

# LIVE | PLAY | AAA

THE OFFICIAL MEMBER PUBLICATION OF



## 2017 EDITORIAL CALENDAR

120,000 CIRCULATION | HENNEPIN COUNTY, MINNESOTA  
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### JANUARY-FEBRUARY 2017

- **TRAVEL FEATURE:** Tulum, Mexico, with sidebar from a AAA agent's perspective
- **LOCAL FEATURE:** Twin Cities Theatre and Entertainment Scene—highlighting local partners
- **LIVE|PLAY|GETAWAY:** Multi-generational travel ideas, tips, destinations and modes of travel
- **WEEKENDER:** Couples local romantic getaways in nearby resorts, including Valentine's Day/Weekend specials

### MARCH-APRIL 2017

- **TRAVEL FEATURE:** Tulip Time in Holland, with AMA Waterways
- **LOCAL FEATURE:** Earth Day focus, green/sustainable automotive and travel partners
- **LIVE|PLAY|GETAWAY:** Young adult group or adventure travel, Contiki, plus two member experiences
- **WEEKENDER:** Door County, WI from a native's perspective

### MAY-JUNE 2017

- **TRAVEL FEATURE:** From Heel to Toe...Italy's Puglia Region to Sicily
- **LOCAL FEATURE:** Active Twin Cities focus...local events, partners built around running, walking, biking, color runs, and more
- **LIVE|PLAY|GETAWAY:** Discover the USA via regional road trips, escorted tours, focusing on two-city pairings (i.e., Chicago/Milwaukee; Seattle/Vancouver; etc.)
- **WEEKENDER:** Voyageurs National Park, northern Minnesota

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## JULY-AUGUST 2017

- **TRAVEL FEATURE:** River Cruising in Exotic India via Uniworld
- **LOCAL FEATURE:** Back to School themed profile of five school patrollers, bus drivers, teachers, patrol advisors, parents, etc.
- **LIVE|PLAY|GETAWAY:** July 4<sup>th</sup> on Cunard's Queen Elizabeth 2, sailing from Boston
- **WEEKENDER:** Historical sites, attractions and museums in Duluth/Superior

## SEPTEMBER-OCTOBER 2017

- **TRAVEL FEATURE:** Happy 150<sup>th</sup> Birthday feature on Canada, featuring its Capitals, with Tauk Tours
- **LOCAL FEATURE:** Fall Color Coach Tours in Minnesota and the 5-state region, including Bike Trails
- **LIVE|PLAY|GETAWAY:** Milestone Travel gift ideas for the graduate, wedding couple, anniversary celebrants and more
- **WEEKENDER:** Stillwater River City charm and attractions across the "new" bridge into Wisconsin

## NOVEMBER-DECEMBER 2017

- **TRAVEL FEATURE:** Africa feature, or Sydney, Australia
- **LOCAL FEATURE:** Special Holiday Gift Section, with a focus on the Travel Store, but also on holiday and milestone gift travel ideas—a new and expanded slant
- **LIVE|PLAY|GETAWAY:** Warm Weather Booking tips, focusing on booking Spring Break trips now; remaining flexible (go in Jan. instead of March, might be cooler, but resorts are only 70% full and fewer kids; and consider different destinations (besides Mexico) or up-and-coming destinations (Panama, Belize, etc.); plus cruising when you can get better value in January than other times
- **WEEKENDER:** Alexandria and Glenwood, MN area for a Winter Getaway idea

