

## 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)
<b>Subscriptions</b>					
Paid	322,040	100%			
<b>Total Paid Circulation</b>	<b>322,040</b>	<b>100%</b>			
Single Copy Sales	N/A				
<b>Total Paid Circulation</b>	<b>322,040</b>	<b>100%</b>	<b>311,000</b>	<b>11,040</b>	<b>3.4%</b>

### PAID CIRCULATION BY ISSUE

Issue	Paid Circulation
Jan/Feb	319,410
Mar/Apr	323,675
May/June	323,035



### 3 YEAR TREND

	2015	%	2016	%	2017	%
<b>Subscriptions:</b>						
Paid	287,832	100.0	300,123	100.0	322,040	100.0
<b>Total Paid Circulation</b>	<b>287,832</b>	<b>100.0</b>	<b>300,123</b>	<b>100.0</b>	<b>322,040</b>	<b>100.0</b>
Single Copy Sales	N/A		N/A		N/A	
<b>Total Paid Circulation</b>	<b>287,832</b>	<b>100.0</b>	<b>300,123</b>	<b>100.0</b>	<b>322,040</b>	<b>100.0</b>
Year Over Year Percent of Change		6.00%		4.3%		7.3%
Average Annualized Subscription Price	\$3.00		\$3.00		\$3.00	

## CIRCULATION BY STATE - for the May/June 2017 issue

State	Paid Subscriptions	State	Paid Subscriptions
Alabama	-	Ohio	-
Arizona	-	Oklahoma	-
Arkansas	90,366	Oregon	-
California	-	Pennsylvania	-
Colorado	-	Rhode Island	-
Connecticut	-	South Carolina	-
Delaware	-	South Dakota	-
District of Columbia	-	Tennessee	-
Florida	-	Texas	1,742
Georgia	-	Utah	-
Idaho	-	Vermont	-
Illinois	-	Virginia	-
Indiana	-	Washington	-
Iowa	-	West Virginia	-
Kansas	-	Wisconsin	-
Kentucky	-	Wyoming	-
Louisiana	160,902	<b>TOTAL 48</b>	
Maine	-	<b>CONTERMINOUS</b>	<b>323,833</b>
Maryland	-	<b>STATES</b>	
Massachusetts	-	Alaska	-
Michigan	-	Hawaii	-
Minnesota	-	<b>TOTAL ALASKA &amp;</b>	
Mississippi	70,822	<b>HAWAII</b>	<b>-</b>
Missouri	1	U.S. Unclassified	-
Montana	-	<b>TOTAL UNITED</b>	<b>323,833</b>
Nebraska	-	<b>STATES</b>	
Nevada	-		-
New Hampshire	-	Poss. & Other Areas	-
New Jersey	-	<b>U.S. &amp; POSS., etc.</b>	<b>323,833</b>
New Mexico	-	Canada	-
New York	-	International	-
North Carolina	-	Other Unclassified	-
North Dakota	-	Military or Civilian	-
		Personnel Overseas	-
		<b>GRAND TOTAL</b>	<b>323,833</b>

## CIRCULATION BY DMA

DMA	Paid Subscriptions
Little Rock, AR	25,959
Baton Rouge, LA	31,160
New Orleans, LA	92,214
Shreveport, LA	13,222
Jackson, MS	23,960

# 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)	173,213	100%
d. Thirteen to twenty-four months	None	
e. Twenty-five months and more	None	
<b>Total Subscriptions Sold in Period</b>	<b>173,213</b>	<b>100%</b>

## USE OF PREMIUMS

	173,213	%
a. Ordered without premium	173,213	100%
b. Ordered with material reprinted from this publication	None	
c. Ordered with other premiums	None	
<b>Total Subscriptions Sold in Period</b>	<b>173,213</b>	<b>100%</b>

## 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	173,213	100%
<b>Total Subscriptions Sold in Period</b>	<b>173,213</b>	<b>100%</b>

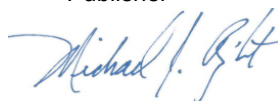
We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with the United States Postal Service.

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