

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.

Two Corporate Drive, Ninth Floor  
Shelton, CT 06484-6259  
Phone: +1 203.447.2800  
FAX: +1 203.447.2900  
[www.bpaww.com](http://www.bpaww.com)

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# CALIFORNIA Real Estate

California Assoc. of Realtors  
525 South Virgil Avenue  
Los Angeles, CA 90020  
Tel.: 213.739.8320  
Fax: .351.8478  
[www.car.org](http://www.car.org)

Official Publication of: California Association of REALTORS®  
Established: 1920  
Issues Per Year: 9  
(See Paragraph 11)

**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 _____	-
All Other _____	-
<b>TOTAL</b>	<b>-</b>

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 _____	175,156	100.0	-	-	175,156	100.0
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>175,156</b>	<b>100.0</b>	<b>-</b>	<b>-</b>	<b>175,156</b>	<b>100.0</b>

\*See Paragraph 11

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January/February _____	5,578	5,814	-	194,478	194,478	May _____	3,418	9,517	-	167,434	167,434
March _____	17,507	4,343	-	181,314	181,314	June/July _____	1,691	5,476	-	171,219	171,219
April _____	23,096	3,117	-	161,335	161,335	<b>TOTAL</b>	<b>51,290</b>	<b>28,267</b>			

<b>3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE/JULY 2008</b>				
<b>This issue is 5.5% or 9,653 copies below the average of the other 4 issues reported in Paragraph two.</b>				
Business & Industry	TOTAL QUALIFIED	PERCENT OF TOTAL	Qualified Non-Paid	*Qualified Paid
Licensed Real Estate Brokers (REALTORS®) and Sales Persons (REALTOR®-ASSOCIATES) _____	-	165,635	165,635	98.9
Affiliate Members _____	-	1,799	1,799	1.1
Honorary Members _____	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>-</b>	<b>167,434</b>	<b>167,434</b>	<b>100.0</b>
<b>PERCENT</b>	<b>-</b>	<b>100.0</b>	<b>100.0</b>	<b>-</b>

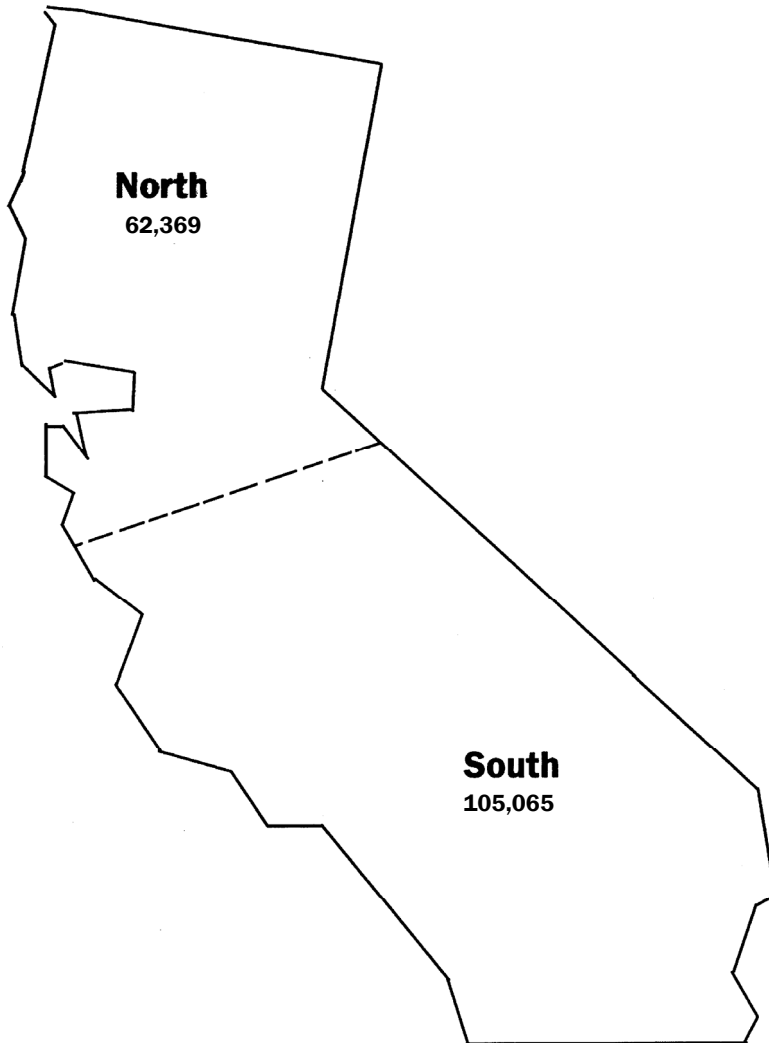
\*See Paragraph 11

<b>3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE/JULY 2008</b>							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. <b>TOTAL</b> – Personal direct request from the recipient: _____	-	-	-	-	-	-	-
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Internet and E-Mail _____	-	-	-	-	-	-	-
II. <b>TOTAL</b> – Request from recipient's company: _____	-	-	-	-	-	-	-
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Internet and E-Mail _____	-	-	-	-	-	-	-
III. <b>TOTAL</b> – Membership Benefit: _____	<b>167,434</b>	-	-	-	<b>167,434</b>	<b>167,434</b>	<b>100.0</b>
a. Individual _____	167,434	-	-	-	167,434	167,434	100.0
b. Organizational _____	-	-	-	-	-	-	-
IV. <b>TOTAL</b> – Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Internet and E-Mail _____	-	-	-	-	-	-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically): _____	-	-	-	-	-	-	-
Association rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-
Independent field reports _____	-	-	-	-	-	-	-
Licensees – National, State or Local Government _____	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. <b>TOTAL</b> – Single Copy Sales: _____	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>167,434</b>	-	-	-	<b>167,434</b>	<b>167,434</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	-	-	-	<b>100.0</b>	<b>100.0</b>	-

<b>3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE/JULY 2008</b>				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	-	167,434	167,434	100.0
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>-</b>	<b>167,434</b>	<b>167,434</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE/JULY 2008**

AREA	TOTAL QUALIFIED	PAID	PERCENT OF TOTAL
North _____	62,369	62,369	37.2
South _____	105,065	105,065	62.8
Other States _____	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>167,434</b>	<b>167,434</b>	<b>100.0</b>



9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2004	2005	2006	2007	*2008
Total Audit Average Qualified	121,102	173,066	191,301	193,851	176,235
Qualified Non-Paid Total	-	-	-	-	-
Qualified Paid Total	121,102	173,066	191,301	193,851	176,235
Post Expire Copies included in Paid Circulation	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	\$6.00	\$6.00	\$6.00	\$6.00	\$6.00

**\*NOTE: 2008 data is unaudited.**  
 \*\*NC = None Claimed.

10. PAID CIRCULATION DATA	
**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
9	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

**11. ADDITIONAL DATA**

**ISSUES PER YEAR:**

Effective with the June/July 2008 issue, California Real Estate changed its frequency from 10 to 9 issues per year.

**PARAGRAPH 1:**

Qualified Paid Benefit of Membership subscriptions averaging 176,235 copies were sold to qualified recipient at the following subscription price: \$6.00. Member's yearly subscription price is included in the dues and is non-deductible therefrom.

**PARAGRAPH 1 & 3a:**

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.

**PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.**

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	June 19, 2008
Anne Framroze, Publisher	State	California
Tony Vaccaro, Electronic Audit Contact	County	Los Angeles
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	June 19, 2008
<b>IMPORTANT NOTE:</b>	Type	PJ
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	C014P0J8