

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.

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CALIFORNIA REAL ESTATE is the official publication of the CALIFORNIA ASSOCIATION OF REALTORS® and has been recognized for 100 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
198,989 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
CALIFORNIA REAL ESTATE MAGAZINE (4 issues in the period)	-	198,989	198,989

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	-
Allocated for Trade Shows and Conventions	1,250
All Other	1,597
TOTAL	2,847

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	198,989	100.0	-	-	198,989	100.0
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	198,989	100.0	-	-	198,989	100.0

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Total Qualified
July/August	195,147
September/REImagine!	197,825
October	200,648
November/December	202,336

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2019
 This issue is 2.3% or 4,463 copies above 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)	200,417	99.1
Affiliate Members	1,919	0.9
Honorary Members	-	-
TOTAL QUALIFIED CIRCULATION	202,336	100.0
PERCENT	100.0	

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2019

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

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2019

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	202,336	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	202,336	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

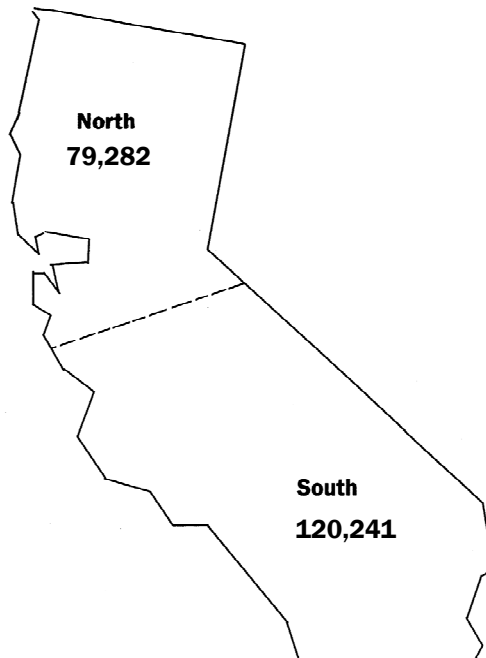
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	January - June 2017	July - December 2017	January - June 2018	July - December 2018	January - June 2019*	July - December 2019*
Total Audit Average Qualified:	181,892	191,850	189,566	197,088	190,872	198,989
Qualified Non-Paid:	-	-	-	-	-	-
Qualified Paid:	181,892	191,850	189,566	197,088	190,872	198,989
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 2019 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 NOVEMBER/DECEMBER 2019

Area	Total Qualified	Percent of Total
North	79,282	39.2
South	120,241	59.4
Other States	2,813	1.4
TOTAL QUALIFIED CIRCULATION	202,336	100.0



ADDITIONAL DATA

CHANGE IN FREQUENCY:

Effective with the May/June 2019 issue, CALIFORNIA REAL ESTATE changed its frequency from 8 to 7 issues per year.

PARAGRAPH 1:

Qualified paid Membership Benefit subscriptions averaging 198,989 copies were sold to qualified recipients at the following subscription prices: \$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 / CMO

Melissa Hanson-O'Hare, Production and Circulation 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

City

State

Received by BPA Worldwide

Type

ID Number

December 30, 2019

Los Angeles

California

December 30, 2019

BD

C014B0D9

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.