



Audit Bureau
of Circulations

AAA New Mexico Journey

For the six months ended June 30, 2009

Field Served: AAA NEW MEXICO JOURNEY is a magazine edited for Automobile Club members in New Mexico. 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 Club Services, Inc.

Frequency: 6 times/year

ABC Member # 04-0002-2

PAID & VERIFIED MAGAZINE

PUBLISHER'S STATEMENT

Subject to Audit

AAA New Mexico 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)
Paid & Verified Circulation: (See Par. 6)					
Subscriptions:					
Paid	109,968	100.0			
Verified					
Total Paid & Verified Subscriptions	109,968	100.0			
Single Copy Sales					
Total Paid & Verified Circulation	109,968	100.0	107,000	2,968	2.8

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	N/A		
Subscription	\$2.00		
Average Subscription Price Annualized (6 issue frequency)		\$2.00	
Average Subscription Price per Copy		\$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.	110,191		110,191		110,191
Mar./Apr.	109,584		109,584		109,584
May/June	110,128		110,128		110,128

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2004	%	2005	%	2006	%	2007	%	2008	%
Subscriptions:										
Paid	97,449	100.0	95,480	100.0	100,135	100.0	103,743	100.0	108,997	100.0
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	97,449	100.0	95,480	100.0	100,135	100.0	103,743	100.0	108,997	100.0
Single Copy Sales	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Circulation	97,449	100.0	95,480	100.0	100,135	100.0	103,743	100.0	108,997	100.0
Year Over Year Percent of Change		8.8		-2.0		4.9		3.6		5.1
Avg. Annualized Subscription Price	\$2.00		\$2.00		\$0.33		\$2.00		\$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
PAID SUBSCRIPTIONS		
Association:		
Non-Deductible*	109,968	100.0
TOTAL PAID SUBSCRIPTIONS	109,968	100.0
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	109,968	100.0
SINGLE COPY SALES		
TOTAL SINGLE COPY SALES		
TOTAL PAID & VERIFIED CIRCULATION	109,968	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, 2009 issue

Total paid & 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	20		20		20
Arizona	272		272		272
Arkansas	20		20		20
California	459		459		459
Colorado	224		224		224
Connecticut	22		22		22
Delaware	3		3		3
District of Columbia	5		5		5
Florida	130		130		130
Georgia	34		34		34
Idaho	12		12		12
Illinois	45		45		45
Indiana	22		22		22
Iowa	18		18		18
Kansas	29		29		29
Kentucky	9		9		9
Louisiana	25		25		25
Maine	5		5		5
Maryland	46		46		46
Massachusetts	31		31		31
Michigan	29		29		29
Minnesota	32		32		32
Mississippi					
Missouri	38		38		38
Montana	15		15		15
Nebraska	10		10		10
Nevada	68		68		68
New Hampshire	7		7		7
New Jersey	30		30		30
New Mexico	107,466		107,466		107,466
New York	58		58		58
North Carolina	46		46		46
North Dakota	3		3		3

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Ohio	35		35		35
Oklahoma	39		39		39
Oregon	84		84		84
Pennsylvania	37		37		37
Rhode Island	6		6		6
South Carolina	15		15		15
South Dakota	8		8		8
Tennessee	35		35		35
Texas	340		340		340
Utah	34		34		34
Vermont	6		6		6
Virginia	73		73		73
Washington	96		96		96
West Virginia	7		7		7
Wisconsin	28		28		28
Wyoming	14		14		14
TOTAL 48 CONTER-MINOUS STATES	110,090		110,090		110,090
Alaska	17		17		17
Hawaii	20		20		20
TOTAL ALASKA & HAWAII	37		37		37
U.S. Unclassified					
TOTAL UNITED STATES	110,127		110,127		110,127
Poss. & Other Areas	1		1		1
U.S. & POSS., etc.	110,128		110,128		110,128
Canada					
International					
Other Unclassified					
Military or Civilian Personnel Overseas					
GRAND TOTAL	110,128		110,128		110,128

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 six 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)	59,572		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.....	59,572		100.0
(e) Twenty-five months and more	None			Total Subscriptions Sold in Period	59,572		100.0
Total Subscriptions Sold in Period	59,572		100.0				
B. USE OF PREMIUMS							
(a) Ordered without premium	59,572		100.0				
(b) Ordered with material reprinted from this publication.....	None						
(c) Ordered with other premiums	None						
Total Subscriptions Sold in Period	59,572		100.0				

9. EXPLANATORY

(a) Suggested Retail Prices: No additional prices.

(b) Average non-analyzed non-paid circulation for the 6 month period: 4,662 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 1,704 or 1.6% of average paid subscription circulation.

(d) Association (Non-deductible): The average of 109,968 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to members of the Automobile Club of New Mexico. Optional benefits include access to the following services: emergency road, automobile, travel, touring, insurance, financial, and travel insurance. Other optional benefits include travel publications; fee free AAA/American Express Travel Cheques; and hotel and car rental discounts at business rate. \$2.00 is allocated for a one year subscription to this publication and is non-deductible from dues.

10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2008; 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)
06-30-08	(a)	106,383	106,383		
06-30-07	(b)	102,229	102,229		
06-30-06	95,000	96,498	97,681	-1,183	-1.2
06-30-05	89,000	92,343	96,791	-4,448	-4.6
06-30-04	(c)	88,556	92,913	-4,357	-4.7

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

(a) Effective 01/01/08 rate base changed from 98,000 to 101,000.

(b) Effective 01/01/07 rate base changed from 95,000 to 98,000.

(c) Effective 01/01/04 rate base changed from 85,000 to 88,000.

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 Club Services, Inc.

AAA NEW MEXICO JOURNEY, published by AAA Club Services, Inc. • 10501 Montgomery Blvd., N.E. • Albuquerque, NM 87111-3848

JIM DOOLEY-GREEN

TAMARA HILL

Date Signed: July 22, 2009

Postal Affairs/Circulation/Distribution

Publisher

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ABC Member since: 2000

04-0002-2	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	