



Audit Bureau
of Circulations

AAA Via

For the six months ended June 30, 2009

Field Served: A magazine of the California State Automobile Association.

Published by California State Automobile Association

Frequency: 6 times/year

ABC Member # 04-0699-0

PAID & VERIFIED MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

AAA Via

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	2,783,833	100.0			
Verified					
Total Paid & Verified Subscriptions	2,783,833	100.0			
Single Copy Sales					
Total Paid & Verified Circulation	2,783,833	100.0	2,750,000	33,833	1.2

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)	\$6.00		\$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.	2,792,578		2,792,578		2,792,578
Mar./Apr.	2,778,611		2,778,611		2,778,611
May/June	2,780,309		2,780,309		2,780,309

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

Paid & Verified Magazine
Publisher's Statement

For six months ended June 30, 2009

5. TREND ANALYSIS

	2004	%	2005	%	2006	%	2007	%	2008	%
Subscriptions:										
Paid	2,686,173	100.0	2,740,850	100.0	2,808,377	100.0	2,832,721	100.0	2,816,146	100.0
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	2,686,173	100.0	2,740,850	100.0	2,808,377	100.0	2,832,721	100.0	2,816,146	100.0
Single Copy Sales	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Circulation	2,686,173	100.0	2,740,850	100.0	2,808,377	100.0	2,832,721	100.0	2,816,146	100.0
Year Over Year Percent of Change		2.0		2.0		2.5		0.9		-0.6
Avg. Annualized Subscription Price	\$2.00		\$2.00		\$2.00		\$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*	2,783,833	100.0
TOTAL PAID SUBSCRIPTIONS	2,783,833	100.0
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	2,783,833	100.0
SINGLE COPY SALES		
TOTAL SINGLE COPY SALES		
TOTAL PAID & VERIFIED CIRCULATION	2,783,833	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% less than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	138		138		138
Arizona	2,501		2,501		2,501
Arkansas	222		222		222
California	2,390,502		2,390,502		2,390,502
Colorado	1,241		1,241		1,241
Connecticut	245		245		245
Delaware	30		30		30
District of Columbia	145		145		145
Florida	1,101		1,101		1,101
Georgia	468		468		468
Idaho	768		768		768
Illinois	660		660		660
Indiana	249		249		249
Iowa	181		181		181
Kansas	184		184		184
Kentucky	164		164		164
Louisiana	249		249		249
Maine	100		100		100
Maryland	332		332		332
Massachusetts	557		557		557
Michigan	364		364		364
Minnesota	309		309		309
Mississippi	98		98		98
Missouri	374		374		374
Montana	314		314		314
Nebraska	142		142		142
Nevada	251,390		251,390		251,390
New Hampshire	90		90		90
New Jersey	397		397		397
New Mexico	357		357		357
New York	1,059		1,059		1,059
North Carolina	600		600		600
North Dakota	41		41		41
Ohio	446		446		446
Oklahoma	289		289		289
Oregon	2,425		2,425		2,425
Pennsylvania	500		500		500
Rhode Island	72		72		72
South Carolina	174		174		174
South Dakota	188		188		188
Tennessee	368		368		368
Texas	1,913		1,913		1,913
Utah	114,238		114,238		114,238
Vermont	67		67		67
Virginia	641		641		641
Washington	2,125		2,125		2,125
West Virginia	35		35		35
Wisconsin	226		226		226
Wyoming	165		165		165
TOTAL 48 CONTERMINOUS STATES	2,779,444		2,779,444		2,779,444
Alaska	184		184		184
Hawaii	621		621		621
TOTAL ALASKA & HAWAII	805		805		805
U.S. Unclassified					
TOTAL UNITED STATES	2,780,249		2,780,249		2,780,249
Poss. & Other Areas	17		17		17
U.S. & POSS., etc.	2,780,266		2,780,266		2,780,266
Canada					
International					
Other Unclassified					
Military or Civilian					
Personnel Overseas	43		43		43
GRAND TOTAL	2,780,309		2,780,309		2,780,309

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	1,457,802	52.5	131
B	30	897,488	32.3	108
C	15	278,266	10.0	67
D	15	145,888	5.2	35

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).....	1,473,823 100.0	(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.....	1,473,823 100.0
(e) Twenty-five months and more.....	None	Total Subscriptions Sold in Period.....	1,473,823 100.0
Total Subscriptions Sold in Period.....	1,473,823 100.0		
B. USE OF PREMIUMS			
(a) Ordered without premium.....	1,473,823 100.0		
(b) Ordered with material reprinted from this publication.....	None		
(c) Ordered with other premiums.....	None		
Total Subscriptions Sold in Period.....	1,473,823 100.0		

9. EXPLANATORY

(a) Suggested Retail Prices: No additional prices.

(b) Average non-analyzed non-paid circulation for the 6 month period: 53,991 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 52,169 or 1.9% of average paid subscription circulation.

(d) Association (Non-Deductible): The average of 2,783,833 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to members of California State Automobile Association. Benefits include access to the following services: emergency road, automobile, travel, touring, insurance, financial and travel insurance, travel publication, fee-free AAA/American Express Travel Cheques, and hotel and car rental. \$2.00 is allocated for a 1 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)	2,826,937	2,826,937		
06-30-07	(b)	2,818,300	2,831,333	-13,033	-0.5
06-30-06	(c)	2,745,549	2,767,605	-22,056	-0.8
06-30-05	(d)	2,714,800	2,716,152	-1,352	-0.0
06-30-04	(e)	2,656,191	2,658,902	-2,711	-0.1

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

(a) Effective 01/01/08 changed from 2,780,000 to 2,830,000

(b) Effective 01/01/07 changed from 2,720,000 to 2,780,000

(c) Effective 01/01/06 changed from 2,670,000 to 2,720,000

(d) Effective 01/01/05 changed from 2,640,000 to 2,670,000

(e) Effective 01/01/04 changed from 2,632,500 to 2,640,000

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: California State Automobile Association

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04-0699-0	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	6.00
	Canadian Subscription Price	
	International Subscription Price	