

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 over 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.

**MAGAZINE CHANNEL FORMAT – PRINT ISSUES**

**CALIFORNIA REAL ESTATE** is produced in a print format. The editorial for the print copy is the same for all recipients.

**FIELD SERVED**

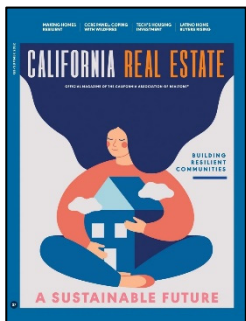
**CALIFORNIA REAL ESTATE** serves the CALIFORNIA ASSOCIATION OF REALTORS®

**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  
PRINT MAGAZINE**



## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>CALIFORNIA REAL ESTATE PRINT MAGAZINE</b> (3 issues in the period)	-	215,700	215,700
(See Paragraph 3b for Source)			

## AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	-
Allocated for Trade Shows and Conventions	1,333
All Other	1,429
<b>TOTAL</b>	<b>2,762</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	215,700	100.0	-	-	215,700	100.0
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>215,700</b>	<b>100.0</b>	<b>-</b>	<b>-</b>	<b>215,700</b>	<b>100.0</b>

\*See Additional Data

## 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2022 Issues	Total Qualified
Q3/Summer	213,100
REImagine! Conference	215,369
Q4/Fall	218,631

## 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF Q4/FALL 2022 This issue is 2.1% or 4,396 copies above the average of the other 2 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total
Licensed Real Estate Brokers (REALTORS®) and Sales Persons (REALTOR®-ASSOCIATES)	217,841	99.6
Affiliate Members	790	0.4
Honorary Members	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>218,631</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	

## 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF Q4/FALL 2022

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

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF Q4/FALL 2022

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	218,631	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>218,631</b>	<b>100.0</b>

### AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION

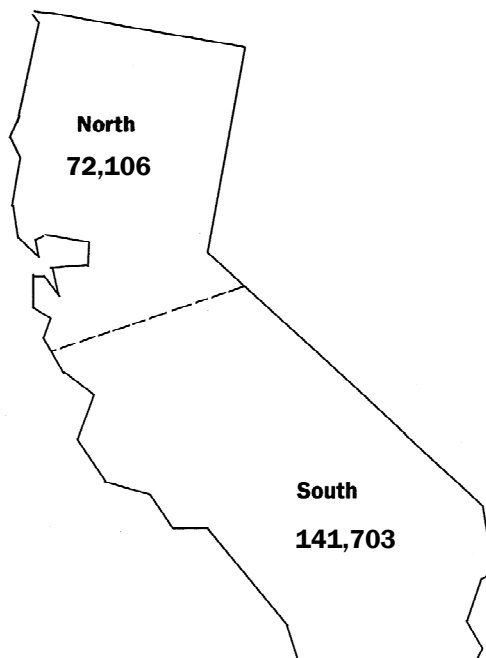
6-Month Period Ended:	Audited Data January – June 2020	Audited Data July – December 2020	Audited Data January – June 2021	Audited Data July – December 2021	Circulation Claim January – June 2022*	Circulation Claim July – December 2022*
Total Audit Average Qualified:	203,183	200,095	199,370	210,261	209,108	215,700
Qualified Non-Paid:	-	-	-	-	-	-
Qualified Paid:	203,183	200,095	199,370	210,261	209,108	215,700
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 2022 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 Q4/FALL 2022

Area	Total Qualified	Percent of Total
North	72,106	33.0
South	141,703	64.8
Other States	4,822	2.2
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>218,631</b>	<b>100.0</b>



## ADDITIONAL DATA

### CHANGE IN FREQUENCY:

Effective with the Q1/Winter 2022 issue, CALIFORNIA REAL ESTATE changed its frequency from 6 to 5 issues per year.

### PARAGRAPH 1:

Qualified paid Membership Benefit subscriptions averaging 215,700 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, CMO/Senior Vice President

Melissa Hanson-O'Hare, Senior Communication Project Specialist

(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

December 28, 2022

City

Los Angeles

State

California

Received by BPA Worldwide

December 28, 2022

Type

BD

ID Number

C014BRD22

#### About BPA Worldwide.

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in 19 countries, BPA is a trusted resource for compliance and assurance services.