



Audit Bureau  
of Circulations

**PAID & VERIFIED  
MAGAZINE  
PUBLISHER'S STATEMENT**

Subject to Audit

# AAA Alabama Journey

For the six months ended June 30, 2009

**Field Served:** AAA ALABAMA JOURNEY is a magazine edited for Automobile Club members in Alabama. 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.

Published by AAA Auto Club Services, LLC

Frequency: 6 times/year

ABC Member # 04-0001-1

AAA Alabama Journey

Paid & Verified Magazine  
Publisher's Statement

For six months ended June 30, 2009

## 1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
<b>Paid &amp; Verified Circulation:</b> (See Par. 6)					
<b>Subscriptions:</b>					
Paid	178,021	100.0			
Verified					
<b>Total Paid &amp; Verified Subscriptions</b>	<b>178,021</b>	<b>100.0</b>			
Single Copy Sales					
<b>Total Paid &amp; Verified Circulation</b>	<b>178,021</b>	<b>100.0</b>	<b>170,000</b>	<b>8,021</b>	<b>4.7</b>

## 2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy Subscription	N/A		
Average Subscription Price Annualized (6 issue frequency)	\$2.00		
Average Subscription Price per Copy		\$2.00	\$0.33

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2008.

## 3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan./Feb.	177,798		177,798		177,798
Mar./Apr.	176,432		176,432		176,432
May/June	179,834		179,834		179,834

## 4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

## 5. TREND ANALYSIS

	2004	%	2005	%	2006	%	2007	%	2008	%
Subscriptions:										
Paid	N/A		N/A		N/A		N/A		174,787	100.0
Verified	N/A		N/A		N/A		N/A		N/A	
<b>Total Paid &amp; Verified Subscriptions</b>	<b>N/A</b>		<b>N/A</b>		<b>N/A</b>		<b>N/A</b>		<b>174,787</b>	<b>100.0</b>
Single Copy Sales	N/A		N/A		N/A		N/A		N/A	
<b>Total Paid &amp; Verified Circulation</b>	<b>N/A</b>		<b>N/A</b>		<b>N/A</b>		<b>N/A</b>		<b>174,787</b>	<b>100.0</b>
Year Over Year Percent of Change										
Avg. Annualized Subscription Price	N/A		N/A		N/A		N/A		\$2.00	

## 6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID & VERIFIED CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation.

	Average for Period	% of Circulation
<b>PAID SUBSCRIPTIONS</b>		
Association:		
Non-Deductible*	178,021	100.0
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>178,021</b>	<b>100.0</b>
<b>VERIFIED SUBSCRIPTIONS</b>		
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>		
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>178,021</b>	<b>100.0</b>
<b>SINGLE COPY SALES</b>		
<b>TOTAL SINGLE COPY SALES</b>		
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>178,021</b>	<b>100.0</b>

\*Included in Average Price calculation

## 6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the statement period to the following public areas:

None

## 6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the statement period to the following individuals:

None

## 7. GEOGRAPHIC DATA for the May/June, 2009 issue

Total paid & verified circulation of this issue was 1.0% greater than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	178,874		178,874		178,874
Arizona	17		17		17
Arkansas	7		7		7
California	37		37		37
Colorado	19		19		19
Connecticut	8		8		8
Delaware					
District of Columbia	5		5		5
Florida	170		170		170
Georgia	107		107		107
Idaho	3		3		3
Illinois	10		10		10
Indiana	9		9		9
Iowa	7		7		7
Kansas	10		10		10
Kentucky	10		10		10
Louisiana	30		30		30
Maine	4		4		4
Maryland	16		16		16
Massachusetts	7		7		7
Michigan	14		14		14
Minnesota	3		3		3
Mississippi	42		42		42
Missouri	16		16		16
Montana	2		2		2
Nebraska	1		1		1
Nevada	6		6		6
New Hampshire	2		2		2
New Jersey	5		5		5
New Mexico	6		6		6
New York	21		21		21
North Carolina	47		47		47
North Dakota	1		1		1

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Ohio	15		15		15
Oklahoma	5		5		5
Oregon	6		6		6
Pennsylvania	13		13		13
Rhode Island	3		3		3
South Carolina	28		28		28
South Dakota					
Tennessee	106		106		106
Texas	55		55		55
Utah	4		4		4
Vermont	1		1		1
Virginia	47		47		47
Washington	15		15		15
West Virginia	4		4		4
Wisconsin	12		12		12
Wyoming					
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>179,830</b>		<b>179,830</b>		<b>179,830</b>
Alaska	2		2		2
Hawaii	2		2		2
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>4</b>		<b>4</b>		<b>4</b>
U.S. Unclassified					
<b>TOTAL UNITED STATES</b>	<b>179,834</b>		<b>179,834</b>		<b>179,834</b>
Poss. & Other Areas					
<b>U.S. &amp; POSS., etc.</b>	<b>179,834</b>		<b>179,834</b>		<b>179,834</b>
Canada					
International					
Other Unclassified					
Military or Civilian Personnel Overseas					
<b>GRAND TOTAL</b>	<b>179,834</b>		<b>179,834</b>		<b>179,834</b>

## ANALYSIS BY ABCD COUNTY SIZE for the May/June, 2009 issue

Magazines of less than 500,000 total average paid and verified circulation not required to answer this paragraph.

## 8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the 6 month period ended June 30, 2009

A. DURATION		%	C. CHANNELS		%
(a) One to six months (1 to 3 issues)	None		(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	None	
(b) Seven to eleven months (4 to 5 issues)	None		(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	None	
(c) Twelve months (6 issues)	100,492	100.0	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	None	
(d) Thirteen to twenty-four months	None		(d) Subscriptions as part of membership in an organization, See Par. 9	100,492	100.0
(e) Twenty-five months and more	None		<b>Total Subscriptions Sold in Period</b>	<b>100,492</b>	<b>100.0</b>
<b>Total Subscriptions Sold in Period</b>	<b>100,492</b>	<b>100.0</b>			
<b>B. USE OF PREMIUMS</b>					
(a) Ordered without premium	100,492	100.0			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums	None				
<b>Total Subscriptions Sold in Period</b>	<b>100,492</b>	<b>100.0</b>			

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## 9. EXPLANATORY

(a) Suggested Retail Prices: No additional prices.

(b) Average non-analyzed non-paid circulation for the 6 month period: 1,407  
copies per issue.

(c) Post expiration copies: None.

(d) Association (Non-Deductible), averaging 178,021 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to members of the Automobile Club of Alabama. \$2.00 is allocated for a 1 year subscription to this publication and is non-deductible from dues. Available benefits include Roadside Assistance, Maps, Tour Books, Trip Tips, Travel and Reservation Services.

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## 10. VARIANCE

Latest released Audit Report for 4 months ended April 30, 2008; Variation from Publisher's Statements

Audit Period Ended <sup>^</sup>	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)
04-01-08	166,000	171,161	*		

<sup>^</sup>Effective with the June, 2006 Publisher's Statements, publications were given the option of reporting verified circulation.

\*Initial Audit for the 4 months ended April 30, 2008 - Publisher's Statement not required for this period.

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 Audit Bureau of Circulations' Bylaws and Rules.

Parent Company: AAA Auto Club Services LLC

AAA ALABAMA JOURNEY, published by AAA Auto Club Services LLC • 3333 Fairview Road, A327 • Costa Mesa, CA 92626

JIM DOOLEY-GREEN

TAMARA HILL

Date Signed: July 22, 2009

Postal Affairs/Circulation/Distribution

Publisher

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Established: 2008

ABC Member since: 2005

04-0001-1	Analyzed Issue Date	05-06/01/09
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	
	Association Subscription Price	2.00
	U.S. Subscription Price	2.00
	Canadian Subscription Price	
	International Subscription Price	