

USPS 3541 Circulation Verification

Editorial Overview: AAA SOUTHERN TRAVELER is a magazine edited for Automobile Club members in Arkansas, Louisiana, and Mississippi. It offers timely coverage of local issues, plus consumer information about travel, 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.

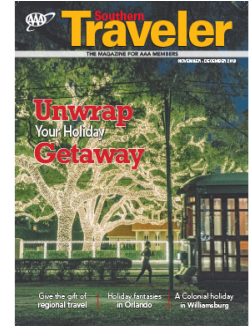
Frequency: 6 times/year

TOTAL AVERAGE PAID CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Subscriptions					
Paid	343,018	100%			
Total Paid Circulation	343,018	100%			
Single Copy Sales	N/A				
Total Paid Circulation	343,018	100%	330,000	13,018	3.8%

PAID CIRCULATION BY ISSUE

Issue	Paid Circulation
July/Aug	340,229
Sep/Oct	343,172
Nov/Dec	345,653



3 YEAR TREND

	2016	%	2017	%	2018	%
Subscriptions:						
Paid	300,123	100.0	322,040	100.0	343,018	100.0
Total Paid Circulation	300,123	100.0	322,040	100.0	343,018	100.0
Single Copy Sales	N/A		N/A		N/A	
Total Paid Circulation	300,123	100.0	322,040	100.0	343,018	100.0
Year Over Year Percent of Change		6.00%		7.3%		6.5%
Average Annualized Subscription Price	\$3.00		\$3.00		\$3.00	

CIRCULATION BY STATE - for the Nov/Dec 2018 issue

State	Paid Subscriptions	State	Paid Subscriptions
Alabama	-	Ohio	-
Arizona	-	Oklahoma	-
Arkansas	95,481	Oregon	-
California	-	Pennsylvania	-
Colorado	-	Rhode Island	-
Connecticut	-	South Carolina	-
Delaware	-	South Dakota	-
District of Columbia	-	Tennessee	-
Florida	-	Texas	1,969
Georgia	-	Utah	-
Idaho	-	Vermont	-
Illinois	-	Virginia	-
Indiana	-	Washington	-
Iowa	-	West Virginia	-
Kansas	-	Wisconsin	-
Kentucky	-	Wyoming	-
Louisiana	171,704	TOTAL 48	
Maine	-	CONTERMINOUS	345,653
Maryland	-	STATES	
Massachusetts	-	Alaska	-
Michigan	-	Hawaii	-
Minnesota	-	TOTAL ALASKA &	
Mississippi	76,499	HAWAII	-
Missouri	-	U.S. Unclassified	-
Montana	-	TOTAL UNITED	345,653
Nebraska	-	STATES	
Nevada	-	Poss. & Other Areas	-
New Hampshire	-	U.S. & POSS., etc.	345,653
New Jersey	-	Canada	-
New Mexico	-	International	-
New York	-	Other Unclassified	-
North Carolina	-	Military or Civilian	-
North Dakota	-	Personnel Overseas	-
		GRAND TOTAL	345,653

CIRCULATION BY DMA

DMA	Paid Subscriptions
Little Rock, AR	26,938
Baton Rouge, LA	33,359
New Orleans, LA	97,703
Shreveport, LA	13,647
Jackson, MS	17,875

ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the sixth month period ended Dec. 31, 2018

DURATION	%	USE OF PREMIUMS	%
a. One to six months (1 to 3 issues)	None	a. Ordered without premium	155,044 100%
b. Seven to eleven months (4 to 5 issues)	None	b. Ordered with material reprinted from this publication	None
c. Twelve months (6 issues)	155,044 100%	c. Ordered with other premiums	None
d. Thirteen to twenty-four months	None	Total Subscriptions Sold in Period	155,044 100%
e. Twenty-five months and more	None		
Total Subscriptions Sold in Period	155,044 100%		

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	155,044 100%
Total Subscriptions Sold in Period	155,044 100%

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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Dated Signed: July 3, 2018