



USPS 3541 Circulation Verification

Editorial Overview: 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.

Frequency: 6 times/year

TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Subscriptions					
Paid	110,720	100%			
Verified	N/A				
Total Paid & Verified Subscriptions	110,720	100%			
Single Copy Sales	N/A				
Total Paid & Verified Circulation	110,720	100%	107,000	3,720	3.4%

PAID CIRCULATION BY ISSUE

Issue	Paid Circulation
Jul/Aug	110,654
Sep/Oct	110,312
Nov/Dec	111,195



3 YEAR TREND

	2007	%	2008	%	2009	%
Subscriptions:						
Paid	105,052	100.0	110,279	100.0	110,720	100.0
Verified	N/A		N/A		N/A	
Total Paid & Verified Subscriptions	105,052	100.0	110,279	100.0	110,720	100.0
Single Copy Sales	N/A		N/A		N/A	
Total Paid & Verified Circulation	105,052	100.0	110,279	100.0	110,720	100.0
Year Over Year Percent of Change				5.0%		0.4%
Average Annualized Subscription Price	\$2.00		\$2.00		\$2.00	

CIRCULATION BY STATE - for the Nov/Dec 2009 issue

State	Paid Subscriptions	State	Paid Subscriptions
Alabama	21	Ohio	37
Arizona	241	Oklahoma	30
Arkansas	18	Oregon	56
California	433	Pennsylvania	45
Colorado	215	Rhode Island	8
Connecticut	21	South Carolina	12
Delaware	5	South Dakota	12
District of Columbia	8	Tennessee	36
Florida	117	Texas	338
Georgia	39	Utah	26
Idaho	12	Vermont	9
Illinois	51	Virginia	65
Indiana	19	Washington	102
Iowa	17	West Virginia	5
Kansas	30	Wisconsin	34
Kentucky	5	Wyoming	11
Louisiana	26	TOTAL 48	
Maine	13	CONTERMINOUS	111,167
Maryland	47	STATES	
Massachusetts	35	Alaska	10
Michigan	35	Hawaii	18
Minnesota	20	TOTAL ALASKA &	28
Mississippi	11	HAWAII	
Missouri	34	U.S. Unclassified	-
Montana	16	TOTAL UNITED	111,195
Nebraska	12	STATES	
Nevada	69	Poss. & Other	-
New Hampshire	14	Areas	-
New Jersey	25	U.S. & POSS., etc.	111,195
New Mexico	108,617	Canada	-
New York	76	International	-
North Carolina	38	Other Unclassified	-
North Dakota	1	Military or Civilian	-
		Personnel Overseas	-
		GRAND TOTAL	111,195

CIRCULATION BY DMA - New Mexico

DMA	Paid Subscriptions
Albuquerque-Santa Fe	101,385
Total DMA - New Mexico	101,385

ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended December 31, 2009

DURATION		%		USE OF PREMIUMS		%	
a.	One to six months (1 to 3 issues)	None		a.	Ordered without premium	56,751	100%
b.	Seven to eleven months (4 to 5 issues)	None		b.	Ordered with material reprinted from this publication	None	
c.	Twelve months (6 issues)	56,751	100%	c.	Ordered with other premiums	None	
d.	Thirteen to twenty-four months	None			Total Subscriptions Sold in Period	56,751	100%
e.	Twenty-five months and more	None					
Total Subscriptions Sold in Period		56,751	100%				

CHANNELS		%	
a.	Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	None	
b.	Ordered by subscribers in response to unsolicited telemarketing and door to door selling	None	
c.	Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	None	
d.	Subscriptions as part of membership in an organization	56,751	100%
Total Subscriptions Sold in Period		56,751	100%

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 the United States Postal Service.

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