



# AAA Living

AAA Living

## PAID & VERIFIED MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

For the six months ended June 30, 2011

Field Served: Travel.

Published by The Auto Club Group

Frequency: 4 times/year

ABC Member # 04-0001-0

### 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	2,449,632	98.9			
Verified	27,495	1.1			
<b>Total Paid &amp; Verified Subscriptions</b>	<b>2,477,127</b>	<b>100.0</b>			
Single Copy Sales					
<b>Total Paid &amp; Verified Circulation</b>	<b>2,477,127</b>	<b>100.0</b>	<b>None Claimed</b>		

### 2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	N/A		
Subscription	\$1.00		
Average Subscription Price Annualized			
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.	2,444,886	27,477	2,472,363		2,472,363
Mar./Apr.	2,447,454	27,491	2,474,945		2,474,945
May/June	2,456,557	27,518	2,484,075		2,484,075

### 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	538,916		538,916		538,916
Iowa	3	162,399		162,399		162,399
Michigan	3	874,563	27,495	902,058		902,058
Minnesota	3	284,160		284,160		284,160
Nebraska	3	114,070		114,070		114,070
North Dakota	3	35,614		35,614		35,614
Wisconsin	3	369,265		369,265		369,265

Paid & Verified Magazine  
Publisher's Statement

For six months ended June 30, 2011

## 5. TREND ANALYSIS

	2006	%	2007	%	2008	%	2009	%	2010	%
Subscriptions:										
Paid	2,391,083	98.3	2,370,727	98.4	2,415,965	98.4	2,422,576	98.5	2,429,648	98.7
Verified	41,851	1.7	39,232	1.6	39,023	1.6	37,298	1.5	33,151	1.3
<b>Total Paid &amp; Verified Subscriptions</b>	<b>2,432,934</b>	<b>100.0</b>	<b>2,409,959</b>	<b>100.0</b>	<b>2,454,988</b>	<b>100.0</b>	<b>2,459,874</b>	<b>100.0</b>	<b>2,462,799</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>2,432,934</b>	<b>100.0</b>	<b>2,409,958</b>	<b>100.0</b>	<b>2,454,988</b>	<b>100.0</b>	<b>2,459,874</b>	<b>100.0</b>	<b>2,462,799</b>	<b>100.0</b>
Year Over Year Percent of Change		12.2		-0.9		1.9		0.2		0.1
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
<b>PAID SUBSCRIPTIONS</b>		
Club/Membership:		
Non-Deductible	2,449,632	98.9
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>2,449,632</b>	<b>98.9</b>
<b>VERIFIED SUBSCRIPTIONS</b>		
Individual Use (See Par. 6B)	27,495	1.1
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>	<b>27,495</b>	<b>1.1</b>
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>2,477,127</b>	<b>100.0</b>
<b>SINGLE COPY SALES</b>		
<b>TOTAL SINGLE COPY SALES</b>		
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>2,477,127</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:

Verified Subscription:	Club Members	Other	Total Individual Use Copies
Individual Use	27,495		27,495

## 7. GEOGRAPHIC DATA for the May/June 2011 issue

Total paid & verified circulation of this issue was 0.3% 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	161	2	163		163
Arizona	1,554	22	1,576		1,576
Arkansas	82	1	83		83
California	966	17	983		983
Colorado	293	6	299		299
Connecticut	107		107		107
Delaware	16	1	17		17
District of Columbia	46		46		46
Florida	4,079	89	4,168		4,168
Georgia	381	5	386		386
Idaho	32		32		32
Illinois	479,927	22	479,949		479,949
Indiana	61,918	9	61,927		61,927
Iowa	162,147		162,147		162,147
Kansas	92		92		92
Kentucky	166	8	174		174
Louisiana	91		91		91
Maine	40		40		40
Maryland	200	3	203		203
Massachusetts	155	3	158		158
Michigan	936,454	27,230	963,684		963,684
Minnesota	284,638	1	284,639		284,639
Mississippi	70	1	71		71
Missouri	229	1	230		230
Montana	69		69		69
Nebraska	113,499	1	113,500		113,500
Nevada	199	3	202		202
New Hampshire	29		29		29
New Jersey	189	1	190		190
New Mexico	75		75		75
New York	334	8	342		342
North Carolina	358	10	368		368
North Dakota	35,210		35,210		35,210
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>2,456,463</b>	<b>27,517</b>	<b>2,483,980</b>		<b>2,483,980</b>
Alaska	49	1	50		50
Hawaii	23		23		23
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>72</b>	<b>1</b>	<b>73</b>		<b>73</b>
U.S. Unclassified					
<b>TOTAL UNITED STATES</b>	<b>2,456,535</b>	<b>27,518</b>	<b>2,484,053</b>		<b>2,484,053</b>
Poss. & Other Areas	3		3		3
<b>U.S. &amp; POSS., etc.</b>	<b>2,456,538</b>	<b>27,518</b>	<b>2,484,056</b>		<b>2,484,056</b>
Canada	1		1		1
International					
Other Unclassified					
Military or Civilian Personnel Overseas	18		18		18
<b>GRAND TOTAL</b>	<b>2,456,557</b>	<b>27,518</b>	<b>2,484,075</b>		<b>2,484,075</b>

## ANALYSIS BY ABCD COUNTY SIZE for the May/June 2011 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	1,222,117	49.2	123
B	30	558,896	22.5	75
C	15	310,498	12.5	83
D	15	392,469	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, 2011

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)	1,266,348	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	1,266,348	100.0
(e) Twenty-five months and more	None		<b>Total Subscriptions Sold in Period</b>	<b>1,266,348</b>	<b>100.0</b>
<b>Total Subscriptions Sold in Period</b>	<b>1,266,348</b>	<b>100.0</b>			
<b>B. USE OF PREMIUMS</b>					
(a) Ordered without premium	1,266,348	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>1,266,348</b>	<b>100.0</b>			

## 9. EXPLANATORY

- (a) Suggested Retail Prices: No additional prices.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 15,595 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 2,449,632 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, 2010; 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)
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		
06-30-06	None Claimed	2,413,963	2,413,963		

<sup>^</sup>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 Michigan

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

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Date Signed: July 27, 2011

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Established: 1918 ABC Member since: 1977

04-0001-0	Analyzed Issue Date	05-06/01/11
	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	