Alliance for Audited Media
TRANSACT WITH TRUST

MAGAZINE
Publisher's Statement
6 months ended June 30, 2015
Subject to Audit

Texas Highways

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

Frequency: 12 times/year

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					
Print	135,523	69.9			
Digital Issue	13,333	6.9			
Total Paid Subscriptions	148,856	76.8			
Verified					
Print	41,025	21.1			
Total Verified Subscriptions	41,025	21.1			
Total Paid & Verified Subscriptions	**189,881**	**97.9**			
Single Copy Sales					
Print	4,081	2.1			
Total Single Copy Sales	4,081	2.1			
Total Paid & Verified Circulation	**193,962**	**100.0**	**None Claimed**		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Average Price (2) Gross (Optional)
Average Single Copy	$4.95		
Subscription	$24.95		
Average Subscription Price Annualized (12 issue frequency)		$18.60	
Average Subscription Price per Copy		$1.55	

(1) For the Statement period
(2) Represents subscriptions for the 12 months ended December 31, 2014.

3. PAID & VERIFIED CIRCULATION BY ISSUE OF PRINT AND DIGITAL ISSUE

	Paid Subscriptions			Verified Subscriptions			Single Copy Sales				
Issue	Print	Digital Issue	Total Paid Subscriptions	Print	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Total Single Copy Sales	Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital Issue	Total Paid & Verified Circulation
Jan.	136,420	13,367	149,787	41,025	41,025	190,812	3,215	3,215	180,660	13,367	194,027
Feb.	136,865	13,424	150,289	41,025	41,025	191,314	5,044	5,044	182,934	13,424	196,358
Mar.	135,511	13,319	148,830	41,025	41,025	189,855	3,818	3,818	180,354	13,319	193,673
Apr.	129,324	13,313	142,637	41,025	41,025	183,662	5,240	5,240	175,589	13,313	188,902
May	138,274	13,312	151,586	41,025	41,025	192,611	3,605	3,605	182,904	13,312	196,216
June	136,745	13,262	150,007	41,025	41,025	191,032	3,562	3,562	181,332	13,262	194,594

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4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2010	%	2011	%	2012	%	2013	%	2014	%
Subscriptions:										
Paid	175,432	87.4	166,435	83.7	158,226	81.4	151,418	76.8	150,761	76.8
Verified	20,000	9.9	27,500	13.8	30,834	15.9	41,386	21.0	41,007	20.9
Total Paid & Verified Subscriptions	**195,432**	**97.3**	**193,935**	**97.5**	**189,060**	**97.3**	**192,804**	**97.8**	**191,768**	**97.7**
Single Copy Sales	5,365	2.7	4,953	2.5	5,212	2.7	4,279	2.2	4,536	2.3
Total Paid & Verified Circulation	**200,797**	**100.0**	**198,888**	**100.0**	**194,272**	**100.0**	**197,083**	**100.0**	**196,304**	**100.0**
Year Over Year Percent of Change		-1.8		-1.0		-2.3		1.4		-0.4
Avg. Annualized Subscription Price	$20.52		$18.12		$18.62		$18.36		$18.48	

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.

	Print Average for Period	Digital Issue Average for Period	Total	% of Circulation
PAID SUBSCRIPTIONS				
Individual Subscriptions*	134,234	434	134,668	69.4
Group*		12,899	12,899	6.7
Sponsored Sales	1,289		1,289	0.7
TOTAL PAID SUBSCRIPTIONS	**135,523**	**13,333**	**148,856**	**76.8**
VERIFIED SUBSCRIPTIONS				
Public Place (See Par. 6A)	40,000		40,000	20.6
Individual Use (See Par. 6B)	1,025		1,025	0.5
TOTAL VERIFIED SUBSCRIPTIONS	**41,025**		**41,025**	**21.1**
TOTAL PAID & VERIFIED SUBSCRIPTIONS	**176,548**	**13,333**	**189,881**	**97.9**
SINGLE COPY SALES				
Single Issue Sales	4,081		4,081	2.1
TOTAL SINGLE COPY SALES	**4,081**		**4,081**	**2.1**
TOTAL PAID & VERIFIED CIRCULATION	**180,629**	**13,333**	**193,962**	**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:

Verified Subscription:	Doctor/Health Care Providers	Business/ Professional Services	Personal Care Salons	Automotive Outlets	Fitness/ Recreational Facilities	Other Public Place	Total Public Place Copies
Public Place	24,953	9,641	2,898	1,107	1,052	349	40,000

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:

Verified Subscription:	Individually Requested	Individual Use Other	Total Individual Use Copies
Individual Use	1,025		1,025

7. GEOGRAPHIC DATA for the April 2015 issue

Total paid & verified circulation of this issue was 2.6% less than the total average paid & verified circulation.

State	PAID SUBSCRIPTIONS			VERIFIED SUBSCRIPTIONS			SINGLE COPY SALES				
	Print	Digital Issue	Total Paid Subscrip-tions	Print	Total Verified Subscrip-tions	Total Paid & Verified Subscrip-tions	Print	Total Single Copy Sales	Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital Issue	Total Paid & Verified Circulation
Alabama	236	2	238			238	1	1	237	2	239
Arizona	343	10	353			353	14	14	357	10	367
Arkansas	379	9	388			388	20	20	399	9	408
California	1,074	10	1,084			1,084	5	5	1,079	10	1,089
Colorado	563	8	571			571	26	26	589	8	597
Connecticut	89		89			89			89		89
Delaware	31		31			31			31		31
District of Columbia	34	1	35			35			34	1	35
Florida	583	13	596			596	8	8	591	13	604
Georgia	365	2	367	2	2	369	2	2	369	2	371
Idaho	58	2	60			60			58	2	60
Illinois	481	2	483			483	1	1	482	2	484
Indiana	190	1	191			191	6	6	196	1	197
Iowa	144	1	145			145			144	1	145
Kansas	248		248			248	3	3	251		251
Kentucky	116	1	117			117	1	1	117	1	118
Louisiana	707	4	711			711	6	6	713	4	717
Maine	60		60			60			60		60
Maryland	183		183			183			183		183
Massachusetts	130		130			130			130		130
Michigan	268	3	271			271	4	4	272	3	275
Minnesota	220	2	222			222	4	4	224	2	226
Mississippi	174	1	175			175			174	1	175
Missouri	342	2	344			344	2	2	344	2	346
Montana	58		58			58			58		58
Nebraska	94	3	97			97	6	6	100	3	103
Nevada	131	1	132			132	1	1	132	1	133
New Hampshire	36		36			36			36		36
New Jersey	118	1	119			119			118	1	119
New Mexico	514	6	520			520	5	5	519	6	525
New York	327	3	330	4	4	334			331	3	334
North Carolina	316	2	318			318			316	2	318
North Dakota	39		39			39	1	1	40		40
Ohio	313	2	315			315	2	2	315	2	317
Oklahoma	612	3	615			615	13	13	625	3	628
Oregon	140	1	141			141			140	1	141
Pennsylvania	273	3	276			276			273	3	276
Rhode Island	16		16			16			16		16
South Carolina	156	1	157			157	5	5	161	1	162
South Dakota	41		41			41			41		41
Tennessee	372	1	373			373	5	5	377	1	378
Texas	116,738	13,189	129,927	39,994	39,994	169,921	5,094	5,094	161,826	13,189	175,015
Utah	80		80			80	2	2	82		82
Vermont	17		17			17			17		17
Virginia	482	4	486			486			482	4	486
Washington	336	3	339			339			336	3	339
West Virginia	47		47			47			47		47
Wisconsin	173	3	176			176	1	1	174	3	177
Wyoming	73		73			73	2	2	75		75
TOTAL 48 CONTERMINOUS STATES	**128,520**	**13,300**	**141,820**	**40,000**	**40,000**	**181,820**	**5,240**	**5,240**	**173,760**	**13,300**	**187,060**
Alaska	77		77			77			77		77
Hawaii	47	2	49			49			47	2	49
TOTAL ALASKA & HAWAII	**124**	**2**	**126**			**126**			**124**	**2**	**126**
U.S. Unclassified	45		45	1,025	1,025	1,070			1,070		1,070
TOTAL UNITED STATES	**128,689**	**13,302**	**141,991**	**41,025**	**41,025**	**183,016**	**5,240**	**5,240**	**174,954**	**13,302**	**188,256**
Poss. & Other Areas	11		11			11			11		11
U.S. & POSS., etc.	**128,700**	**13,302**	**142,002**	**41,025**	**41,025**	**183,027**	**5,240**	**5,240**	**174,965**	**13,302**	**188,267**
Canada	79	1	80			80			79	1	80
International	545	10	555			555			545	10	555
Other Unclassified											
Military or Civilian Personnel Overseas											
GRAND TOTAL	**129,324**	**13,313**	**142,637**	**41,025**	**41,025**	**183,662**	**5,240**	**5,240**	**175,589**	**13,313**	**188,902**

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, 2015

A. DURATION		%
(a) One to six months (1 to 6 issues)	27	0.0
(b) Seven to eleven months (7 to 11 issues)	48	0.1
(c) Twelve months (12 issues)	61,039	95.0
(d) Thirteen to twenty-four months	3,045	4.7
(e) Twenty-five months and more	104	0.2
Total Subscriptions Sold in Period	64,263	100.0

B. USE OF PREMIUMS		
(a) Ordered without premium	45,578	70.9
(b) Ordered with material reprinted from branded editorial material	None	
(c) Ordered with other premiums, See Par. 9	18,685	29.1
Total Subscriptions Sold in Period	64,263	100.0

C. CHANNELS		%
(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	64,195	99.9
(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	51	0.1
(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	17	0.0
(d) Subscriptions as part of membership in an organization	None	
Total Subscriptions Sold in Period	64,263	100.0

9. EXPLANATORY

(a) Suggested Retail Prices: Subscriptions: U.S., 2 yrs. $37.90. Canada and International, 1 yr. $29.95; 2 yrs. $57.90.

(b) Average nonanalyzed nonpaid circulation for the 6 month period: 7,383 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 5,391 or 3.6% of average paid subscription circulation.

(d) DESCRIPTION OF DIGITAL - The Digital Issue is identical to the print product in format and advertising content. The Digital Issue is available at www.zinio.com.

(e) Some Subscribers Receive Both Print and Digital Copies: The subscription circulation reported in Par. 1 represents recipients of the print or digital version. Included in Print Editions are 17 subscribers who opted to receive both a digital copy and a print copy. The average paid circulation for digital subscriptions is net of any duplicate digital and print subscribers.

(f) Group Subscription Sales: The average of 12,899 copies per issue, shown in Par. 6 and included in Par. 1, represents 1 year subscriptions sold at $13.95 for use of branch offices and employees of business concerns.

(g) Sponsored Subscription Sales: The average of 1,289 copies per issue, shown in Par. 6 and included in Par. 1, represents individually addressed copies purchased for various business concerns in quantities of 11 or more.

(h) Use of Premiums: The Texas Travel Map and the Texas Wildflower poster, with no advertised or stated value, was offered with some subscriptions.

(i) An average of 1,025 copies are included in Verified Individually Requested that were served to subscribers that ordered the magazine for which payment was not received.

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2014; 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)
12-31-14	None Claimed	196,303	196,303		
12-31-13	None Claimed	197,083	197,083		
12-31-12	None Claimed	194,272	194,272		
12-31-11	None Claimed	198,888	198,888		
12-31-10	None Claimed	200,796	200,796		

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.

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	Analyzed Issue Date	04/01/15
04-1192-2	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.95
	Association Subscription Price	
	U.S. Subscription Price	24.95
	Canadian Subscription Price	29.95
	International Subscription Price	29.95