

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	27
Non-Qualified Paid	214
Rotated or Occasional Samples	303
All Other	253
Total	797

1. AVERAGE QUALIFIED CIRCULATION BREAKDOWN FOR PERIOD

	Qualified Non-Paid		Qualified Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Single	292	100.00%	179	1.96%	471	4.99%
Group	-	-	-	-	-	-
Association	-	-	8,974	98.04%	8,974	95.01%
Gift	-	-	-	-	-	-
Bulk	-	-	-	-	-	-
Total	292	100.00%	9,153	100.00%	9,445	100.00%

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

Qualified paid association subscriptions averaging 8,974 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	9,183	0	7
February 2016	9,408	0	225
March 2016	9,478	0	70
April 2016	9,501	0	23
May 2016	9,556	0	55
June 2016	9,543	-13	0
TOTALS		-13	380

3A. BUSINESS/OCCUPATIONAL BREAKDOWN OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

	Total Qualified Copies	Percent of Total	Qualified Non-Paid	Qualified Paid	
				Association	Single
Mayors and Council Members	2,513	26.30%	2	2,508	3
City Managers, City Clerks in non-manager cities	475	4.97%	0	475	0
Finance Directors, City Clerks	1,116	11.68%	0	1,112	4
Police Chiefs and Fire Chiefs	700	7.33%	0	700	0
City Attorneys	339	3.55%	0	336	3
Public Works Directors and City Engineers	627	6.56%	0	626	1
Planning, Community Development and Redevelopment Directors	1,163	12.17%	3	1,156	4
Parks and Recreation Directors	339	3.55%	0	339	0
Personnel Directors and Employee Relations Officers	375	3.92%	0	374	1
Building Officials	338	3.54%	0	338	0
All Other City Department Heads and Officials	1,068	11.18%	8	1023	37
County, State and Federal	182	1.90%	174	0	8
Associations and Special Districts	91	0.95%	76	0	15
Schools, Universities and Libraries	43	0.45%	23	0	20
All Others	187	1.97%	176	5	6
Totals	9,556	100.00%	462	8,992	102

3B. MAILING ADDRESS BREAKDOWN OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

	Total Qualified	Percent
Individuals by name only and/or function	8,595	89.94%
Title or function only	757	7.92%
Not applicable	188	1.97%
Company name only	16	0.17%
Totals	9,556	100.00%

4. GEOGRAPHICAL BREAKDOWN OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

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	
NEW ENGLAND	6	0	6	0.07%
100-149 NY...	1	0	1	
070-089 NJ...	1	0	1	
150-196 PA...	1	0	1	
MID ATLANTIC	3	0	3	0.02%
430-458 OH...	1	0	1	
460-479 IN...	1	0	1	
600-629 IL...	1	1	2	
480-499 MI...	1	0	1	
530-549 WI...	1	0	1	
EAST NO. CENTRAL	5	1	6	0.07%
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	
WEST NO. CENTRAL	7	0	7	0.07%
197-199 DE...	0	0	0	
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	
SOUTH ATLANTIC	65	0	65	0.68%
400-427 KY...	1	0	1	
370-385 TN...	1	0	1	
350-369 AL...	1	0	1	
386-397 MS...	1	0	1	
EAST SO. CENTRAL	4	0	4	0.04%
716-729 AR...	1	1	2	
710-714 LA...	1	0	1	
750-799 TX...	1	0	1	
730-749 OK...	1	0	1	
WEST SO. CENTRAL	4	1	5	0.05%
590-599 MT...	1	0	1	
832-838 ID...	1	2	3	
820-831 WY...	1	0	1	
800-816 CO...	1	2	3	
879-884 NM...	1	0	1	
850-855 AZ...	1	0	1	
840-847 UT...	1	0	1	
890-898 NV...	1	0	1	
MOUNTAIN	8	4	12	0.13%
995-999 AK...	1	0	1	
980-994 WA...	0	0	0	
970-979 OR...	1	2	3	
900-961 CA...	358	9,086	9,444	
967-968 HI...	0	0	0	
PACIFIC	360	9,088	9,448	98.88%
UNITED STATES	462	9,094	9,556	
969 & 006-009 U.S. TERRITORIES				
CANADA	0	0	0	
FOREIGN	0	0	0	0.00%
TOTALS	462	9,094	9,556	100%

INDEPENDENT AUDITOR'S REPORT

We have examined the accompanying circulation report of Western City for the six months ended June 2019. 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 2019 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.

Richardson & Company, LLP