

THE MAGAZINE FOR AAA MEMBERS

# MemberConnection



Member Connection has  
**MORE THAN 1 MILLION**  
readers per issue.

## 2017 MEDIA KIT



## THE BRAND AMERICA TRUSTS

With more than 100 years of proven performance, the AAA brand is trusted implicitly by its members. That loyalty and trust extends to everything associated with AAA and provides an invaluable benefit to advertisers who partner with AAA. Because members value their AAA membership so highly, they welcome our magazine in their homes. They look forward to each issue of Member Connection as a reliable source of information about AAA programs, products and services. By inclusion, advertisers are considered partners, offering our members valued information and access to special offers and promotions exclusive to AAA. 76 percent of our members take some sort of action after reading Member Connection.

The editorial mission of Member Connection is to provide its more than **1 million readers** with exciting and inspiring lifestyle information as well as guidance on how to best utilize the many AAA benefits that are included with membership. Every issue is full of well-written, well researched stories from respected writers sharing their advice and adventures.

Features and departments focus on the interests and known habits of AAA members including close to home travel destinations and travel tips, information on exclusive member discounts and rewards, advice on protecting family, home and car as well as the core of our business, everything automotive.

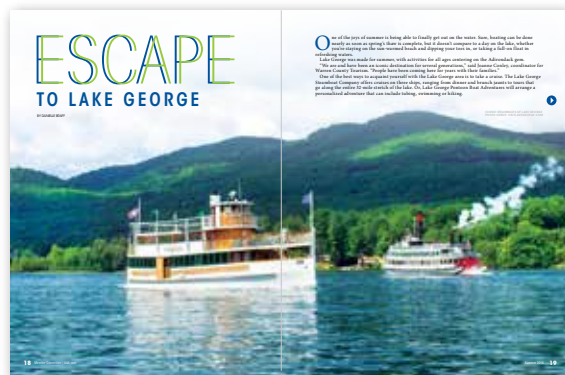
Our readers lead active lifestyles – they enjoy traveling, cooking, entertaining, dining out, attending concerts, visiting museums and theaters, and participating in a wide range of outdoor activities. These are men and women who purchase products, rent cars, stay in hotels and fly to new destinations. They're energetic and adventurous, and the trust the AAA brand.

Member Connection  
readers lead  
**ACTIVE LIFESTYLES**



**LET US BUILD YOUR BRAND *BY JOINING WITH OURS.***

## IN EVERY ISSUE



### FEATURES

Feature articles highlight destination spots, daytrips, family getaways, lifestyles, history, and tourist activities in and around New York State. They celebrate travel and tourism opportunities in our own backyard and share experiences and tips through the eyes of our authors.



### MEMBER BENEFITS

The front-of-the-book multi-page continuing department that highlights AAA news and member benefits with a focus on how members can get the most out of their membership.



### REGIONAL EXCURSIONS

Short department articles recognize different lifestyles and interests like road trips, family getaways, outdoor recreation, little-known places, restaurants, wineries and regional foods.



### WHERE TO GO

The back-of-the-book article featuring a unique look at a regional destination of interest with recommendations on WHAT TO DO, WHERE TO EAT and WHERE TO STAY. Featured destinations often provide Do It Yourself options or a group tour option with accompaniment by a AAA professional.

## GENERAL INFORMATION

Households	545,000
Average readers per copy	2.2
Read magazine regularly (3 out of 4 issues)	77%
Male/ Female	40/60%
College graduate (4 years or higher)	49%
Average household income	\$75,500
Own primary residence	87%
Average market value of home	\$161,700
Took action as a result of reading club magazine	76%

## TRAVEL HABITS

Stayed at a hotel in the past 12 months	81%
Traveled within the USA on vacation in the past 12 months	96%
Took weekend trips 2-4 days in the past 12 months	74%
Average dollars spent on domestic vacation	\$2,100
Participated in casino gambling in the past 12 months	36%
Average number of times at a casino in the past 12 months	5.9
Traveled to Canada in the past 3 years	67%
Own a passport	41%
Average expenditure per person per day who stayed in paid accommodations in NY	
AAA Member	\$170
Non-members	\$160

## AAA MEMBERS TRAVEL YEAR-ROUND

	US ADULTS	AAA MEMBER	INDEX
Jan-Mar	15.29%	22.84%	149
Apr-Jun	21.18%	30.64%	145
Jul-Sep	26.12%	37.96%	145
Oct-Dec	15.94%	24.49%	154

2012 Gfk MRI Database





## 2017 EDITORIAL CALENDAR

### SPRING 2017 - In homes Feb. 28

North Carolina's Outer Banks

New York's Historic Landmarks

Splash Lagoon/Erie Pa

### SUMMER 2017 - In homes June 5

Saratoga Springs

200th Anniversary of the Erie Canal

GardenWalk Buffalo

AAA Four Diamond Spotlight: 1000 Islands Harbor Hotel

### AUTUMN 2017 - In homes Sept. 11

A Foodie's Guide to Rochester

Haunted New York

A Football Fan Weekend in Orchard Park

### WINTER 2017 - In homes Dec. 1

AAA's Favorite Close-To-Home Ski Resorts

Kalahari Indoor WaterPark

Top 10 NYS Museums

\* Editorial Calendar is subject to change at any time.



(Tentative)

## 2017 PRODUCTION SCHEDULE

ISSUE	AD CLOSING	AD MATERIAL DEADLINE	IN-HOMES BEGINNING
Spring	12/16/16	1/10/17	2/28/17
Summer	4/7/17	4/18/17	6/5/17
Autumn	7/14/17	7/25/17	9/11/17
Winter	10/2/17	10/11/17	12/1/17

## PER ISSUE RATES AND SPECIFICATIONS

**CIRCULATION 545,000**

**Western: 205,000, Rochester: 180,000, Central: 160,000**

	1X	2X	4X
Back Cover	\$26,685	\$24,684	\$22,682
Full Page	\$19,350	\$17,899	\$16,488
Half Page	\$14,063	\$13,008	\$11,953
1/3 Tower	\$9,619	\$8,897	\$8,176
1/6 Vertical	\$5,560	\$5,143	\$4,726

## DISCOUNTS

	1X	2X	4X
AAA Discounts & Rewards Partners	-20%	-22%	-24%
Registered DMO or CVB	-15%	-20%	-20%

## ADDITIONAL OPPORTUNITIES

ISSUE	1X	2X	4X
Full Page Rochester Region Circ. 180,000	\$7,697	\$7,081	\$6,542
Full Page Central Region Circ. 160,000	\$6,505	\$5,984	\$5,529
Full Page Rochester and Central Region	\$11,843	\$10,895	\$10,066

## CONTACT INFORMATION AND AD SUBMISSION

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**ads@hamediaigroup.com**

**402-592-5000**

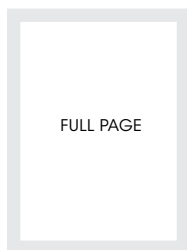
**Or upload to:**

**ads.hamediaigroup.com**

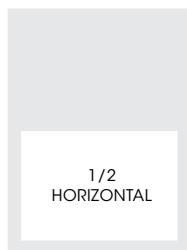
## SPECIFICATIONS

AD SIZE	SIZE (WIDTH X HEIGHT)
Full Page NON Bleed	7.25" x 9.75"
Full Page Bleed*	8.5" x 11"
1/2 Horizontal	7" x 4.625"
1/3 Tower	2.25" x 9.5"
1/6 Vertical	2.25" x 4.625"

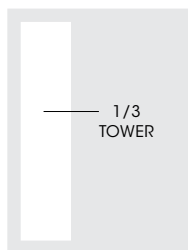
\*(Live Area: 7.25 x 9.75 - Trim size: 8" x 10.5")



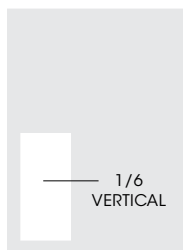
FULL PAGE



1/2  
HORIZONTAL



1/3  
TOWER



1/6  
VERTICAL



## ADVERTISING MATERIAL REQUIREMENTS

High resolution (300dpi) PDF file with all fonts and images embedded and all colors converted to CMYK.

Adobe InDesign live (editable) files are acceptable if all fonts and support materials are included.

All ads with bleeds should have a .25" minimum bleed on all four sides.

All type should be a minimum of 8 pt for best reproduction.

If fonts cannot be supplied - All live text should be converted to outlines.

## PRODUCTION

**Magazine Trim Size:** 8" x 10.5"

**Printing:** Web Offset

**Binding:** Saddle-stitched



1/3 PAGE



FULL PAGE



1/2 PAGE



BACK COVER

