



Going Places

THE MAGAZINE FOR TODAY'S TRAVELER

MEDIA KIT 2013

1-800-222-7366

AAAGoingPlaces.com

Florida | Georgia | Puerto Rico | Tennessee





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The AAA Brand

For more than 100 years, AAA has been the recognized national leader in providing “peace of mind” for motorists while they are “on the go.”

As a federation of affiliated motor clubs serving more than 53 million members in North America, AAA ranks among the most trusted brands in the world.

As a club, and not just another for-profit company, we leverage the strength of this national organization to serve our local AAA members with relevant advice and valuable benefits.

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



AAA Going Places

Going Places reaches nearly 3 million AAA member households in Florida, Georgia, Tennessee, Puerto Rico and targeted areas of New York, Ohio and Pennsylvania.

AAA *Going Places* magazine is a bimonthly, lifestyle-focused magazine written for and distributed exclusively to members of AAA. Every issue of *Going Places* includes features on domestic and international destination travel, as well as timely news on regional events, healthy living, automotive issues, financial planning and consumer information.

Key Brand Attributes

- Trustworthy
- Honest
- Respected
- Dependable

Best Brand

- Award-Winning
- High Quality
- Consistent

Worth More

- Value
- Prestige/Status
- Peace of Mind

Leader

- Authority
- Expert
- Advocate

Care for Customers

- Service
- Information
- Accessible

Households*

- Married **64%**
- Single **36%**
- Married with minors present **58%**
- One or more minors Age 0-12 **24%**
- One or more minors Age 12-18 **13%**
- Married with no minors. **19%**
- Not married with minors present **8%**
- Not married with no minors **10%**



Demographic Profile**

Age

(Mean Age: 55)

- 18-64 **60%**
- 65 and older **40%**

Household Income

(Mean: \$93,200)

- \$100,000+ **34%**
- \$50,000–\$99,000 **29%**
- Under \$50,000 **27%**

Employment Status

- Professional/Managerial **68%**
- Full-Time/Part-Time Other **54%**
- Retired **40%**

Education

- Attended/Graduated College **73%**
- High School **23%**
- Less than High School **4%**

Readership

- Female **62%**
- Male **38%**

Primary Residence

- Own **89%**
- Rent **11%**

Home Value

- \$200,000+ **48%**
- \$150,000–\$199,999 **21%**
- Less than \$150,000 **31%**

Membership Loyalty

Average length of AAA membership **15 Years**

*Source: The Auto Club Group - SR—Member Database 9/10/2012
 ** Source: 2011 AAA Publication Reader Profile Study (MRI)

Demographic Profile

Avid Magazine Readers*

- 73%** are regular readers (at least 3 of the past 4 issues)
- 63%** have read all of the past 4 issues
- 72%** say they prefer AAA *Going Places* magazine over any other means of communication for information on travel and other products and services
- 61%** of our readers say they look to AAA for suggestions and directions when planning their vacation

Our readers spend an average of **25 minutes** reading each issue

78% of our members prefer to receive a printed copy of AAA *Going Places* in the mail

Pass-along rate of 1 additional reader per copy of *Going Places*

Going Places has won more than **80 awards** for excellence in writing and design

*Source: 2011 AAA Publication Reader Profile Study (MRI)



Involved Users of the Magazine*

- 80%** rate *Going Places* as an excellent/good source of new product information
- 74%** took action as a result of reading *Going Places* magazine
- 65%** visited or contacted AAA for more information as a result of reading the magazine



Readers as Active Travelers*

(in the past 12 months)

58% went shopping while on vacation

50% visited historic sites while on vacation

50% visited a beach

35% visited theme parks & local attractions

30% visited a museum

35% visited national parks

22% attended sporting events

24% participated in casino gambling

Members Love to Travel

Readers as Frequent Travelers*

91% have spent 3 or more nights in a hotel or motel (for business, vacation or personal reasons) in the past 12 months

78% have taken a trip within the U.S. in the past 12 months

47% have taken a trip outside the U.S. in the past 3 years

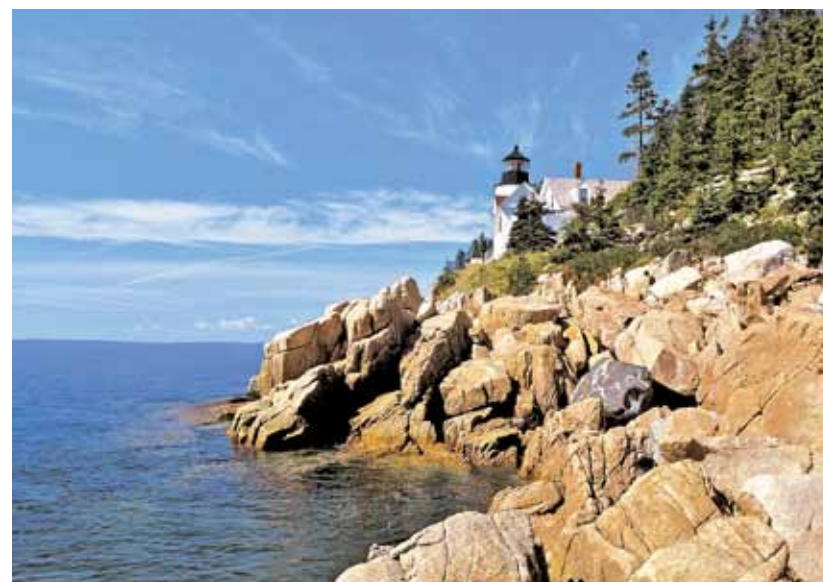
67% currently hold a U.S. passport

29% have taken a cruise in the past 3 years

86% have taken at least two weekend trips (2-4 days) in the past 12 months

AAA *Going Places* readers spend an average of **\$2,300** per year on vacations...**42%** more than the national average

*Source: 2011 AAA Publication Reader Profile Study (MRI)



Members Love to Save

Savings*

71% use hotel/motel discounts—the most commonly used among all AAA discount services

58% obtained a AAA discount of some type in the past year

On average, members who used AAA discounts in the past year did so **6 times**

Members who used AAA discounts in the past year saved an average of **\$148.76**

86% say AAA discounts have an influence on their purchase of specific brands of products and services costing \$100 or more

*Source: 2010 AAA/CAA Show Your Card & Save® / Discounts Awareness and Usage Study Association Report February 2011

Members identified their top discount preferences*

Hotels..... **89%**

Retail shopping **56%**

Movies and entertainment..... **67%**

Home improvement..... **66%**

Travel services and products **80%**

Automobiles (auto parts & services) **76%**

Outdoor recreation **60%**

Restaurants..... **77%**

Sports & sporting events **60%**

Cellular phone services..... **64%**

Gasoline rebates **86%**

Health care products **53%**

Groceries..... **72%**

Drug stores/ prescriptions..... **53%**

Pet products..... **43%**

2013 Editorial

		January/February	March/April	May/June
Domestic Travel		Romantic Destinations	The Carolinas	The Carolinas
		Family Getaways	St. Patrick's Day Destinations	Getaways and Vacations
		Disney Month		
Int'l Travel		Eastern Europe, Caribbean	East Mexico	Italy
Special Initiatives			Visit Orlando	Visit Florida
			Georgia special section including Madison-Morgan, Brunswick, Jekyll Island, Sea Island, Cumberland Island and other areas	Tampa Bay & Co.
			Tennessee special section including Nashville and Middle East	Visit Orlando
Road Trips	Florida	Viva Florida, Tampa Gasparilla Pirate Fest; Daytona 500 "The Great American Race"	St. Petersburg Mainsail Arts Festival; family attractions; The Pier, Salvador Dali Museum, Great Explorations; St. Augustine; Spring Training; Miami International Film Festival	Sarasota; Destin; Emerald Coast
	Georgia	Atlanta Metro	Attractions/Happenings	Mountains and Gainesville
	Tennessee	Attractions/Happenings	Attractions/Happenings	Chattanooga and Southeast

In every issue: President's Message, Letters from Members, Editor's Notes, Automotive Editorial, Living Healthy, Insurance & Money, Hotels & Attractions, Reader Service, Local & International Travel Editorial

2013 Editorial

		July/August	September/October	November/December
Domestic Travel		Last-Minute Family Vacations	Halloween Destinations	Family Cruising
			Asheville, NC	Holiday Getaways
			Alaska	Cruising Alaska
Int'l Travel		South Africa	The Caribbean	Cruising Europe
Special Initiatives		Visit Florida	Georgia special section including Savannah	
		Worth the Drive guide	Tennessee special section including Knoxville and Middle East	
		Visit Orlando	Alaska	
Road Trips	Florida	Orlando—pet-friendly options; Pensacola—National Flight Academy; Sarasota—Suncoast Super Boat Grand Prix	Miami Metro Zoo—Monster Splash Nighttime Bash Spooky Adventures; Greater Fort Lauderdale and Greater Miami Everglades, Seminole Indians. Butterfly World, Biscayne National; Historical Museum of Southern Florida, Jewish Museum of Florida, Miami Seaquarium, Gold Coast Railroad Museum	Seaside; Shopping in Panama City, Pier Park, Grand Panama Beach Resort and Carillon Beach
	Georgia	Albany and "Plantation Trace"	Attractions/Happenings	Charleston, SC; Magnolia Midlands, Statesboro, GA
	Tennessee	Memphis and Surrounding Areas	Attractions/Happenings	Cumberland, TN; Charleston, SC

Northern edition: For the editorial calendar specific to the North, contact your AAA *Going Places* advertising representative.



AAA Marketplace

AAAGoingPlaces.com

We invite advertisers to participate in our free reader service program, AAA Marketplace. This service provides advertisers with high-quality leads from readers who have requested information on an advertised product, service or offer. Advertisers receive leads via email.

Throughout AAA *Going Places* magazine, we encourage our members to visit our website to view additional articles, join in our online community, and enter our AAA Marketplace sweepstakes (more than 45,000 responses in 2012). These are all additional opportunities for our advertisers to be seen!



In the Magazine—Members choose advertiser(s) from whom to receive information and then request by fax, mail or online. A sweepstakes brings traffic to AAAGoingPlaces.com, where advertisers have an additional opportunity to promote their products, services and offers.

Enter to Win
For more details and to enter, visit AAA.com/GoingPlaces

Sweepstakes/Giveaways—A dedicated AAA sweepstakes appears in every issue of *Going Places*, driving more traffic to the online AAA Marketplace. Includes a micro-site pop-up with a brief description of the advertiser and sweepstakes prize. We welcome advertiser participation in this program.



Online—Your online listing is displayed for a minimum of 60 days and includes your logo, a link to your website or designated webpage, and a brief description.



Links directly to your website!

Added Value

AAAGoingPlaces.com



Premier Advertiser Spotlight—On the front page of AAA Marketplace online, the Premier Advertiser Spotlight is an additional opportunity for your advertisement to be seen. Your digital ad can hot link directly to your website or to a micro-site. **Value: \$7,500**



Featured Advertiser Spotlight—This displays “above the fold” and includes logo/image, 40-character description and spotlight micro-site image (which includes a maximum 2,000-character description and optional URL, downloadable catalog/brochure link and multimedia link.) **Value: \$7,500**



Great Offers to AAA Members—Online featured articles include a scrolling banner. Your ad is just a click away from our members! **Value: \$7,500**



By the Numbers

2013 Regional Coverage

Full Circulation 2,864,153

Entire AAA Going Places Coverage Area

South Circulation*	2,551,580	North Circulation	312,573
Florida	1,798,629	New York	215,342
Georgia	430,015	Ohio	70,924
Tennessee	314,245	Pennsylvania	26,307
Puerto Rico	8,691		

2013 Coverage by State

Florida		Pennsylvania	
Entire State	1,798,629	Schuylkill County	26,307
Georgia		Puerto Rico	
Entire State	430,015	Entire Region	8,691
New York		Tennessee	
Hudson Valley	89,025	East Tennessee	140,468
Northway	97,919	West Tennessee	173,777
Southern NY	28,398		
Ohio			
Akron	61,720		
Shelby County	9,204		

State coverage includes all of the above except the following:

- January/February Southern NY; Schuylkill County, PA
- May/June Hudson Valley, NY
- July/August Southern NY; Schuylkill County, PA
- September/October Hudson Valley, NY

* Source: ABC Audit Report average circulation for 12 months ending December 31, 2011.

Market Penetration

Regional Inserts

Readers in Florida, Georgia and Tennessee receive unique, specialized pages featuring editorial and advertising content relevant to their states. See the editorial calendar for our special initiatives.

Florida

Reach nearly 1.8 million member households with a wide variety of special sections, polybagged promotions and publications, targeted mailings and much more. We efficiently deliver your message to highly receptive audiences.



Georgia

Nearly 85% of our Peach State readers live in the Atlanta area. We can help you reach this metropolitan market—and all of our 430,015 member households throughout Georgia—easily and effectively.

Tennessee

When your target audience includes this fast-growing state, we've got you covered. Reach more than 314,000 member households, stretching from the riverbanks of Memphis to the forests of the Great Smoky Mountains.



Contact us to learn more about how AAA Going Places can help you get your information directly into the hands of readers most likely to act upon it.

2013 Display Rates*

For 3x rate—3% discount off select issue pricing

South • circulation: 2,551,580

Florida, Georgia, Tennessee, Puerto Rico

Rate	1x	3x	6x
Full Page	\$66,768	\$64,764	\$62,762
2/3 Page	\$48,741	\$47,278	\$45,816
1/2 Page	\$38,525	\$37,347	\$36,214
1/3 Page	\$28,243	\$27,395	\$26,548
1/6 Page	\$13,882	\$13,465	\$13,048



North • 1x rate

New York, Ohio, Pennsylvania

	Jan/Feb	Mar/Apr	May/June	Jul/Aug	Sep/Oct	Nov/Dec	6x rate based on average circulation
Circulation	260,156	314,643	222,796	257,523	221,584	311,276	264,663
Full Page	\$7,564	\$9,244	\$6,525	\$7,904	\$6,430	\$9,041	\$6,979
2/3 Page	\$5,522	\$6,748	\$4,764	\$5,770	\$4,694	\$6,600	\$5,095
1/2 Page	\$4,365	\$5,334	\$3,765	\$4,560	\$3,711	\$5,217	\$4,027
1/3 Page	\$3,200	\$3,911	\$2,760	\$3,343	\$2,720	\$3,825	\$2,952
1/6 Page	\$1,572	\$1,922	\$1,356	\$1,643	\$1,337	\$1,880	\$1,451

Surcharges:
Cover positioning 15%
Premium positioning 10%

Discounts:
Agency 15%

* All rates stated are gross. Insert and BRC printing quotes available upon request. For special insert, gatefold ads or other unique advertising options, please consult your advertising sales representative.



2013 Display Rates Rates by State*

Georgia & Tennessee • Circulation: 744,260

Rate	1x	3x	6x
Full Page	\$28,502	\$27,647	\$26,792
2/3 Page	\$20,807	\$20,183	\$19,559
1/2 Page	\$16,445	\$15,952	\$15,458
1/3 Page	\$12,065	\$11,694	\$11,333
1/6 Page	\$5,925	\$5,747	\$5,570

Georgia • Circulation: 430,015

Rate	1x	3x	6x
Full Page	\$17,490	\$16,965	\$16,441
2/3 Page	\$12,768	\$12,385	\$12,002
1/2 Page	\$10,092	\$9,789	\$9,486
1/3 Page	\$7,398	\$7,176	\$6,954
1/6 Page	\$3,636	\$3,527	\$3,418

Tennessee • Circulation: 314,245

Rate	1x	3x	6x
Full Page	\$14,179	\$13,754	\$13,328
2/3 Page	\$10,351	\$10,040	\$9,730
1/2 Page	\$8,181	\$7,936	\$7,690
1/3 Page	\$5,998	\$5,818	\$5,638
1/6 Page	\$2,948	\$2,859	\$2,771

West Tennessee • Circulation: 173,777

Rate	1x	3x	6x
Full Page	\$7,814	\$7,580	\$7,346
2/3 Page	\$5,704	\$5,533	\$5,362
1/2 Page	\$4,509	\$4,373	\$4,237
1/3 Page	\$3,306	\$3,207	\$3,107

East Tennessee • Circulation: 140,468

Rate	1x	3x	6x
Full Page	\$6,590	\$6,394	\$6,196
2/3 page	\$4,811	\$4,666	\$4,523
1/2 page	\$3,804	\$3,689	\$3,574
1/3 page	\$2,788	\$2,705	\$2,621



Reader Service

AAA members respond to offers for additional information through reader service. Here are statistics from 2011:

January/February	Total Respondents	3,961
	Total Selections	10,657
March/April	Total Respondents	8,223
	Total Selections	22,480
May/June	Total Respondents	5,737
	Total Selections	17,962
July/August	Total Respondents	9,917
	Total Selections	16,339
September/October	Total Respondents	11,231
	Total Selections	16,787
November/December	Total Respondents	5,927
	Total Selections	8,245

Source: ArgiFocus Reader Service management report November/December 2011—September 2012.

Surcharges:
Cover positioning 15%
Premium positioning 10%

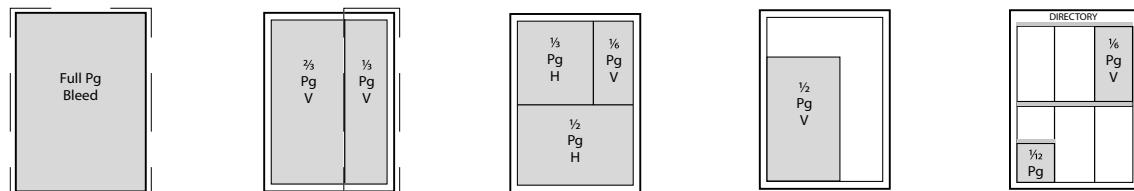
Discounts:
Agency 15%

* All rates stated are gross. Insert and BRC printing quotes available upon request. For special insert, gatefold ads or other unique advertising options, please consult your advertising sales representative.

Specifications

Magazine trim size: 8" x 10.5"

Ad Size	Bleed Ad Size*	Trim Size	Non-Bleed Size
Full Page	8.25" x 10.75"	8" x 10.5"	7" x 9.5"
2/3 Page Vertical	----	----	4.625" x 9.5"
1/2 Page Horizontal	8.25" x 5.55"	8" x 5.3"	7" x 4.625"
1/2 Page Vertical	----	----	4.625" x 6.75"
1/3 Page Vertical	3" x 10.75"	2.75" x 10.5"	2.25" x 9.5"
1/3 Page Horizontal	----	----	4.625" x 4.625"
1/6 Page Vertical	----	----	2.25" x 4.5"
1/12 Page (Directory)	----	----	2.25" x 2"



* For all bleed ads, create page layout document to Trim Size, then add .125" bleed to all four sides. All critical design type and copy elements must stay within the Live Area dimensions (.25" in from trim on all sides) to ensure all pertinent information is within trim safe zone.

Submissions

Advertising submissions via email are preferred for files less than 10 MB. They should include the advertiser's name, the region(s) the ad is to run in, the issue date and advertiser contact information. **Email files to: ads@aaasouth.com.**

For electronic submissions larger than 10 MB, we require advertisers to submit their ads through our secure FTP site. **For login and password information, please contact our production department at (813) 289-1317.**

Advertising submissions via CD-ROMs and DVDs are also permissible. If art is mailed, a hard-copy color proof is required. **Ship to AAA Going Places, Attn: Magazine Production, 1515 N. Westshore Blvd., Tampa, FL 33607.**

File Specifications

Preferred file format is high-resolution (300 dpi) PDF with all fonts and images embedded and all colors converted to CMYK. Adobe InDesign files are acceptable if all fonts and support materials are included (unflattened PSD or AI formats, no JPG; no RGB or spot colors). Non-digital-ready art (positives) and film (negatives) are not accepted. Call our production department at (813) 289-1317 if you have any questions regarding file specifications.

Ad Close / Materials Due Dates

2013 Issue Date	Space Closing	Materials Due	In-Home
January/February	Nov. 12, 2012.....	Nov. 21, 2012	Dec. 26, 2012
March/April.....	Jan. 14, 2013.....	Jan. 22, 2013	Feb. 22, 2013
May/June.....	March 13, 2013.....	March 20, 2013	April 22, 2013
July/August	May 13, 2013.....	May 20, 2013	June 21, 2013
September/October	July 15, 2013.....	July 22, 2013	Aug. 21, 2013
November/December	Sept. 12, 2013.....	Sept. 19, 2013	Oct. 21, 2013

Northern Edition: For ad close, material and in-home dates specific to the North circulation, contact your AAA *Going Places* advertising representative.

Advertising Acceptance

The publisher reserves the right to accept or decline any advertising. The advertiser assumes the 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. An advertisement that simulates editorial content will be prefaced by the word "Advertisement." Acceptance of advertising does not constitute a recommendation or endorsement of an advertiser's firm, service or product by AAA *Going Places*.

General Conditions

Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher for advertising that advertiser or its agent ordered in which advertising was published. Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. Cover space reservations are noncancelable. Advertising orders are noncancelable after 10 days prior to closing date. Clients and their agents will be billed for space reserved if materials do not reach the publisher prior to materials due date unless written cancellation is received prior to closing. Conditions other than rates are subject to change by publisher without notice. All contents of advertisements are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time. Positioning of advertisements is at the discretion of the publisher. Advertisements are accepted upon the representation that advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold publisher harmless against any expense or loss by reason of any claims arising out of publication. All other policies and conditions as listed in current rate card and SRDS listings apply. No special requests are acknowledged unless written confirmation is made by the publisher. Publisher can require payment in advance if advertiser and/or agency defaults in payment of invoices regarding this account or if advertiser's and/or agent's credit is impaired. With regard to shipping, advertiser and/or agency will prepay transportation and import charges on all materials sent to publisher. If not prepaid, publisher has the right to reject or pay the charges, which shall promptly be reimbursed by the advertiser and/or agency. Advertiser and/or agency must make written objection within sixty (60) days after billing or the statement rendered will be binding on advertiser and/or agency.

Worth the Drive Guide

When you advertise in the *Worth the Drive* guide, your message lands in the hands of AAA members and highly targeted Florida visitors planning Florida drive vacations. The 2013 edition will be rich with stories and suggested 3- and 4-day itineraries that will inspire readers to explore Florida like never before. Readers can discover small-town gems or see their favorite cities in a whole new light. No matter what corner of the state they visit, *Worth the Drive* readers will find ways to immerse themselves in Florida's rich, diverse heritage.

- 300,000 copies polybagged and mailed with July/August issue of *Going Places*
- 200,000 distributed in AAA offices year round
- 1,700,000 eGuides delivered electronically to AAA members

Exposure

- Full year of online exposure in eGuide with link from online ad to advertiser's website
- Full year of free reader service leads in AAA *Going Places* magazine



Worth the Drive Guide Advertising Rates*

Ad Size	Web Partner or Non-Partner	Marketing Partner
Full Page	\$15,595	\$12,995
1/2 page	\$9,355	\$7,795
1/4 page	\$5,635	\$4,695
Premium Position (Full page only)	\$17,935	\$14,945

Issue Date:
July 2013 – June 2014

Space Deadline:
April 4, 2013

Materials Deadline:
April 11, 2013

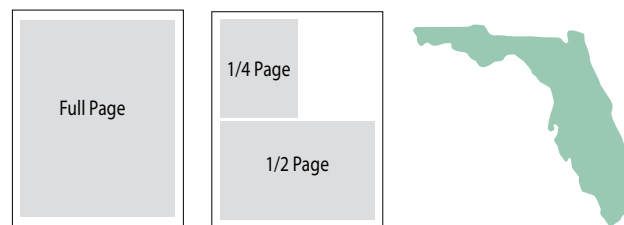
* Rates listed are net rates. Coupon, real estate and timeshare advertisements are not accepted.

- Full-Page Ads: Guaranteed half page of "special call-out" editorial with one photo, phone number and website
- Half-Page Ads: Guaranteed editorial mention of at least one paragraph with phone number and website

Advertising Specifications

Magazine trim size: 5.25" x 8.25"

Ad Size	Bleed Size**	Non-Bleed Size
Full Page	5.50" x 8.50"	4.625" x 7.75"
1/2 Page	N/A	4.625" x 3.5"
1/4 Page	N/A	2.25" x 3.5"



** For all bleed ads, create page layout document to Trim Size, then add .125" bleed to all four sides. All critical design and copy elements must stay within the Live Area (.25" from trim on all sides) to ensure all pertinent information is within trim safe zone.

Contact

MICHAEL EISMAN
tel: (813) 289-5931 fax: (813) 288-7935
meisman@aaasouth.com

2013 Regional Advertising Representation

GAIL WYSOCKI

Managing Director, Advertising Sales
The Auto Club Group
tel: (313) 336-5695
fax: (313) 336-0503
gewysocki@aaamichigan.com

MICHAEL EISMAN

National Account Manager
The Auto Club Group
tel: (813) 289-5931
fax: (813) 288-7935
meisman@aaasouth.com
Alabama, Florida, Mississippi, North Carolina, Virginia

SCOTT RICKLES

Ray Rickles & Co.
tel: (770) 664-4567
fax: (770) 740-1399
srickles@aol.com
Georgia, South Carolina, Tennessee

CYNDY FLEMING

American Publishers Representatives, Ltd.
tel: (416) 363-1388
fax: (416) 363-2889
cyndy.fleming@publicitas.com
Canada

LES GRAFMAN

Sales Management Group, Inc.
tel: (914) 949-4726
fax: (914) 949-8635
lesgrafman@salesmgt.net
Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, Washington, DC

BETTY WARD

Media Consultants
tel: (954) 929-5120
fax: (954) 921-2059
caribgal@bellsouth.net
Caribbean, Puerto Rico, Mexico

MILTON GERBER

Gerber and Company
tel: (847) 247-9800
fax: (847) 367-9730
miltongerber@ameritech.net
Illinois, Indiana, Michigan, Minnesota, Eastern Missouri, Wisconsin

NELSON GUMM

AJR Media
tel: (713) 942-7676
fax: (713) 942-0277
nelson@ajrmediagroup.com
Arkansas, Oklahoma, Louisiana, Texas

General Advertising Questions

1-800-222-7366

CARRIE BYRD

tel: (813) 288-7935
cbyrd@aaasouth.com

Reach More AAA Members

Advertise in AAA Living

As one of the largest AAA clubs in the federation, the Auto Club Group (North) also offers advertising opportunities, serving more than 4.2 million loyal members in Michigan, Illinois, Indiana, Minnesota, Iowa, Nebraska, North Dakota and Wisconsin.

Contact

GAIL WYSOCKI
tel: (313) 336-5695 fax: (313) 336-0503
gewysocki@aaamichigan.com

Print and digital edition available 4 times per year, digital-only edition 2 times per year.

Total Circulation 2,459,090

Illinois/N. Indiana	953,250
Iowa	158,986
Michigan	977,472
Minnesota	288,630
Nebraska	113,150
North Dakota	35,698
Wisconsin	365,767



 **Going Places**
THE MAGAZINE FOR TODAY'S TRAVELER

1-800-222-7366
AAAGoingPlaces.com