



For the six months ended  
December 31, 2009

## USPS 3541 Circulation Verification

**Editorial Overview:** 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.

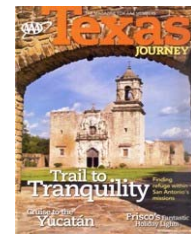
Frequency: 6 times/year

### TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
<b>Subscriptions</b>					
Paid	828,929	100%			
Verified	N/A				
<b>Total Paid &amp; Verified Subscriptions</b>	<b>828,929</b>	<b>100%</b>			
Single Copy Sales	N/A				
<b>Total Paid &amp; Verified Circulation</b>	<b>828,929</b>	<b>100%</b>	<b>780,000</b>	<b>48,929</b>	<b>5.9%</b>

### PAID CIRCULATION BY ISSUE

Issue	Paid Circulation
Jul/Aug	826,351
Sep/Oct	826,518
Nov/Dec	834,600



### 3 YEAR TREND

	2007	%	2008	%	2009	%
<b>Subscriptions:</b>						
Paid	764,357	100.0	808,017	100.0	828,929	100.0
Verified	N/A		N/A		N/A	
<b>Total Paid &amp; Verified Subscriptions</b>	<b>764,357</b>	<b>100.0</b>	<b>808,017</b>	<b>100.0</b>	<b>828,929</b>	<b>100.0</b>
Single Copy Sales	N/A		N/A		N/A	
<b>Total Paid &amp; Verified Circulation</b>	<b>764,357</b>	<b>100.0</b>	<b>808,017</b>	<b>100.0</b>	<b>828,929</b>	<b>100.0</b>
Year Over Year Percent of Change				5.7%		2.6%
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	164	Ohio	304
Arizona	458	Oklahoma	497
Arkansas	250	Oregon	144
California	1,786	Pennsylvania	290
Colorado	566	Rhode Island	31
Connecticut	96	South Carolina	131
Delaware	28	South Dakota	29
District of Columbia	56	Tennessee	272
Florida	742	Texas	822,171
Georgia	337	Utah	107
Idaho	78	Vermont	26
Illinois	299	Virginia	456
Indiana	159	Washington	326
Iowa	98	West Virginia	32
Kansas	178	Wisconsin	145
Kentucky	120	Wyoming	44
Louisiana	456		
Maine	51	<b>TOTAL 48</b>	
Maryland	255	<b>CONTERMINOUS</b>	<b>833,796</b>
Massachusetts	226	<b>STATES</b>	
Michigan	201		
Minnesota	188	Alaska	51
Mississippi	115	Hawaii	49
Missouri	255		
Montana	62	<b>TOTAL ALASKA &amp;</b>	<b>100</b>
Nebraska	72	<b>HAWAII</b>	
Nevada	230		
New Hampshire	47	U.S. Unclassified	23
New Jersey	205		
New Mexico	290	<b>TOTAL UNITED</b>	<b>833,919</b>
New York	387	<b>STATES</b>	
North Carolina	324	Poss. & Other	-
North Dakota	12	Areas	-
		<b>U.S. &amp; POSS., etc.</b>	<b>833,919</b>
		Canada	-
		International	-
		Other Unclassified	-
		Military or Civilian	-
		Personnel Overseas	-
		<b>GRAND TOTAL</b>	<b>833,919</b>

## CIRCULATION BY DMA - Texas

DMA	Paid Subscriptions	DMA	Paid Subscriptions
Abilene-Sweetwater	4,965	Houston	273,686
Amarillo	10,091	Laredo	1,138
Austin	82,173	Lubbock	7,431
Beaumont-Port Arthur	8,363	Odessa-Midland	5,699
Corpus Christi	9,967	San Angelo	2,537
Dallas-Ft Worth	274,783	San Antonio	83,151
El Paso	11,444	Tyler-Longview	15,938
Harlingen-Weslaco-Brownsville-McAllen	8,181	Victoria	1,567
		<b>TOTAL DMA - Texas</b>	<b>801,114</b>

# 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

		%
a. One to six months (1 to 3 issues)	None	
b. Seven to eleven months (4 to 5 issues)	None	
c. Twelve months (6 issues)	415,445	100%
d. Thirteen to twenty-four months	None	
e. Twenty-five months and more	None	
<b>Total Subscriptions Sold in Period</b>	<b>415,445</b>	<b>100%</b>

## USE OF PREMIUMS

		%
a. Ordered without premium	415,445	100%
b. Ordered with material reprinted from this publication	None	
c. Ordered with other premiums	None	
<b>Total Subscriptions Sold in Period</b>	<b>415,445</b>	<b>100%</b>

## 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	415,445	100%
<b>Total Subscriptions Sold in Period</b>	<b>415,445</b>	<b>100%</b>

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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