

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.

CALIFORNIA ASSOCIATION OF REALTORS®  
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**CALIFORNIA REAL ESTATE MAGAZINE** is the official publication of the CALIFORNIA ASSOCIATION OF REALTORS® and has been recognized for more than 95 years as an authoritative source in the real estate industry. California Real Estate features in-depth news and information focusing on California's real estate issues and trends.

**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 (DESIGNATED REALTORS®), and sales persons (REALTORS®, REALTOR-ASSOCIATES®).

**CHANNELS**

**CALIFORNIA REAL ESTATE MAGAZINE**



4 issues in the period  
 189,566 average circulation

**EXECUTIVE SUMMARY**

Below are the average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
<b>CALIFORNIA REAL ESTATE MAGAZINE</b> (4 issues in the period)	-	189,566	189,566

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	-
Allocated for Trade Shows and Conventions	-
All Other	1,962
<b>TOTAL</b>	<b>1,962</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	189,566	100.0	-	-	189,566	100.0
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>189,566</b>	<b>100.0</b>	<b>-</b>	<b>-</b>	<b>189,566</b>	<b>100.0</b>

\*See Additional Data

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2018 Issue	Total Qualified
January/February	196,493
March/April	183,414
May	187,239
June/July	191,118

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018**  
This issue is 1.6% or 3,103 copies below the average of the other 3 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total
Licensed Real Estate Brokers (Realtors®) and Sales Persons (Realtor®-Associates)	185,727	99.2
Affiliate Members	1,512	0.8
Honorary Members	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>187,239</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018**

Paid source information is reported at the option of the publisher.

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018**

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	187,239	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>187,239</b>	<b>100.0</b>

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

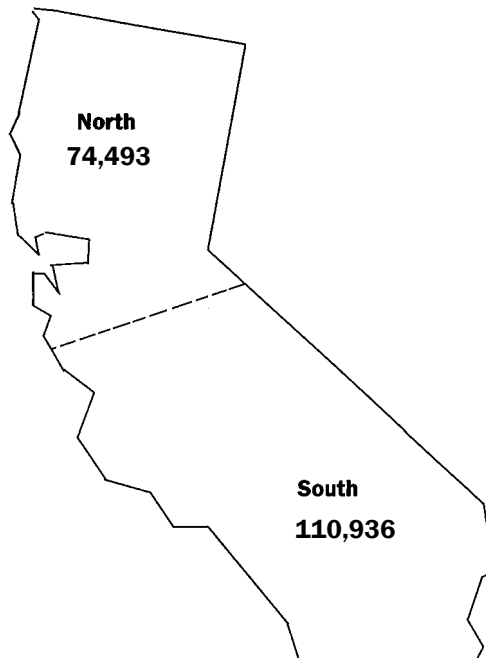
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	<b>July – December 2015</b>	<b>January – June 2016</b>	<b>July – December 2016</b>	<b>January – June 2017</b>	<b>July – December 2017</b>	<b>January – June 2018*</b>
Total Audit Average Qualified:	174,483	173,652	181,730	181,892	191,850	189,566
Qualified Non-Paid:	-	-	-	-	-	-
Qualified Paid:	174,483	173,652	181,730	181,892	191,850	189,566
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 – June 2018 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018**

Area	Total Qualified	Percent of Total
North	74,493	39.8
South	110,936	59.2
Other States	1,810	1.0
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>187,239</b>	<b>100.0</b>



## ADDITIONAL DATA

### PARAGRAPH 1:

Qualified paid Membership Benefit subscriptions averaging 189,566 copies were sold to qualified recipients at the following subscription price: \$6.00. Members yearly subscription price is included in the dues and is non-deductible therefrom.

### PUBLISHER'S AFFIDAVIT

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

Anne Framroze, Senior Vice President

Melissa Hanson-O'Hare, Circulation/Production Manager

(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 brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	July 14, 2018
City	Los Angeles
State	California
Received by BPA Worldwide	July 14, 2018
Type	BD
ID Number	C014B0J8

#### About BPA Worldwide:

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. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.