



**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2010**

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

100 Beard Sawmill Road, Sixth Floor
Shelton, CT USA 06484-6259
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

CALIFORNIA Real Estate

CALIFORNIA ASSOCIATION OF REALTORS®
525 South Virgil Avenue
Los Angeles, CA 90020
Tel. No.: 213.739.8320
FAX No.: 213.351.8478
www.car.org

Official Publication of: CALIFORNIA ASSOCIATION OF REALTORS®
Established: 1920
Issues per Year: 8

FIELD SERVED

California Real Estate serves the CALIFORNIA ASSOCIATION OF REALTORS®

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are members of the CALIFORNIA ASSOCIATION OF REALTORS® encompassing licensed real estate brokers (REALTORS®), and sales persons (REALTOR-ASSOCIATES®).

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	-
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	3,578
TOTAL	3,578

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		*Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	-	-	-	-	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
*Membership Benefit _____	163,462	100.0	-	-	163,462	100.0
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	163,462	100.0	-	-	163,462	100.0

*See Additional Data

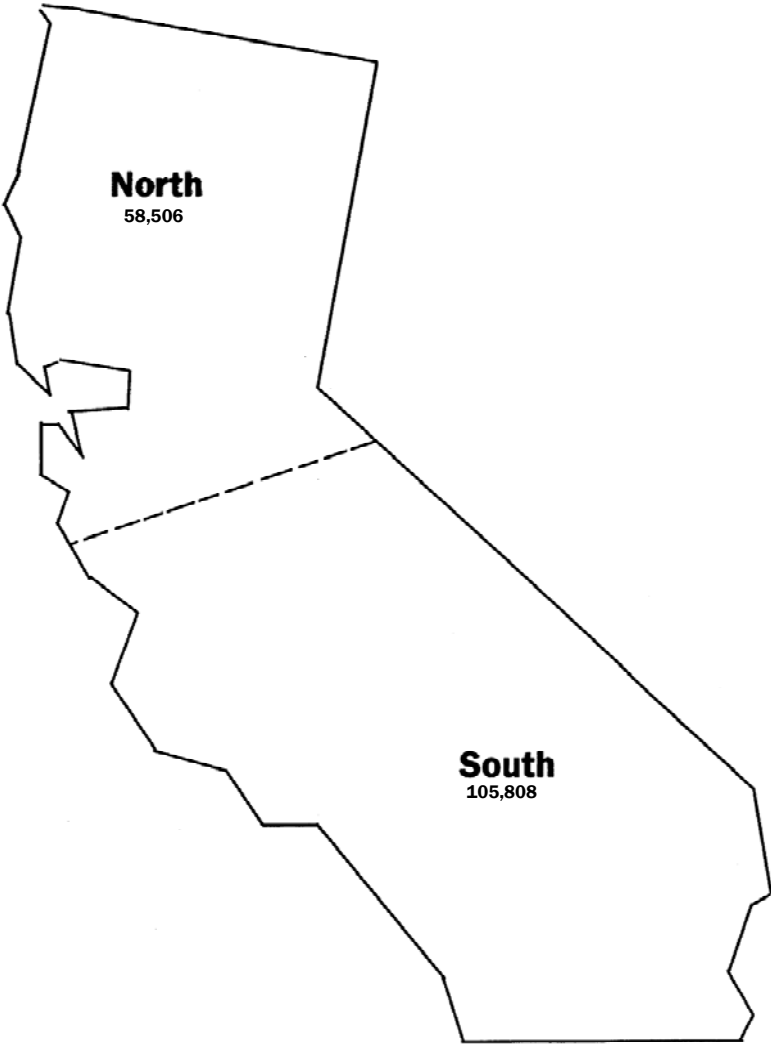
2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2010 Issue	Qualified Non-Paid	Qualified Paid	Total Qualified
August _____	-	163,032	163,032
September _____	-	163,288	163,288
October _____	-	163,215	163,215
November/December _____	-	164,314	164,314

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2010				
This issue is 0.7% or 1,136 copies above the average of the other 3 issues reported in Paragraph two.				
Business & Industry	TOTAL QUALIFIED	PERCENT OF TOTAL	Qualified Non-Paid	Qualified Paid
Licensed Real Estate Brokers (REALTORS®) and Sales Persons (REALTOR®-ASSOCIATES) _____	162,831	99.1	-	162,831
Affiliate Members _____	1,483	0.9	-	1,483
Honorary Members _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	164,314	100.0	-	164,314
PERCENT	100.0		-	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2010							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	-	-	-	-	-	-	-
II. Request from recipient's company: _____	-	-	-	-	-	-	-
III. Membership Benefit: _____	164,314	-	-	-	164,314	164,314	100.0
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	-	-	-	-	-	-	-
Association rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	164,314	-	-	-	164,314	164,314	100.0
PERCENT	100.0	-	-	-	100.0	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2010				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	-	164,314	164,314	100.0
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	-	164,314	164,314	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2010				
AREA	QUALIFIED NON-PAID	QUALIFIED PAID	TOTAL QUALIFIED	PERCENT OF TOTAL
North _____	-	58,506	58,506	35.6
South _____	-	105,808	105,808	64.4
Other States _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	-	164,314	164,314	100.0



AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	January - June 2008	July - December 2008	January - June 2009	July - December 2009	January - June 2010*	July - December 2010*
Total Audit Average Qualified: _____	176,235	174,828	164,206	165,740	158,945	163,462
Qualified Non-Paid: ___	-	-	-	-	-	-
Qualified Paid: _____	176,235	174,828	164,206	165,740	158,945	163,462
Post Expire Copies included in Total Qualified Circulation: _	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	\$6.00	\$6.00	\$6.00	\$6.00	\$6.00	\$6.00

***NOTE: January – December 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

ADDITIONAL DATA

PARAGRAPH 1:

Qualified Paid Benefit of Membership subscriptions averaging 163,462 copies were sold to qualified recipients at the following subscription price: \$6.00. Member's yearly subscription price is included in the dues and is non-deductible therefrom. Since membership dues for this publication are distributed through local chapters, qualified paid circulation data are only required to be reported in Paragraphs 1 and 3a of this circulation statement.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Tony Vaccaro, Production/Circulation Manager

Anne Framroze, Publisher

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed January 10, 2011

State California

County Los Angeles

Received by BPA Worldwide January 10, 2011

Type PD

ID Number C014P0D0