

USPS 3541 Circulation Verification

Editorial Overview: AAA SOUTHERN TRAVELER is a magazine edited for Automobile Club members in Arkansas, Louisiana, and Mississippi. It offers timely coverage of local issues, plus consumer information about travel, 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)
Subscriptions					
Paid	305,531	100%			
Total Paid Circulation	305,531	100%			
Single Copy Sales	N/A				
Total Paid Circulation	305,531	100%	290,000	15,531	5.1%

PAID CIRCULATION BY ISSUE

Issue	Paid Circulation
July/Aug	304,944
Sept/Oct	304,718
Nov/Dec	306,931



3 YEAR TREND

	2013	%	2014	%	2015	%
Subscriptions:						
Paid	271,367	100.0	292,584	100.0	305,531	100.0
Total Paid Circulation	271,367	100.0	292,584	100.0	305,531	100.0
Single Copy Sales	N/A		N/A		N/A	
Total Paid Circulation	271,367	100.0	292,584	100.0	305,531	100.0
Year Over Year Percent of Change		NA		7.8%		4.4%
Average Annualized Subscription Price	\$3.00		\$3.00		\$3.00	

CIRCULATION BY STATE - for the Nov/Dec 2015 issue

State	Paid Subscriptions	State	Paid Subscriptions
Alabama	-	Ohio	-
Arizona	-	Oklahoma	-
Arkansas	87,428	Oregon	-
California	-	Pennsylvania	-
Colorado	-	Rhode Island	-
Connecticut	-	South Carolina	-
Delaware	-	South Dakota	-
District of Columbia	-	Tennessee	-
Florida	-	Texas	1,696
Georgia	-	Utah	-
Idaho	-	Vermont	-
Illinois	-	Virginia	-
Indiana	-	Washington	-
Iowa	-	West Virginia	-
Kansas	-	Wisconsin	-
Kentucky	-	Wyoming	-
Louisiana	153,579	TOTAL 48	
Maine	-	CONTERMINOUS	306,931
Maryland	-	STATES	
Massachusetts	-	Alaska	-
Michigan	-	Hawaii	-
Minnesota	-	TOTAL ALASKA &	
Mississippi	64,227	HAWAII	-
Missouri	1	U.S. Unclassified	-
Montana	-	TOTAL UNITED	306,931
Nebraska	-	STATES	
Nevada	-		-
New Hampshire	-	Poss. & Other Areas	-
New Jersey	-	U.S. & POSS., etc.	306,931
New Mexico	-	Canada	-
New York	-	International	-
North Carolina	-	Other Unclassified	-
North Dakota	-	Military or Civilian	-
		Personnel Overseas	-
		GRAND TOTAL	306,931

CIRCULATION BY DMA

DMA	Paid Subscriptions
Little Rock, AR	25,609
Baton Rouge, LA	30,305
New Orleans, LA	88,134
Shreveport, LA	13,042
Jackson, MS	15,192

ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the sixth month period ended Dec. 30, 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)	151,429	100%
d. Thirteen to twenty-four months	None	
e. Twenty-five months and more	None	
Total Subscriptions Sold in Period	151,429	100%

USE OF PREMIUMS

	151,429	%
a. Ordered without premium	151,429	100%
b. Ordered with material reprinted from this publication	None	
c. Ordered with other premiums	None	
Total Subscriptions Sold in Period	151,429	100%

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	151,429	100%
Total Subscriptions Sold in Period	151,429	100%

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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