

## USPS 3541 Circulation Verification

**Editorial Overview:** AAA MIDWEST TRAVELER is a magazine edited for Automobile Club members in Missouri, southern Illinois, southern Indiana, and eastern Kansas. 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 CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
<b>Subscriptions</b>					
Paid	596,382	100%			
<b>Total Paid Circulation</b>	<b>596,382</b>	<b>100%</b>			
Single Copy Sales	N/A				
<b>Total Paid Circulation</b>	<b>596,382</b>	<b>100%</b>	<b>580,000</b>	<b>16,382</b>	<b>2.7%</b>

### PAID CIRCULATION BY ISSUE

Issue	Paid Circulation
Jul/Aug	596,022
Sept/Oct	596,160
Nov/Dec	596,964



### 3 YEAR TREND

	2013	%	2014	%	2015	%
<b>Subscriptions:</b>						
Paid	581,144	100.0	587,502	100.0	596,382	100.0
<b>Total Paid Circulation</b>	<b>581,144</b>	<b>100.0</b>	<b>587,502</b>	<b>100.0</b>	<b>596,382</b>	<b>100.0</b>
Single Copy Sales	N/A		N/A		N/A	
<b>Total Paid Circulation</b>	<b>581,144</b>	<b>100.0</b>	<b>587,502</b>	<b>100.0</b>	<b>596,382</b>	<b>100.0</b>
Year Over Year Percent of Change		NA		1.1%		1.5%
Average Annualized Subscription Price	\$3.00		\$3.00		\$3.00	

## CIRCULATION BY STATE - for the Nov/Dec 2015 issue

State	Paid Subscriptions
Alabama	196
Arizona	323
Arkansas	1
California	758
Colorado	318
Connecticut	49
Delaware	9
District of Columbia	32
Florida	991
Georgia	290
Idaho	26
Illinois	47,545
Indiana	33,583
Iowa	146
Kansas	62,767
Kentucky	169
Louisiana	3
Maine	33
Maryland	123
Massachusetts	107
Michigan	185
Minnesota	137
Mississippi	-
Missouri	446,202
Montana	31
Nebraska	80
Nevada	124
New Hampshire	20
New Jersey	93
New Mexico	48
New York	217
North Carolina	249
North Dakota	33

State	Paid Subscriptions
Ohio	225
Oklahoma	242
Oregon	136
Pennsylvania	156
Rhode Island	18
South Carolina	140
South Dakota	43
Tennessee	363
Texas	-
Utah	73
Vermont	10
Virginia	239
Washington	210
West Virginia	33
Wisconsin	102
Wyoming	31
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>596,909</b>
Alaska	31
Hawaii	24
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>55</b>
U.S. Unclassified	-
<b>TOTAL UNITED STATES</b>	<b>596,964</b>
Poss. & Other Areas	-
<b>U.S. &amp; POSS., etc.</b>	<b>596,964</b>
Canada	-
International	-
Other Unclassified	-
Military or Civilian Personnel Overseas	-
<b>GRAND TOTAL</b>	<b>596,964</b>

## CIRCULATION BY DMA

DMA	Paid Subscriptions
Kansas City (MO & KS)	145,702
Springfield, MO	13,318
St. Joseph, MO	4,853
St. Louis/Metro East	226,606
Columbia/Jefferson City, MO	24,167
Evansville, IN	25,290

# ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the sixth month period ended Dec. 31, 2015

## 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)	307,465	100%
d.	Thirteen to twenty-four months		None
e.	Twenty-five months and more		None
<b>Total Subscriptions Sold in Period</b>		<b>307,465</b>	<b>100%</b>

## USE OF PREMIUMS

			%
a.	Ordered without premium	307,465	100%
b.	Ordered with material reprinted from this publication		None
c.	Ordered with other premiums		None
<b>Total Subscriptions Sold in Period</b>		<b>307,465</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	307,465	100%
<b>Total Subscriptions Sold in Period</b>		<b>307,465</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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