



Audit Bureau
of Circulations

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

Subject to Audit

AAA Texas Journey

For the six months ended June 30, 2009

Field Served: AAA TEXAS JOURNEY is a magazine edited for Automobile Club members in Texas. 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 Texas, Inc.

Frequency: 6 times/year

ABC Member # 04-0002-7

AAA Texas 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	820,212	100.0			
Verified					
Total Paid & Verified Subscriptions	820,212	100.0			
Single Copy Sales					
Total Paid & Verified Circulation	820,212	100.0	780,000	40,212	5.2

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy Subscription	N/A		
Average Subscription Price Annualized (6 issue frequency)	\$2.00		
Average Subscription Price per Copy		\$2.00	\$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.	819,159		819,159		819,159
Mar./Apr.	817,875		817,875		817,875
May/June	823,602		823,602		823,602

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2004	%	2005	%	2006	%	2007	%	2008	%
Subscriptions:										
Paid	669,564	100.0	686,617	100.0	714,652	100.0	751,321	100.0	794,001	100.0
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	669,564	100.0	686,617	100.0	714,652	100.0	751,321	100.0	794,001	100.0
Single Copy Sales	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Circulation	669,564	100.0	686,617	100.0	714,652	100.0	751,321	100.0	794,001	100.0
Year Over Year Percent of Change		6.5		2.5		4.1		5.1		5.7
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*	820,212	100.0
TOTAL PAID SUBSCRIPTIONS	820,212	100.0
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	820,212	100.0
SINGLE COPY SALES		
TOTAL SINGLE COPY SALES		
TOTAL PAID & VERIFIED CIRCULATION	820,212	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 0.4% 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	1,009		1,009		1,009
Arizona	436		436		436
Arkansas	241		241		241
California	1,735		1,735		1,735
Colorado	593		593		593
Connecticut	107		107		107
Delaware	29		29		29
District of Columbia	52		52		52
Florida	692		692		692
Georgia	362		362		362
Idaho	64		64		64
Illinois	306		306		306
Indiana	150		150		150
Iowa	77		77		77
Kansas	171		171		171
Kentucky	106		106		106
Louisiana	499		499		499
Maine	49		49		49
Maryland	228		228		228
Massachusetts	181		181		181
Michigan	186		186		186
Minnesota	160		160		160
Mississippi	122		122		122
Missouri	278		278		278
Montana	46		46		46
Nebraska	65		65		65
Nevada	212		212		212
New Hampshire	45		45		45
New Jersey	208		208		208
New Mexico	289		289		289
New York	378		378		378
North Carolina	300		300		300
North Dakota	9		9		9
Ohio	303		303		303
Oklahoma	472		472		472
Oregon	172		172		172
Pennsylvania	270		270		270
Rhode Island	36		36		36
South Carolina	143		143		143
South Dakota	28		28		28
Tennessee	274		274		274
Texas	811,282		811,282		811,282
Utah	97		97		97
Vermont	20		20		20
Virginia	460		460		460
Washington	338		338		338
West Virginia	36		36		36
Wisconsin	124		124		124
Wyoming	34		34		34
TOTAL 48 CONTERMINOUS STATES	823,474		823,474		823,474
Alaska	62		62		62
Hawaii	50		50		50
TOTAL ALASKA & HAWAII	112		112		112
U.S. Unclassified					
TOTAL UNITED STATES	823,586		823,586		823,586
Poss. & Other Areas	13		13		13
U.S. & POSS., etc.	823,599		823,599		823,599
Canada					
International					
Other Unclassified					
Military or Civilian					
Personnel Overseas	3		3		3
GRAND TOTAL	823,602		823,602		823,602

ANALYSIS BY ABCD COUNTY SIZE for the May/June, 2009 issue

County Size	% of Households	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	535,258	65.0	163
B	30	177,870	21.6	72
C	15	60,114	7.3	49
D	15	50,232	6.1	41

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, 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)	450,725	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	450,725	100.0
(e) Twenty-five months and more	None		Total Subscriptions Sold in Period	450,725	100.0
Total Subscriptions Sold in Period	450,725	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	450,725	100.0			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums	None				
Total Subscriptions Sold in Period	450,725	100.0			

9. EXPLANATORY

(a) Suggested Retail Prices: No additional prices.

(b) Average non-analyzed non-paid circulation for the 6 month period: 17,220 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 2,378 or 0.3% of average paid subscription circulation.

(d) Association (Non-Deductible): The average of 820,212 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to members of the Automobile Club of Texas. 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. \$2.00 is allocated for a one year subscription to AAA TEXAS JOURNEY 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)	754,448	772,171	-17,723	-2.3
06-30-07	(b)	728,063	728,063		
06-30-06	(c)	694,622	703,063	-8,441	-1.2
06-30-05	(d)	671,879	681,142	-9,266	-1.4
06-30-04	(e)	644,718	647,365	-2,647	-0.4

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

(a) Effective 01/01/08 changed from 700,000 to 735,000

(b) Effective 01/01/07 changed from 670,000 to 700,000

(c) Effective 01/01/06 changed from 630,000 to 670,000

(d) Effective 01/01/05 changed from 612,000 to 630,000

(e) Effective 01/01/04 changed from 580,000 to 612,000

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 Texas, Inc.

AAA TEXAS JOURNEY, published by AAA Texas, Inc. • 3333 Fairview Road • Costa Mesa, CA 92626

JIM DOOLEY-GREEN

TAMARA HILL

Date Signed: July 22, 2009

Postal Affairs/Circulation/Distribution

Publisher

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ABC Member since: 2000

04-0002-7	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	