



Audit Bureau
of Circulations



The AAA Companion

For the six months ended June 30, 2010

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

ABC Member # 04-0697-5

EnCompass

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

Subject to Audit

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	339,504	100.0			
Verified					
Total Paid & Verified Subscriptions	339,504	100.0			
Single Copy Sales					
Total Paid & Verified Circulation	339,504	100.0	335,000	4,504	1.3

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, 2009.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan./Feb.	338,779		338,779		338,779
Mar./Apr.	338,883		338,883		338,883
May/June	340,850		340,850		340,850

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

Paid & Verified Magazine
Publisher's Statement

For six months ended June 30, 2010

5. TREND ANALYSIS

	2005	%	2006	%	2007	%	2008	%	2009	%
Subscriptions:										
Paid	303,571	100.0	312,951	100.0	325,501	100.0	336,572	100.0	339,857	100.0
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	303,571	100.0	312,951	100.0	325,501	100.0	336,572	100.0	339,857	100.0
Single Copy Sales	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Circulation	303,571	100.0	312,951	100.0	325,501	100.0	336,572	100.0	339,857	100.0
Year Over Year Percent of Change		2.7		3.1		4.0		3.4		1.0
Avg. Annualized Subscription Price	\$6.00		N/A		N/A		\$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*	339,504	100.0
TOTAL PAID SUBSCRIPTIONS	339,504	100.0
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	339,504	100.0
SINGLE COPY SALES		
TOTAL SINGLE COPY SALES		
TOTAL PAID & VERIFIED CIRCULATION	339,504	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:

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 2010 issue

Total paid and verified circulation of this issue was 0.4% 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	139		139		139
Arkansas	5		5		5
California	185		185		185
Colorado	339,710		339,710		339,710
Connecticut	12		12		12
Delaware					
District of Columbia	7		7		7
Florida	76		76		76
Georgia	13		13		13
Idaho	11		11		11
Illinois	23		23		23
Indiana	15		15		15
Iowa	11		11		11
Kansas	15		15		15
Kentucky	6		6		6
Louisiana	12		12		12
Maine	4		4		4
Maryland	20		20		20
Massachusetts	19		19		19
Michigan	8		8		8
Minnesota	8		8		8
Mississippi	3		3		3
Missouri	11		11		11
Montana	7		7		7
Nebraska	13		13		13
Nevada	33		33		33
New Hampshire	4		4		4
New Jersey	13		13		13
New Mexico	37		37		37
New York	40		40		40
North Carolina	14		14		14
North Dakota	2		2		2

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Ohio	17		17		17
Oklahoma	14		14		14
Oregon	30		30		30
Pennsylvania	24		24		24
Rhode Island	4		4		4
South Carolina	8		8		8
South Dakota	11		11		11
Tennessee	9		9		9
Texas	77		77		77
Utah	17		17		17
Vermont	5		5		5
Virginia	29		29		29
Washington	36		36		36
West Virginia	1		1		1
Wisconsin	9		9		9
Wyoming	11		11		11
TOTAL 48 CONTERMINOUS STATES	340,785		340,785		340,785
Alaska	9		9		9
Hawaii	16		16		16
TOTAL ALASKA & HAWAII	25		25		25
U.S. Unclassified					
TOTAL UNITED STATES	340,810		340,810		340,810
Poss. & Other Areas	4		4		4
U.S. & POSS., etc.	340,814		340,814		340,814
Canada	3		3		3
International					
Other Unclassified	10		10		10
Military or Civilian					
Personnel Overseas	23		23		23
GRAND TOTAL	340,850		340,850		340,850

ANALYSIS BY ABCD COUNTY SIZE for the May/June 2010 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, 2010

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)	170,462	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	170,462	100.0
(e) Twenty-five months and more	None		Total Subscriptions Sold in Period	170,462	100.0
Total Subscriptions Sold in Period	170,462	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	170,462	100.0			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums	None				
Total Subscriptions Sold in Period	170,462	100.0			

9. EXPLANATORY

(a) Suggested Retail Prices: No additional prices.

(b) Average non-analyzed non-paid circulation for the 6 month period: 2,718 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 4,240 or 1.2% of average paid subscription circulation.

(d) Association Subscription Sales (Non-Deductible): The average of 339,504 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. \$73.00 for Primary Basic membership; \$124.00 for Primary Plus membership; and \$177.00 for Primary Plus 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, 2009; 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)
12-31-09	330,000	339,857	339,857		
12-31-08	325,000	336,572	336,572		
12-31-07	315,000	325,501	325,501		
12-31-06	300,000	312,950	312,950		
12-31-05	290,000	303,571	303,571		

[^]Effective with the June 2006 Publisher's Statements, publications were given the option of reporting verified circulation.

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 Colorado

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CFO

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