



TEXAS HIGHWAYS

Annual Frequency: 12 times/year

Field Served: Designated by the 1975 Texas Legislature as the official travel magazine of Texas, TEXAS HIGHWAYS is a monthly publication that encourages recreational travel within the state. Each issue contains scenic photography, ideas on travel destinations, and articles to help readers plan their trips around Texas.

Published by Texas Department of Transportation

Publisher's Statement

6 months ended June 30, 2017, Subject to Audit

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

| Total Paid & Verified Subscriptions | Single Copy Sales | Total Paid & Verified Circulation | Analyzed Nonpaid | Total Circulation | Rate Base | Variance to Rate Base |
|-------------------------------------|-------------------|-----------------------------------|------------------|-------------------|--------------|-----------------------|
| 171,631 | 4,401 | 176,032 | 730 | 176,762 | None Claimed | |

TOTAL CIRCULATION BY ISSUE

| Issue | Paid Subscriptions | | | Verified Subscriptions | | | Total Paid & Verified Subscriptions | Single Copy Sales | | | Total Paid & Verified Circulation - Print | Total Paid & Verified Circulation - Digital Issue | Total Paid & Verified Circulation | Analyzed Nonpaid | | | Total Paid, Verified & Analyzed Nonpaid Circulation - Print | Total Paid, Verified & Analyzed Nonpaid Circulation - Digital Issue | Total Paid, Verified & Analyzed Nonpaid Circulation |
|----------------|--------------------|---------------|--------------------------|------------------------|---------------|------------------------------|-------------------------------------|-------------------|---------------|-------------------------|---|---|-----------------------------------|------------------|---------------|------------------------|---|---|---|
| | Print | Digital Issue | Total Paid Subscriptions | Print | Digital Issue | Total Verified Subscriptions | | Print | Digital Issue | Total Single Copy Sales | | | | Print | Digital Issue | Total Analyzed Nonpaid | | | |
| Jan | 101,460 | 13,342 | 114,802 | 59,155 | | 59,155 | 173,957 | 4,038 | 5 | 4,043 | 164,653 | 13,347 | 178,000 | | | | 164,653 | 13,347 | 178,000 |
| Feb | 98,294 | 12,990 | 111,284 | 59,155 | | 59,155 | 170,439 | 4,205 | 7 | 4,212 | 161,654 | 12,997 | 174,651 | | | | 161,654 | 12,997 | 174,651 |
| Mar | 98,611 | 12,976 | 111,587 | 59,155 | | 59,155 | 170,742 | 3,096 | 8 | 3,104 | 160,862 | 12,984 | 173,846 | 1,095 | 1,095 | 1,095 | 161,957 | 12,984 | 174,941 |
| Apr | 99,004 | 12,985 | 111,989 | 59,155 | | 59,155 | 171,144 | 6,593 | 14 | 6,607 | 164,752 | 12,999 | 177,751 | 1,095 | 1,095 | 1,095 | 165,847 | 12,999 | 178,846 |
| May | 99,185 | 12,981 | 112,166 | 59,155 | | 59,155 | 171,321 | 4,488 | 9 | 4,497 | 162,828 | 12,990 | 175,818 | 1,095 | 1,095 | 1,095 | 163,923 | 12,990 | 176,913 |
| Jun | 100,050 | 12,979 | 113,029 | 59,155 | | 59,155 | 172,184 | 3,930 | 10 | 3,940 | 163,135 | 12,989 | 176,124 | 1,095 | 1,095 | 1,095 | 164,230 | 12,989 | 177,219 |
| Average | 99,434 | 13,042 | 112,476 | 59,155 | | 59,155 | 171,631 | 4,392 | 9 | 4,401 | 162,981 | 13,051 | 176,032 | 730 | 730 | 730 | 163,711 | 13,051 | 176,762 |

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

| | Print | Digital Issue | Total | % of Circulation |
|--|----------------|---------------|----------------|------------------|
| Paid Subscriptions | | | | |
| Individual Subscriptions | 98,132 | 347 | 98,479 | 55.7 |
| Sponsored Subscriptions | 1,302 | 12,695 | 13,997 | 7.9 |
| Total Paid Subscriptions | 99,434 | 13,042 | 112,476 | 63.6 |
| Verified Subscriptions | | | | |
| Public Place | 50,000 | | 50,000 | 28.3 |
| Individual Use | 9,155 | | 9,155 | 5.2 |
| Total Verified Subscriptions | 59,155 | | 59,155 | 33.5 |
| Total Paid & Verified Subscriptions | 158,589 | 13,042 | 171,631 | 97.1 |
| Single Copy Sales | | | | |
| Single Issue | 4,392 | 9 | 4,401 | 2.5 |
| Total Single Copy Sales | 4,392 | 9 | 4,401 | 2.5 |
| Total Paid & Verified Circulation | 162,981 | 13,051 | 176,032 | 99.6 |
| Analyzed Nonpaid | | | | |
| Nonpaid Bulk | 730 | | 730 | 0.4 |
| Total Analyzed Nonpaid | 730 | | 730 | 0.4 |
| Total Circulation | 163,711 | 13,051 | 176,762 | 100.0 |

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

| Audit Period Ended | Rate Base | Audit Report | Publisher's Statements | Difference | Percentage of Difference |
|--------------------|--------------|--------------|------------------------|------------|--------------------------|
| 12/31/2016 | None Claimed | 172,842 | 172,842 | | |
| 12/31/2015 | None Claimed | 187,013 | 186,734 | 279 | 0.1 |
| 12/31/2014 | None Claimed | 196,303 | 196,303 | | |

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PRICES

| | Suggested Retail Prices (1) | Average Price (2) | |
|---|-----------------------------|-------------------|------------------|
| | | Net | Gross (Optional) |
| Average Single Copy | \$4.95 | | |
| Subscription | \$24.95 | | |
| Average Subscription Price Annualized (3) | | \$21.48 | |
| Average Subscription Price per Copy | | \$1.79 | |

- (1) For statement period
- (2) Represents subscriptions for the 12 month period ended December 31, 2016
- (3) Based on the following issue per year frequency: 12

Circulation by Regional, Metro & Demographic Editions
 Geographic Data
 Analysis of New & Renewal Paid Individual Subscriptions
 Trend Analysis

ADDITIONAL ANALYSIS OF VERIFIED

| | Print | Digital Issue | Total |
|---------------------------------|---------------|---------------|---------------|
| Public Place | | | |
| Automotive Outlets | 1,539 | | 1,539 |
| Business/Professional Services | 9,413 | | 9,413 |
| Doctor/Health Care Providers | 22,780 | | 22,780 |
| Fitness/Recreational Facilities | 993 | | 993 |
| Personal Care Salons | 14,333 | | 14,333 |
| Public Place Other | 942 | | 942 |
| Total Public Place | 50,000 | | 50,000 |
| Individual Use | | | |
| Ordered/Payment Not Received | 9,155 | | 9,155 |
| Total Individual Use | 9,155 | | 9,155 |

RATE BASE

None Claimed.

NOTES

Rounding %: Due to rounding, percentages may not always add up to 100%.
Sponsored Subscriptions: Copies purchased by a third party in quantities of 11 or more for distribution to consumers.
Nonpaid Bulk: Copies available for pickup at designated locations.
Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 2,281
Method of Circulation for Analyzed Nonpaid: Delivery by Amtrak to key routes in Texas.

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 Alliance for Audited Media's bylaws and rules.

Parent Company: Texas Department of Transportation

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AAM Member since: 2003