



## 2017 MEDIA KIT



Missouri | E. Kansas | S. Illinois | S. Indiana

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## The AAA Brand



As a federation of affiliated motor clubs serving more than 55 million members in North America, AAA ranks among the most trusted brands in the world.

AAA leverages the strength of this national organization to serve local AAA members with relevant advice and valuable benefits.

Our members have confidence in the AAA brand and depend on the club for assurance, enjoyment and valuable savings. AAA's core values are unwavering: Integrity, Advocacy, Diversity, Social Responsibility and Service. AAA will always do what is right for its members. AAA will serve as their most trusted advisor while they enjoy the freedom of mobility and the use of their automobiles.



# What our Best Customers are Saying...



*"The customers we get from AAA are **very high quality**."*

*"When they sign up, **they stay**, they have a high **lifetime value** and they're **very profitable customers** for us."*

*"We know the paid publications are a **key driver** in reaching the AAA member."*

**Kevin Vas**, Director, Converge Direct,  
agency for DIRECTV



*"We have been advertising in the club publications for **over 20 years** and we look forward to continuing to do so."*



*"The club publications are the **best way** to reach the **largest number of members**."*

*"The club publications are a **key channel** in our marketing strategy for AAA."*

**Hope Effross**, Associate Manager



# AAA Member Demographics

AAA magazines are dedicated to the AAA members and their interests. Travel is of major interest.

- **97%** leisure travel
- **79%** households took a domestic vacation
- **76%** took a weekend getaway
- **68%** took a road trip

Our magazines support and inspire overnight travel, and our members turn to them for getaway ideas and destinations.

- **87%** read 3 or 4 out of 4 issues
- **82%** took action as a result of reading a AAA publication



AAA is one of America's most trusted brands.

\*Domestic vacation defined as 1+ overnights, and getaways defined as 2-4 overnights  
Sources: 2013 GfK MRI Subscriber Study; August 2015 Confrimit Readership Study

## Age and Gender



Median Age



18-34 8.5% 35-54 29.0% 55+ 62.5% 65+ 37.2%

## Main Residence

\$230,428 Average Value \$194,852 Median Value

Average Value Median Value



Rent Index 36



Own Index 130

## Household Income



Average Income Index 156



Median Income Index 136

## Household Structure



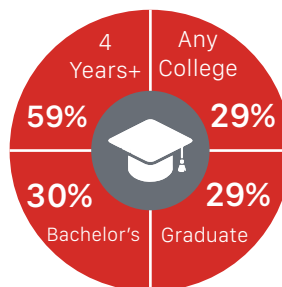
Couple 45.2%

Single 22.8%

Couple with child/children 20.9%

Single with child/children 4.1%

## Education



## Employed



45.6% Full-time



# AAA Member Travel Habits

## How Long Before Traveling Do You Typically Book Your U.S. Trip?



## Source of Influence

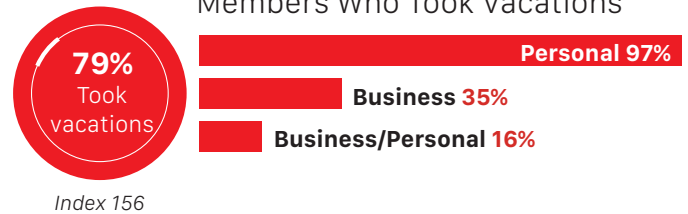
AAA members use their magazine as an **important** source of information for travel planning.

- 53% AAA member magazine
- 23% Other magazines/newspapers
- 12% TV
- 3% Radio

## Travel Comparison

	US HH	MT HH	INDEX
Plane Trips	42.2%	60.9%	144
Used Rental Car	9.5%	28.9%	304
Casino Gambling	15.6%	27.7%	178
Railroad Trips	1.9%	7.5%	395
Bus Trips	2.2%	4.7%	203
Motor Home	1.7%	2.8%	165

## Members Who Took Vacations



Average amount spent on trip  
Index 144



Took Weekend trips



Traveled by car  
Index 33

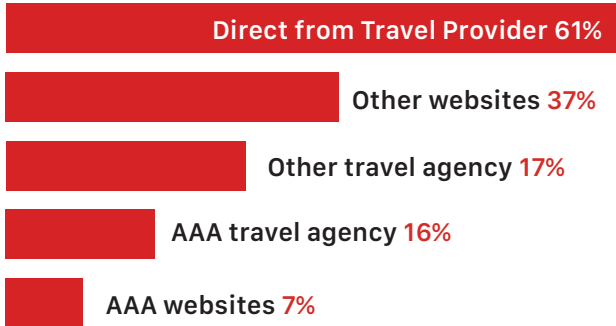
2013 Gfk MRI Subscriber Study  
August 2015 Confrimit Readership Study



AAA members travel **more**, stay **longer** and spend **more**.

# AAA Travel Planning and Booking

## Method Readers Use to Make Reservations or Buy Tickets for Trip

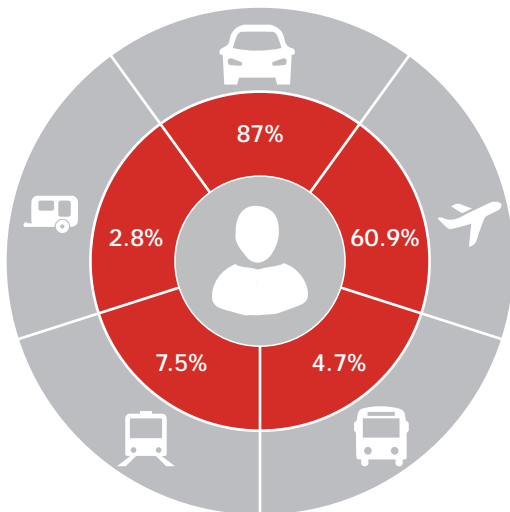


## Top U.S. Areas Visited in the Past Year by Midwest Traveler Members

<b>ARIZONA</b>		2.3%	13,754*
	PHOENIX/SCOTTSDALE	7.6%	45,448*
<b>ARKANSAS</b>		21.1%	126,178*
<b>CALIFORNIA</b>	SAN DIEGO	5.3%	37,674*
<b>FLORIDA</b>	PENSACOLA	6.7%	40,066*
<b>ILLINOIS</b>		38.9%	232,622*
	CHICAGO	20.6%	123,188*
<b>INDIANA</b>		13.5%	80,730*
	INDIANAPOLIS	10.9%	65,182*
<b>KANSAS</b>		34.6%	147,105*
<b>LOUISIANA</b>		7.2%	43,056*
<b>MICHIGAN</b>		9.0%	53,820*
<b>MISSOURI</b>		27.8%	166,244*
	BRANSON	32.1%	191,958*
	KANSAS CITY	42.0%	251,160*
	ST. LOUIS	54.3%	324,714*
<b>NEVADA</b>	LAS VEGAS	7.8%	46,644*
<b>TENNESSEE</b>		26.9%	160,862*
<b>TEXAS</b>	HOUSTON/GULF COAST	4.4%	26,312*

\*Based on circulation

## Method of Transportation When Taking a Trip



# AAA Midwest Traveler Full Circulation Rates

## Rate Card 67

Rates effective with the January/February 2017 Issue

All rates are gross

ISSUE DATES: **ALL ISSUES**

FOUR COLOR

**Circulation** (Each Issue) **602,740**

Full Page \$16,545

2/3 Page \$11,582

1/2 Page \$ 9,927

1/3 Page \$ 6,618

1/6 Page \$ 3,309

**Covers (Four Color)**

2nd & 3rd Cover \$17,985

**Travel Directory**

4 Inch \$ 2,417

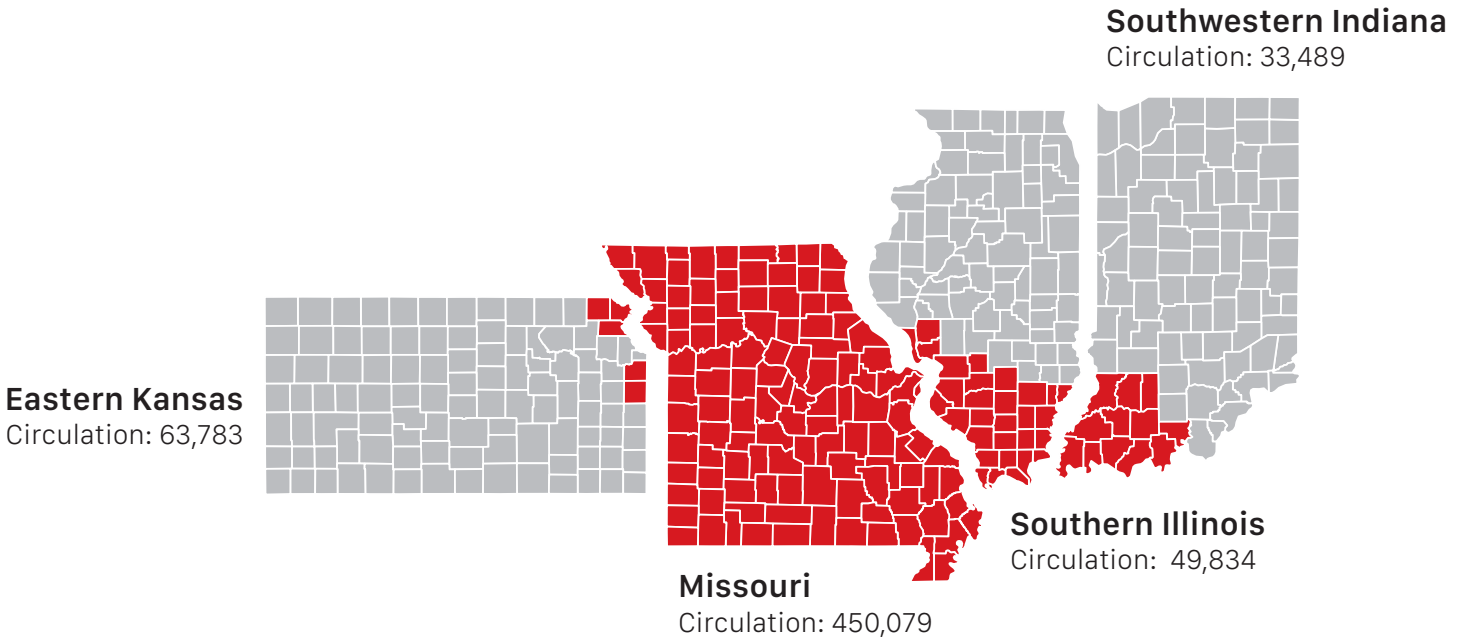
3 Inch \$ 1,699

2 Inch \$ 1,330

1 Inch \$ 595

## Regional Rates

<b>Circulation</b> (Each Issue)	Western Zone	Eastern Zone
Full Page	243,281	349,247
1/2 Page	\$7,850	\$11,290
	\$4,320	\$ 6,210



Mailed to AAA households, September/October 2016 mailing  
\*Balance goes to other states.



# AAA Midwest Traveler Specs and Material Closings

AD SIZES	LIVE AREA [WXH]	TRIM SIZE [WXH]	BLEED [WXH]
2 PAGE SPREAD	15" X 9.625"	15.75" X 10.5"	16" X 10.75"
FULL PAGE	7" X 9.625"	7.875" X 10.5"	8.125" X 10.75"
2/3 PAGE WITH BLEED	4.375" X 9.625"	5.125" X 10.5"	5.375" X 10.75"
2/3 PAGE WITHOUT BLEED	4.625" X 9.625"		
1/2 HORIZONTAL	7" X 4.75"	7.875" X 5.25"	8.125" X 5.5"
1/3 SQUARE	4.625" X 4.75"		
1/3 VERTICAL	2.25" X 9.625"		
1/6 VERTICAL	2.25" X 4.75"		

## REGIONAL TRAVEL DIRECTORY

1 INCH	2.25" X 1"
2 INCH	2.25" X 2"
3 INCH	2.25" X 3"
4 INCH	2.25" X 4"



## January/February

Reserve Space By Oct 28, 2016  
Materials Due By Nov 4, 2016  
In home Dec 29, 2016

## March/April

Reserve Space By Jan 6, 2017  
Materials Due By Jan 13, 2017  
In home Mar 2, 2017

## May/June\*

Reserve Space By Feb 17, 2017  
Materials Due By Feb 24, 2017  
In home April 15, 2017

\*Mails early each year

## July/August

Reserve Space By May 5, 2017  
Materials Due By May 12, 2017  
In home June 30, 2017

## September/October

Reserve Space By July 7, 2017  
Materials Due By July 14, 2017  
In home Sep 1, 2017

## November/December

Reserve Space By Sep 8, 2017  
Materials Due By Sep 15, 2017  
In home Nov 3, 2017

## AD POLICIES

### Cancellation

Cancellations will not be accepted by the publisher after the closing date. Cancellation must be in writing.

### Commissions/Credit

Agency Commission: 15 percent Net in 30 days. First-time advertisers required to pay in advance. Publisher reserves the right to hold advertiser and/or advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

### Reader Service

Available to all advertisers. Insertions received after closing date may not receive a listing.

### Inserts

Rates quoted on request.

### Advertising Acceptance

The publisher reserves the right to accept or decline any advertising. The advertiser assumes liability for all advertising content (including text, representations and illustrations of advertising printed) and also assumes responsibility for any claims arising thereof made against the publisher. Any advertisement that simulates editorial content will be labeled as advertisements. When a date change in copy is not received by the material due date, copy run in the previous issue will be inserted. Late fees may be assessed for copy received after the due date.

Publication of an advertisement demonstrates acceptance by the publisher. Prior to publication, there is no obligation or liability upon the publisher. No credit for positioning unless agreed to in writing.

## AD SPECIFICATIONS

### Mechanicals

Printing Process: Web Offset  
Trim Size: 7.875" x 10.5"  
Binding: Saddle-stitched (jogged to the head)

### Macintosh Supported

### Software

- PDF files must be version 1.3 (PDF/X-1a)
- QuarkXpress
- Adobe Creative Cloud

### Fonts

- Always use real typeface. Do not use application to apply styles (i.e., bold, italic, outline, shadow, underline)
- Black type should be 100% black

### File Requirements

- High resolution of 300 dpi
- LPI is 150
- Maximum ink density is 280%
- Four color process, CMYK

## DELIVERY OPTIONS

### Email Delivery

Email to: [ads@haMediaGroup.com](mailto:ads@haMediaGroup.com)

### Upload Instructions

- Must be compressed or zipped
- <http://ads.haMediaGroup.com>

### Disclaimer

- Any reflowing of text in layout because file was not ripped through a high-end output device, 600 dpi or above, will not be the responsibility of the magazine
- White color is only available as a knock out
- QR Codes are accepted, but should be 100% black and set to overprint.

Complete advertising specifications can also be found at [www.haMediaGroup.com/ratecards](http://www.haMediaGroup.com/ratecards)  
For additional information, call 402.592.5000 ext. 294 or ext. 456





# Coverage of H&A Media Group

## Alabama Journey

Alabama

## Home & Away

Columbus and Akron OH,  
Indiana, Oklahoma,  
Southern Pennsylvania,  
Hudson Valley (Albany, NY)  
and South Dakota

## AAA World

E. Connecticut, E. Kentucky,  
So. W. Virginia, Kansas,  
Cincinnati, and Miami  
Valley (Dayton) Ohio

## Live | Play | AAA

Minneapolis, MN

## Car & Travel

Metro New York, Northern  
New York and Long Island

## Northern New England Journey

Vermont, New Hampshire and Maine

## AAA Living North

North Dakota, Minnesota,  
Nebraska, Iowa, Wisconsin,  
Illinois/No. Indiana, Michigan

## AAA Living South

Florida, Georgia, Tennessee

## AAA Midwest Traveler

Missouri, So. Indiana, So. Illinois  
and E. Kansas

## AAA Southern Traveler

Arkansas, Louisiana and  
Mississippi

## Your AAA New Jersey

Essex, Morris and Union Counties

## AAA GO Magazine

North and South Carolina

## AAA Horizons

Massachusetts, Rhode Island  
and Western Connecticut

## Member Connection

Western and Central New York

## AAA North Penn News

Northern Pennsylvania

