



For the six months ended
June 30, 2011

USPS 3541 Circulation Verification

Editorial Overview: AAA Westways is a magazine edited specifically for Automobile Club members in Southern California. It offers bright and timely coverage of local issues, plus vital consumer information about travel, insurance, automobiles and safety issues. In addition, the magazine contains departments offering expert advice for travelers and motorists, and money saving opportunities on local attractions, events and travel.

Frequency: 8 times/year

TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Subscriptions					
Paid	3,952,324	100%			
Verified	N/A				
Total Paid & Verified Subscriptions	3,952,324	100%			
Single Copy Sales	N/A				
Total Paid & Verified Circulation	3,952,324	100%	3,850,000	102,324	2.6%

PAID CIRCULATION BY ISSUE

Issue	Paid Circulation				
Jan/Feb	3,928,734				
Mar/Apr	3,930,114				
May	3,975,077				
June	3,975,370				

3 YEAR TREND

	2009	%	2010	%	2011	%
Subscriptions:						
Paid	3,833,229	100.0	3,859,441	100.0	3,952,324	100.0
Verified	N/A		N/A		N/A	
Total Paid & Verified Subscriptions	3,833,229	100.0	3,859,441	100.0	3,952,324	100.0
Single Copy Sales	N/A		N/A		N/A	
Total Paid & Verified Circulation	3,833,229	100.0	3,859,441	100.0	3,952,324	100.0
Year Over Year Percent of Change				0.7%		2.4%
Average Annualized Subscription Price	\$2.00		\$2.00		\$2.00	

CIRCULATION BY STATE - for the June 2011 issue

State	Paid Subscriptions	State	Paid Subscriptions
Alabama	253	Ohio	768
Arizona	5,056	Oklahoma	504
Arkansas	317	Oregon	2,195
California	3,930,853	Pennsylvania	885
Colorado	2,139	Rhode Island	116
Connecticut	382	South Carolina	308
Delaware	51	South Dakota	413
District of Columbia	200	Tennessee	643
Florida	1,968	Texas	3,970
Georgia	920	Utah	1,038
Idaho	840	Vermont	86
Illinois	1,121	Virginia	1,197
Indiana	428	Washington	2,875
Iowa	269	West Virginia	86
Kansas	299	Wisconsin	405
Kentucky	257	Wyoming	186
Louisiana	440		
Maine	133	TOTAL 48	3,973,949
Maryland	622	CONTERMINOUS	
Massachusetts	836	STATES	
Michigan	660	Alaska	185
Minnesota	476	Hawaii	1,062
Mississippi	169		
Missouri	631	TOTAL ALASKA &	1,247
Montana	416	HAWAII	
Nebraska	175	U.S. Unclassified	-
Nevada	3,978		
New Hampshire	133	TOTAL UNITED	3,975,196
New Jersey	683	STATES	
New Mexico	637	Poss. & Other	124
New York	2,010	Areas	
North Carolina	851		
North Dakota	71	U.S. & POSS., etc.	3,975,320
		Canada	-
		International	-
		Other Unclassified	-
		Military or Civilian	50
		Personnel Overseas	
		GRAND TOTAL	3,975,370

CIRCULATION BY DMA - Southern California

DMA	Paid Subscriptions	DMA	Paid Subscriptions
Bakersfield	70,905	Monterey-Salinas	1,734
Chico-Redding	926	Palm Springs	339,951
El Centro	6,152	Sacramento - Stockton - Modesto	5,325
Eureka	556	San Diego	494,588
Fresno-Visalia	35,688	San Francisco - Oakland - San Jose	13,594
Los Angeles	2,815,052	Santa Barbara - Santa Monica - SLO	123,222
		Other	2,391
		TOTAL DMA - Southern California	3,910,084

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

DURATION

		%
a. One to six months (1 to 4 issues)	None	
b. Seven to eleven months (5 to 7 issues)	None	
c. Twelve months (8 issues)	2,033,034	100%
d. Thirteen to twenty-four months	None	
e. Twenty-five months and more	None	
Total Subscriptions Sold in Period	2,033,034	100%

USE OF PREMIUMS

		%
a. Ordered without premium	2,033,034	100%
b. Ordered with material reprinted from this publication	None	
c. Ordered with other premiums	None	
Total Subscriptions Sold in Period	2,033,034	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	2,033,034	100%
Total Subscriptions Sold in Period	2,033,034	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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