



## 2017 MEDIA KIT

PRINT | ONLINE

LIVE | PLAY | AAA

Minneapolis, Minnesota  
(Hennepin County)

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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.

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

# 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



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# AAA Member Demographics

*More than 50% of all AAA members use their member magazine and/or their AAA Travel Agency when planning a domestic or foreign trip.*



## Activities: Last 12 Months

- **51%** visited historic sites
- **36%** visited national parks
- **35%** went to the beach
- **27%** visited theme parks
- **19%** visited art galleries
- **12%** played golf
- **10%** visited the spa

## Quick Facts

- **94%** took trips
  - Personal 74.4%
  - Business 24.6%
  - Business/Personal 16.3%
- **\$2,300** - average amount spent on trip
- **78%** took weekend trips
- **88%** traveled by car

## Canadian Provinces Visited (last 3 years)

- 28.5%** Canadian Provinces
  - Ontario - **13.6%**
  - Pacific Provinces - **4.9%**
  - Atlantic Coast Provinces - **4.2%**
  - Heartland Provinces - **4.2%**
  - Quebec - **2.0%**

## International Places Visited (last 3 years)

- Europe - **32%**
- Caribbean - **29%**
- Mexico - **29%**
- Hawaii - **12%**
- Alaska - **11%**
- Asia - **11%**

## The Most Targeted Audience...

### Affluent

- **73%** income is \$50,000+/yr
- **50%** income is \$100,000+/yr

### Sweet Spot

- **70%** are homeowners
- **50%** are between the ages of 41-65 years old

### Loyalty

- **75%** have been members for 5+ years

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# Live | Play | AAA Full Circulation Rates

## Rate Card 16

Rates effective with the January/February 2017 Issue

All rates are gross

ISSUE DATES: **ALL ISSUES**

FOUR COLOR

<b>Circulation</b> (Each Issue)	122,000
Full Page	\$ 4,961
2/3 Page	\$ 3,473
1/2 Page	\$ 2,977
1/3 Page	\$ 1,984
1/6 Page	\$ 992

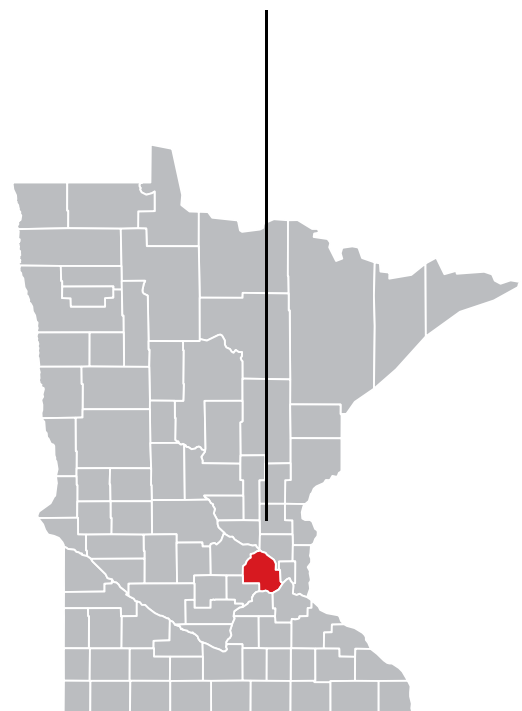
### Premium Positions

Inside Front	\$ 5,706
Opposite Table of Contents	\$ 5,430
Inside Back	\$ 5,430
Back Cover	\$ 5,991

### Spreads

Two-Page	\$ 9,526
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Available upon request: Reprints, Inserts, Post-It Notes,  
Business Reply Cards, Gate Folds, Cover Wraps, Polybags

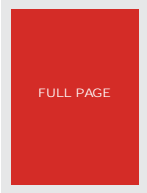




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# Live | Play | AAA Specs and Material Closings

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"		

## January/February

Reserve Space By Oct 27, 2016  
Materials Due By Nov 3, 2016  
In home Jan 2, 2017

## March/April

Reserve Space By Dec 23, 2016  
Materials Due By Jan 3, 2017  
In home Mar 1, 2017

## May/June

Reserve Space By Feb 27, 2017  
Materials Due By Mar 6, 2017  
In home May 1, 2017

## July/August

Reserve Space By Apr 27, 2017  
Materials Due By May 4, 2017  
In home July 5, 2017

## September/October

Reserve Space By June 28, 2017  
Materials Due By July 6, 2017  
In home Sep 5, 2017

## November/December

Reserve Space By Aug 29, 2017  
Materials Due By Sept 6, 2017  
In home Nov 1, 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

### 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

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# 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

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