

MAGAZINE

Publisher's Statement

Six months ended June 30, 2013

Subject to Audit

Field Served: Members of AAA Colorado Auto Club who are interested in regional and international travel, automotive topics, traffic safety, and legislative issues that affect travelers.

Published by AAA Colorado

Frequency: 6 times/year

1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Paid & Verified Circulation: (See Par. 6)					
Subscriptions:					
Paid	349,772	98.1			
Verified	6,800	1.9			
Total Paid & Verified Subscriptions	356,572	100.0			
Single Copy Sales					
Total Paid & Verified Circulation	356,572	100.0	350,000	6,572	1.9

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	N/A		
Subscription	\$1.00		
Average Subscription Price Annualized (6 issue frequency)		\$1.00	
Average Subscription Price per Copy		\$0.17	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2012.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan./Feb.	350,058	6,800	356,858		356,858
Mar./Apr.	349,219	6,800	356,019		356,019
May/June	350,040	6,800	356,840		356,840

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2008	%	2009	%	2010	%	2011	%	2012	%
Subscriptions:										
Paid	336,572	100.0	339,857	100.0	340,121	100.0	345,690	100.0	344,481	98.1
Verified	N/A		N/A		N/A		N/A		6,800	1.9
Total Paid & Verified Subscriptions	336,572	100.0	339,857	100.0	340,121	100.0	345,690	100.0	351,281	100.0
Single Copy Sales	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Circulation	336,572	100.0	339,857	100.0	340,121	100.0	345,690	100.0	351,281	100.0
Year Over Year Percent of Change		3.4		1.0		0.1		1.6		1.6
Avg. Annualized Subscription Price	\$1.00		\$1.00		\$1.00		\$1.00		\$1.00	

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
PAID SUBSCRIPTIONS		
Association:		
Non-Deductible*	349,772	98.1
TOTAL PAID SUBSCRIPTIONS	349,772	98.1
VERIFIED SUBSCRIPTIONS		
Public Place (See Par. 6A)	6,800	1.9
TOTAL VERIFIED SUBSCRIPTIONS	6,800	1.9
TOTAL PAID & VERIFIED SUBSCRIPTIONS	356,572	100.0
SINGLE COPY SALES		
TOTAL SINGLE COPY SALES		
TOTAL PAID & VERIFIED CIRCULATION	356,572	100.0

*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:

Verified Subscription:	Doctor/Health Care Providers			Other	Total Public Place Copies
	Automotive Outlets				
Public Place	6,188	612			6,800

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 2013 issue

Total paid and verified circulation of this issue was 0.1% 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	7		7		7
Arizona	144		144		144
Arkansas	4		4		4
California	135		135		135
Colorado	349,013	6,784	355,797		355,797
Connecticut	7		7		7
Delaware	1		1		1
District of Columbia	5		5		5
Florida	66	6	72		72
Georgia	10		10		10
Idaho	9		9		9
Illinois	16		16		16
Indiana	6		6		6
Iowa	11		11		11
Kansas	18		18		18
Kentucky	3		3		3
Louisiana	6		6		6
Maine	5		5		5
Maryland	17		17		17
Massachusetts	17		17		17
Michigan	18		18		18
Minnesota	13		13		13
Mississippi	3		3		3
Missouri	16		16		16
Montana	15		15		15
Nebraska	19		19		19
Nevada	40		40		40
New Hampshire	5		5		5
New Jersey	15		15		15
New Mexico	32		32		32
New York	34	10	44		44
North Carolina	16		16		16
North Dakota	2		2		2

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Ohio	22		22		22
Oklahoma	7		7		7
Oregon	15		15		15
Pennsylvania	12		12		12
Rhode Island	1		1		1
South Carolina	11		11		11
South Dakota	8		8		8
Tennessee	11		11		11
Texas	89		89		89
Utah	7		7		7
Vermont	2		2		2
Virginia	26		26		26
Washington	31		31		31
West Virginia					
Wisconsin	9		9		9
Wyoming	8		8		8
TOTAL 48 CONTERMINOUS STATES	349,987	6,800	356,787		356,787
Alaska	10		10		10
Hawaii	10		10		10
TOTAL ALASKA & HAWAII	20		20		20
U.S. Unclassified					
TOTAL UNITED STATES	350,007	6,800	356,807		356,807
Poss. & Other Areas	5		5		5
U.S. & POSS., etc.	350,012	6,800	356,812		356,812
Canada	1		1		1
International					
Other Unclassified					
Military or Civilian					
Personnel Overseas	27		27		27
GRAND TOTAL	350,040	6,800	356,840		356,840

ANALYSIS BY ABCD COUNTY SIZE for the May/June 2013 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 six month period ended June 30, 2013

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)	170,646	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	170,646	100.0
(e) Twenty-five months and more	None		Total Subscriptions Sold in Period	170,646	100.0
Total Subscriptions Sold in Period	170,646	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	170,646	100.0			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums	None				
Total Subscriptions Sold in Period	170,646	100.0			

9. EXPLANATORY

(a) Suggested Retail Prices: No additional prices.

(b) Average non-analyzed non-paid circulation for the 6 month period: 4,563 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 4,563 or 1.3% of average paid subscription circulation.

(d) Association Subscription Sales (Non-Deductible): The average of 349,772 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to members of AAA Colorado Auto Club. New members join AAA Colorado Auto Club at U.S., 1 yr. \$75.00 for Primary Basic membership; \$125.00 for Primary Plus membership; and \$179.00 for Primary Plus RV membership; \$165.00 for Premier membership; and \$249.00 for Premier RV membership, of which \$1.00 is allocated for a 1 year subscription to this publication and is non-deductible from dues. Membership benefits include emergency road service; AAA TourBooks, maps and personalized TripTik routings; and savings on luggage, travel books and videos. Members may purchase insurance for automobile, homeowners, business owners, life, health, disability, travel and long-term care. Members may also receive discounts on car rentals, lodging, auto repair, auto loans and retail outlets. Other services include auto buying, safety programs, financial services and legislative representation on transportation issues and is non-deductible from dues.

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2011; Variation from Publisher's Statements

Audit Period Ended	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)
12-31-11	340,000	345,690	345,690		
12-31-10	335,000	340,121	340,121		
12-31-09	330,000	339,857	339,857		
12-31-08	325,000	336,572	336,572		
12-31-07	315,000	325,501	325,501		

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 Alliance for Audited Media's Bylaws and Rules.

Parent Company: AAA Colorado

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	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	
	Association Subscription Price	1.00
	U.S. Subscription Price	1.00
	Canadian Subscription Price	
	International Subscription Price	