

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.

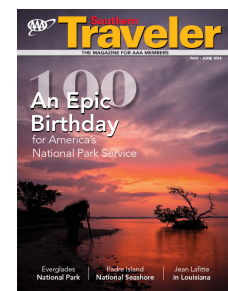
Frequency: 6 times/year

TOTAL AVERAGE PAID CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Subscriptions					
Paid	311,204	100%			
Total Paid Circulation	311,204	100%			
Single Copy Sales	N/A				
Total Paid Circulation	311,204	100%	300,000	11,204	3.6%

PAID CIRCULATION BY ISSUE

Issue	Paid Circulation
Jan/Feb	309,094
Mar/Apr	313,229
May/June	311,290



3 YEAR TREND

	2014	%	2015	%	2015	%
Subscriptions:						
Paid	287,832	100.0	300,123	100.0	311,204	100.0
Total Paid Circulation	287,832	100.0	300,123	100.0	311,204	100.0
Single Copy Sales	N/A		N/A		N/A	
Total Paid Circulation	287,832	100.0	300,123	100.0	311,204	100.0
Year Over Year Percent of Change		NA		4.3%		3.7%
Average Annualized Subscription Price	\$3.00		\$3.00		\$3.00	

CIRCULATION BY STATE - for the May/June 2016 issue

State	Paid Subscriptions	State	Paid Subscriptions
Alabama	-	Ohio	-
Arizona	-	Oklahoma	-
Arkansas	88,032	Oregon	-
California	-	Pennsylvania	-
Colorado	-	Rhode Island	-
Connecticut	-	South Carolina	-
Delaware	-	South Dakota	-
District of Columbia	-	Tennessee	-
Florida	-	Texas	1,625
Georgia	-	Utah	-
Idaho	-	Vermont	-
Illinois	-	Virginia	-
Indiana	-	Washington	-
Iowa	-	West Virginia	-
Kansas	-	Wisconsin	-
Kentucky	-	Wyoming	-
Louisiana	155,321	TOTAL 48	
Maine	-	CONTERMINOUS	311,290
Maryland	-	STATES	
Massachusetts	-	Alaska	-
Michigan	-	Hawaii	-
Minnesota	-	TOTAL ALASKA &	
Mississippi	66,311	HAWAII	-
Missouri	1	U.S. Unclassified	-
Montana	-	TOTAL UNITED	311,290
Nebraska	-	STATES	
Nevada	-		-
New Hampshire	-	Poss. & Other Areas	-
New Jersey	-	U.S. & POSS., etc.	311,290
New Mexico	-	Canada	-
New York	-	International	-
North Carolina	-	Other Unclassified	-
North Dakota	-	Military or Civilian	-
		Personnel Overseas	-
		GRAND TOTAL	311,290

CIRCULATION BY DMA

DMA	Paid Subscriptions
Little Rock, AR	25,581
Baton Rouge, LA	30,423
New Orleans, LA	88,599
Shreveport, LA	13,048
Jackson, MS	22,389

ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the sixth month period ended June 30 2016

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)	161,322	100%
d. Thirteen to twenty-four months	None	
e. Twenty-five months and more	None	
Total Subscriptions Sold in Period	161,322	100%

USE OF PREMIUMS

		%
a. Ordered without premium	161,322	100%
b. Ordered with material reprinted from this publication	None	
c. Ordered with other premiums	None	
Total Subscriptions Sold in Period	161,322	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	161,322	100%
Total Subscriptions Sold in Period	161,322	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. 24, 2016