.95
	International Subscription Price	29.95