

**LEAGUE OF CALIFORNIA CITIES**  
**1400 K Street Suite 400, Sacramento, California 95814**  
**(916) 658-8200**

**Official Publication**  
**Established in 1924**      **12 issues per year**

**FIELD SERVED**

Western City services the field of city government in California.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are municipal managers, executives and administrators in the cities of California and include mayors, council members, city managers and heads of major city departments such as fire and police, public works, municipal financing and accounting, data processing, planning, parks and recreation and human resources. In addition to member cities, the qualified circulation also includes out of state city officials, schools and universities, libraries, associations representing the interests of local government, special districts, and county, state and federal agencies in California.

**AVERAGE NON-QUALIFIED CIRCULATION**

	Copies
Advertiser and Agency	36
Non-Qualified Paid	404
Rotated or Occasional Samples	290
All Other	291
<b>Total</b>	<b>1,021</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKDOWN FOR PERIOD**

	Qualified Non-Paid		Qualified Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Single	289	100.00%	103	1.14%	392	4.21%
Group	-	-	-	-	-	-
Association	-	-	8,925	98.86%	8,925	95.79%
Gift	-	-	-	-	-	-
Bulk	-	-	-	-	-	-
<b>Total</b>	<b>289</b>	<b>100.00%</b>	<b>9,028</b>	<b>100.00%</b>	<b>9,317</b>	<b>100.00%</b>

**U.S. POSTAL MAILING CLASSIFICATION...SECOND CLASS**

Qualified paid association subscriptions averaging 8,925 copies were sold to qualified recipients at basic subscription prices. Members yearly subscription price is included in the dues and is non-deductible therefrom.

**2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD**

Issue	Total Qualified	Number Removed	Number Added
January 2016	9,321	0	43
February 2016	9,308	-13	0
March 2016	9,327	0	19
April 2016	9,312	-15	0
May 2016	9,300	-12	0
June 2016	9,328	0	28
<b>TOTALS</b>		<b>-40</b>	<b>90</b>

**3A. BUSINESS/OCCUPATIONAL BREAKDOWN OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018**

	Total Qualified Copies	Percent of Total	Qualified Non-Paid	Qualified Paid	
				Association	Single
Mayors and Council Members	2,515	27.04%	1	2,514	0
City Managers, City Clerks in non-manager cities	478	5.14%	0	473	5
Finance Directors, City Clerks	1,095	11.77%	0	1,092	3
Police Chiefs and Fire Chiefs	698	7.51%	0	698	0
City Attorneys	338	3.63%	0	335	3
Public Works Directors and City Engineers	619	6.66%	0	618	1
Planning, Community Development and Redevelopment Directors	1,161	12.48%	2	1,155	4
Parks and Recreation Directors	336	3.61%	0	336	0
Personnel Directors and Employee Relations Officers	355	3.82%	0	355	0
Building Officials	341	3.67%	0	341	0
All Other City Department Heads and Officials	1,043	11.22%	7	1007	29
County, State and Federal	185	1.99%	177	0	8
Associations and Special Districts	90	0.97%	77	0	13
Schools, Universities and Libraries	42	0.45%	23	0	19
All Others	4	0.05%	0	4	0
<b>Totals</b>	<b>9,300</b>	<b>100.00%</b>	<b>287</b>	<b>8,928</b>	<b>85</b>

**3B. MAILING ADDRESS BREAKDOWN OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018**

	Total Qualified	Percent
Individuals by name only and/or function	8,605	92.53%
Title or function only	670	7.20%
Not applicable	10	0.11%
Company name only	15	0.16%
<b>Totals</b>	<b>9,300</b>	<b>100.00%</b>

**4. GEOGRAPHICAL BREAKDOWN OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018**

State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	
060-063 CT	1	0	1	
039-049 ME...	1	0	1	
030-038 NH...	1	0	1	
050-059 VT...	1	0	1	
010-027 MA	1	0	1	
028-029 RI...	1	0	1	
<b>NEW ENGLAND</b>	<b>6</b>	<b>0</b>	<b>6</b>	<b>0.07%</b>
100-149 NY...	1	0	1	
070-089 NJ...	1	0	1	
150-196 PA...	1	0	1	
<b>MID ATLANTIC</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>0.02%</b>
430-458 OH...	1	0	1	
460-479 IN...	1	0	1	
600-629 IL...	1	0	1	
480-499 MI...	1	0	1	
530-549 WI...	1	0	1	
<b>EAST NO. CENTRAL</b>	<b>5</b>	<b>0</b>	<b>5</b>	<b>0.07%</b>
550-567 MN...	1	0	1	
500-528 IA...	1	0	1	
630-658 MO...	1	0	1	
580-588 ND...	1	0	1	
570-577 SD...	1	0	1	
680-693 NE...	1	0	1	
660-679 KS...	1	0	1	
<b>WEST NO. CENTRAL</b>	<b>7</b>	<b>0</b>	<b>7</b>	<b>0.08%</b>
197-199 DE...	1	0	1	
206-219 MD...	1	0	1	
200-215 DC...	58	0	58	
216-246 VA...	1	0	1	
247-268 WV...	1	0	1	
270-289 NC...	1	0	1	
290-299 SC...	1	0	1	
300-319 GA...	1	0	1	
320-339 FL...	1	0	1	
<b>SOUTH ATLANTIC</b>	<b>66</b>	<b>0</b>	<b>66</b>	<b>0.71%</b>
400-427 KY...	1	0	1	
370-385 TN...	1	0	1	
350-369 AL...	1	0	1	
386-397 MS...	1	0	1	
<b>EAST SO. CENTRAL</b>	<b>4</b>	<b>0</b>	<b>4</b>	<b>0.04%</b>

State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	
716-729 AR...	1	1	2	
710-714 LA...	1	0	1	
750-799 TX...	1	0	1	
730-749 OK...	1	0	1	
<b>WEST SO. CENTRAL</b>	<b>4</b>	<b>1</b>	<b>5</b>	<b>0.05%</b>
590-599 MT...	1	0	1	
832-838 ID...	1	2	3	
820-831 WY...	1	0	1	
800-816 CO...	1	0	1	
879-884 NM...	1	0	1	
850-855 AZ...	1	0	1	
840-847 UT...	1	0	1	
890-898 NV...	1	0	1	
<b>MOUNTAIN</b>	<b>8</b>	<b>2</b>	<b>10</b>	<b>0.11%</b>
995-999 AK...	1	0	1	
980-994 WA...	0	0	0	
970-979 OR...	1	2	3	
900-961 CA...	182	9,008	9,190	
967-968 HI...	0	0	0	
<b>PACIFIC</b>	<b>184</b>	<b>9,010</b>	<b>9,194</b>	<b>98.87%</b>
<b>UNITED STATES</b>	<b>287</b>	<b>9,013</b>	<b>9,300</b>	
969 & 006-009 U.S. TERRITORIES				
<b>CANADA</b>	<b>0</b>	<b>0</b>	<b>0</b>	
<b>FOREIGN</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0.00%</b>
<b>TOTALS</b>	<b>287</b>	<b>9,013</b>	<b>9,300</b>	<b>100%</b>

**INDEPENDENT AUDITOR'S REPORT**

We have examined the accompanying circulation report of Western City for the six months ended June 2018. The League of California Cities' management is responsible for the circulation report. Our responsibility is to express an opinion based on our examination.

Our examination was conducted in accordance with attestation standards established by the American Institute of Certified Public Accountants. Those standards require that we plan and perform the examination to obtain reasonable assurance about whether the circulation report is based on criteria, in all material respects. An examination involves performing procedures to obtain evidence about the circulation report. The nature, timing, and extent of the procedures selected depend on our judgment, including an assessment of the risks of material misstatement of the circulation report whether due to fraud or error. We believe that our examination provides a reasonable basis for our opinion.

In our opinion, the total average qualified circulation for the six months ended June 2018 is fairly stated in the circulation report referred to above, and the other data contained in this report are fairly stated in all respects material to average qualified circulation.