

USPS 3541 Circulation Verification

Editorial Overview: AAA MIDWEST TRAVELER is a magazine edited for Automobile Club members in Missouri, southern Illinois, southern Indiana, and eastern Kansas. 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 and motorists, and money-saving opportunities on local attractions, events, and travel.

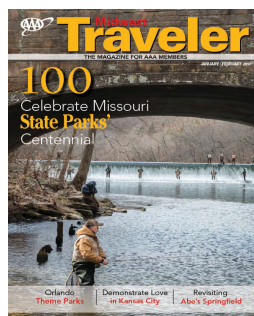
Frequency: 6 times/year

TOTAL AVERAGE PAID CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Subscriptions					
Paid	608,385	100%			
Total Paid Circulation	608,385	100%			
Single Copy Sales	N/A				
Total Paid Circulation	608,385	100%	600,000	8,385	1.4%

PAID CIRCULATION BY ISSUE

Issue	Paid Circulation
Jan/Feb	604,462
Mar/Apr	612,565
May/June	608,129



3 YEAR TREND

	2015	%	2016	%	2017	%
Subscriptions:						
Paid	594,981	100.0	600,162	100.0	608,385	100.0
Total Paid Circulation	594,981	100.0	600,162	100.0	608,385	100.0
Single Copy Sales	N/A		N/A		N/A	
Total Paid Circulation	594,981	100.0	600,162	100.0	608,385	100.0
Year Over Year Percent of Change		0.80%		0.9%		1.4%
Average Annualized Subscription Price	\$3.00		\$3.00		\$3.00	

CIRCULATION BY STATE - for the MAY/JUNE 2017 issue

State	Paid Subscriptions
Alabama	216
Arizona	356
Arkansas	-
California	764
Colorado	363
Connecticut	55
Delaware	11
District of Columbia	35
Florida	1,087
Georgia	305
Idaho	34
Illinois	48,907
Indiana	33,543
Iowa	140
Kansas	64,768
Kentucky	168
Louisiana	-
Maine	24
Maryland	126
Massachusetts	123
Michigan	165
Minnesota	146
Mississippi	2
Missouri	454,744
Montana	39
Nebraska	91
Nevada	114
New Hampshire	23
New Jersey	79
New Mexico	55
New York	182
North Carolina	263
North Dakota	15

State	Paid Subscriptions
Ohio	226
Oklahoma	217
Oregon	116
Pennsylvania	167
Rhode Island	23
South Carolina	146
South Dakota	41
Tennessee	365
Texas	-
Utah	66
Vermont	13
Virginia	221
Washington	173
West Virginia	19
Wisconsin	112
Wyoming	14
TOTAL 48 CONTERMINOUS STATES	608,862
Alaska	29
Hawaii	24
TOTAL ALASKA & HAWAII	53
U.S. Unclassified	-
TOTAL UNITED STATES	608,915
Poss. & Other Areas	-
U.S. & POSS., etc.	608,915
Canada	-
International	-
Other Unclassified	-
Military or Civilian Personnel Overseas	-
GRAND TOTAL	608,915

CIRCULATION BY DMA

DMA	Paid Subscriptions
Kansas City (MO & KS)	107,104
Springfield, MO	36,351
St. Joseph, MO	4,709
St. Louis/Metro East	230,079
Columbia/Jefferson City, MO	21,511
Evansville, IN	15,656

ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the sixth month period ended June 30, 2017

DURATION

		%
a. One to six months (1 to 3 issues)	None	
b. Seven to eleven months (4 to 5 issues)	None	
c. Twelve months (6 issues)	292,853	100%
d. Thirteen to twenty-four months	None	
e. Twenty-five months and more	None	
Total Subscriptions Sold in Period	292,853	100%

USE OF PREMIUMS

		%
a. Ordered without premium	292,853	100%
b. Ordered with material reprinted from this publication	None	
c. Ordered with other premiums	None	
Total Subscriptions Sold in Period	292,853	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	292,853	100%
Total Subscriptions Sold in Period	292,853	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: Aug. 9, 2017

MICHAEL J. RIGHT
Publisher

