



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

Subject to Audit

AAA Living

For the six months ended June 30, 2012

Field Served: Travel.

Published by The Auto Club Group

Frequency: 4 times/year

ABC Member # 04-0001-0

AAA Living

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	2,435,677	99.0			
Verified	23,413	1.0			
Total Paid & Verified Subscriptions	2,459,090	100.0			
Single Copy Sales					
Total Paid & Verified Circulation	2,459,090	100.0	None Claimed		

2. PRICES

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

(1) For the Statement period
(2) See Par. 9

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan./Feb.	2,436,251	23,429	2,459,680		2,459,680
Mar./Apr.	2,437,443	23,414	2,460,857		2,460,857
May/June	2,433,335	23,396	2,456,731		2,456,731

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

Edition	Number of Issues	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Illinois/N. Indiana	3	543,609		543,609		543,609
Iowa	3	158,986		158,986		158,986
Michigan	3	929,837	23,413	953,250		953,250
Minnesota	3	288,630		288,630		288,630
Nebraska	3	113,150		113,150		113,150
North Dakota	3	35,698		35,698		35,698
Wisconsin	3	365,767		365,767		365,767

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5. TREND ANALYSIS

	2007	%	2008	%	2009	%	2010	%	2011	%
Subscriptions:										
Paid	2,370,727	98.4	2,415,965	98.4	2,422,576	98.5	2,429,648	98.7	2,448,384	98.9
Verified	39,232	1.6	39,023	1.6	37,298	1.5	33,151	1.3	27,252	1.1
Total Paid & Verified Subscriptions	2,409,959	100.0	2,454,988	100.0	2,459,874	100.0	2,462,799	100.0	2,475,636	100.0
Single Copy Sales	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Circulation	2,409,958	100.0	2,454,988	100.0	2,459,874	100.0	2,462,799	100.0	2,475,635	100.0
Year Over Year Percent of Change		-0.9		1.9		0.2		0.1		0.5
Avg. Annualized Subscription Price	N/A		N/A		N/A		N/A		N/A	

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		
Club/Membership:		
Non-Deductible	2,435,677	99.0
TOTAL PAID SUBSCRIPTIONS	2,435,677	99.0
VERIFIED SUBSCRIPTIONS		
Individual Use (See Par. 6B)	23,413	1.0
TOTAL VERIFIED SUBSCRIPTIONS	23,413	1.0
TOTAL PAID & VERIFIED SUBSCRIPTIONS	2,459,090	100.0
SINGLE COPY SALES		
TOTAL SINGLE COPY SALES		
TOTAL PAID & VERIFIED CIRCULATION	2,459,090	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:

Verified Subscription:	Club Members	Other	Total Individual Use Copies
Individual Use	23,413		23,413

7. GEOGRAPHIC DATA for the May/June 2012 issue

Total paid & verified circulation of this issue was 0.1% less than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	162	1	163		163
Arizona	1,598	23	1,621		1,621
Arkansas	69	1	70		70
California	1,140	13	1,153		1,153
Colorado	340	5	345		345
Connecticut	108	1	109		109
Delaware	22		22		22
District of Columbia	35		35		35
Florida	4,282	85	4,367		4,367
Georgia	413	14	427		427
Idaho	40		40		40
Illinois	481,855	13	481,868		481,868
Indiana	63,194	3	63,197		63,197
Iowa	158,256		158,256		158,256
Kansas	114		114		114
Kentucky	232	8	240		240
Louisiana	95		95		95
Maine	37		37		37
Maryland	188	2	190		190
Massachusetts	155		155		155
Michigan	916,983	23,162	940,145		940,145
Minnesota	286,411	2	286,413		286,413
Mississippi	75	3	78		78
Missouri	226		226		226
Montana	50	1	51		51
Nebraska	112,568	1	112,569		112,569
Nevada	252	3	255		255
New Hampshire	31		31		31
New Jersey	162	3	165		165
New Mexico	89	2	91		91
New York	344	3	347		347
North Carolina	424	4	428		428
North Dakota	35,562		35,562		35,562
Ohio	626	5	631		631
Oklahoma	90	1	91		91
Oregon	129	2	131		131
Pennsylvania	295	2	297		297
Rhode Island	27		27		27
South Carolina	177	2	179		179
South Dakota	123		123		123
Tennessee	295	8	303		303
Texas	858	13	871		871
Utah	62		62		62
Vermont	15		15		15
Virginia	340	3	343		343
Washington	255	2	257		257
West Virginia	40	2	42		42
Wisconsin	364,354	2	364,356		364,356
Wyoming	37	1	38		38
TOTAL 48 CONTERMINOUS STATES	2,433,235	23,396	2,456,631		2,456,631
Alaska	42		42		42
Hawaii	34		34		34
TOTAL ALASKA & HAWAII	76		76		76
U.S. Unclassified					
TOTAL UNITED STATES	2,433,311	23,396	2,456,707		2,456,707
Poss. & Other Areas	7		7		7
U.S. & POSS., etc.	2,433,318	23,396	2,456,714		2,456,714
Canada	2		2		2
International					
Other Unclassified					
Military or Civilian Personnel Overseas	15		15		15
GRAND TOTAL	2,433,335	23,396	2,456,731		2,456,731

ANALYSIS BY ABCD COUNTY SIZE for the May/June 2012 issue

May/June, 2005 issue used in establishing percentages.

County Size	% of Households	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	1,208,662	49.2	123
B	30	552,742	22.5	75
C	15	307,079	12.5	83
D	15	388,148	15.8	105

County Size Group Definitions by the A.C. Nielsen Company- Data for the conterminous 48 states.

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, 2012

A. DURATION		%	C. CHANNELS		%
(a) One to six months (1 to 2 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 (3 issues)	None		(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	None	
(c) Twelve months (4 issues)	1,268,828	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	1,268,828	100.0
(e) Twenty-five months and more	None		Total Subscriptions Sold in Period	1,268,828	100.0
Total Subscriptions Sold in Period	1,268,828	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	1,268,828	100.0			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums	None				
Total Subscriptions Sold in Period	1,268,828	100.0			

9. EXPLANATORY

- (a) Suggested Retail Prices: No additional prices.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 15,213 copies per issue.
- (c) Post expiration copies: None.
- (d) Publications reporting only Club/Membership (Non-Deductible) Subscription Sales are not required to report an average subscription price.
- (e) Club/Membership Subscription Sales (Non-Deductible): The average of 2,435,677 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to members of AAA Auto Club Group who pay between \$51.00 and \$125.00, of which \$1.00 is allocated to AAA LIVING and is non-deductible from dues. Benefits include Emergency Road Service, Show Your Card Member Discounts, AAA Travel Agency, Auto Touring Service, Convenience Services/Benefits and Economically Priced Insurance. This publication is the official journal of The Auto Club Group. Membership consists of Mid-American Clubs as shown in Par. 4.

10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 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)
06-30-11	None Claimed	2,475,304	2,475,304		
06-30-10	None Claimed	2,461,039	2,461,039		
06-30-09	None Claimed	2,461,866	2,461,866		
06-30-08	None Claimed	2,419,184	2,419,184		
06-30-07	None Claimed	2,430,124	2,430,124		

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: The Auto Club Group

AAA LIVING, published by The Auto Club Group • 1 Auto Club Drive • Dearborn, MI 48126

DAWN M. URANIS

DEBORAH R. HAAS

Date Signed: July 25, 2012

Sr. Administrative Assistant

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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	