



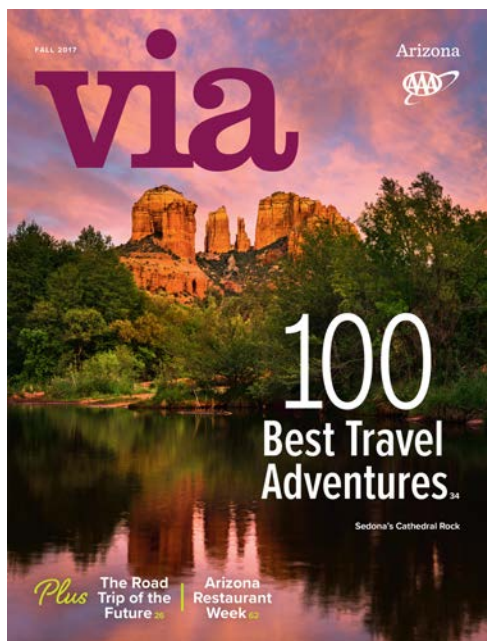
2018 Media Kit

The AAA brand influences readership & buying habits

New name | Same audience

AAA is one of the most recognized brands in the world. Now you can put that power to work for you by going directly into the homes of all AAA members in Arizona. These loyal readers are continuing to enjoy AAA's travel and lifestyle editorial, previously presented under the *Highroads* name—now renamed, published and delivered to their homes four times per year as *Via Arizona*!

The key to AAA's high-return advertising programs is trust. Because active, affluent members trust AAA's reliable, high quality service, they use it to make their travel plans, insure their cars and homes, and to help when they are stranded on the side of the road. There's simply no better time and place to influence their buying decisions than in *Via Arizona*.





VIA & OUR READERS

AUDIENCE PROFILE

READERSHIP

REGIONAL TRAVEL

TRAVEL PLANNING & BOOKING



VIA MAGAZINE

CIRCULATION

EDITORIAL



ADVERTISING: RATES & SPECS

GENERAL

When compared to the average Arizona adult, Via Arizona readers spend more, travel more often, and live more active lifestyles. Desirable audience characteristics, exceptional reach, and low CPMs make Via Arizona a smart buy.

Rate Base:
535,000

Total Readers:
1,284,000

Circulation Region:
Arizona

AGE AND GENDER

Men	34.1%
Women	65.9%
18-34	3.7%
35-54	22.7%
55-64	24.7%
65+	48.9%
Average Age	62.9
Median Age	64.7

MARITAL STATUS

Married	67.8%
Separated/Divorced	9.9%
Single (never married)	5.0%
Widowed	11.4%
Partnered Relationship	5.8%

HOUSEHOLD INCOME

Average	\$86,500
Median	\$68,700
Employed	46.7%
Retired	46.6%

PRIMARY RESIDENCE

Average Value	\$322,600
Median Value	\$255,100
Own	85.3%
Rent	14.7%

EDUCATION

Any College	85.4%
4 Years+	46.5%
Bachelors Degree	27.6%
Graduate Degree	18.8%

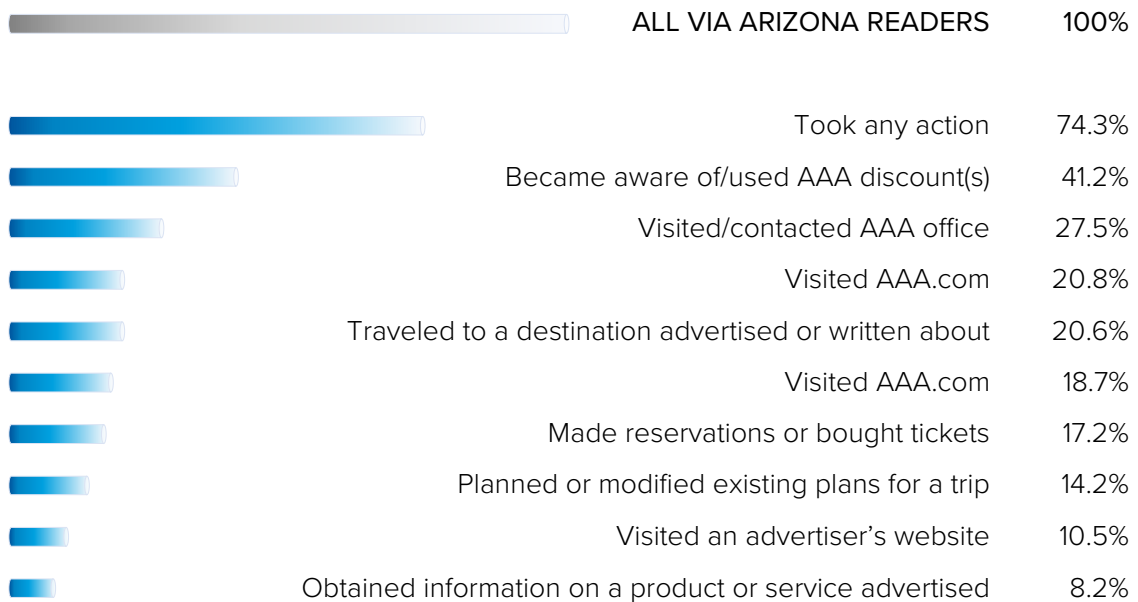


Compelling content drives our reader involvement, and attracts a loyal and involved audience issue after issue.



- 80% of Via Arizona readers read 3 or 4 of the last 4 issues received.
- Readers take, on average, 29.1 minutes out of their busy schedules to enjoy reading the magazine. This attentive audience is what produces results for Via advertisers.
- Readers read 79.9% of the last 4 issues received.
- Almost 75% take some type of AAA related action in response to something seen in Via. Some of the actions included:

ACTIONS TAKEN AS A RESULT OF READING VIA IN THE PAST YEAR



79% of Via readers took at least one overnight domestic trip in the past year



The Via Arizona audience, on average, travels more frequently than others in the region.

MOST POPULAR CITIES VISITED IN THE PAST YEAR

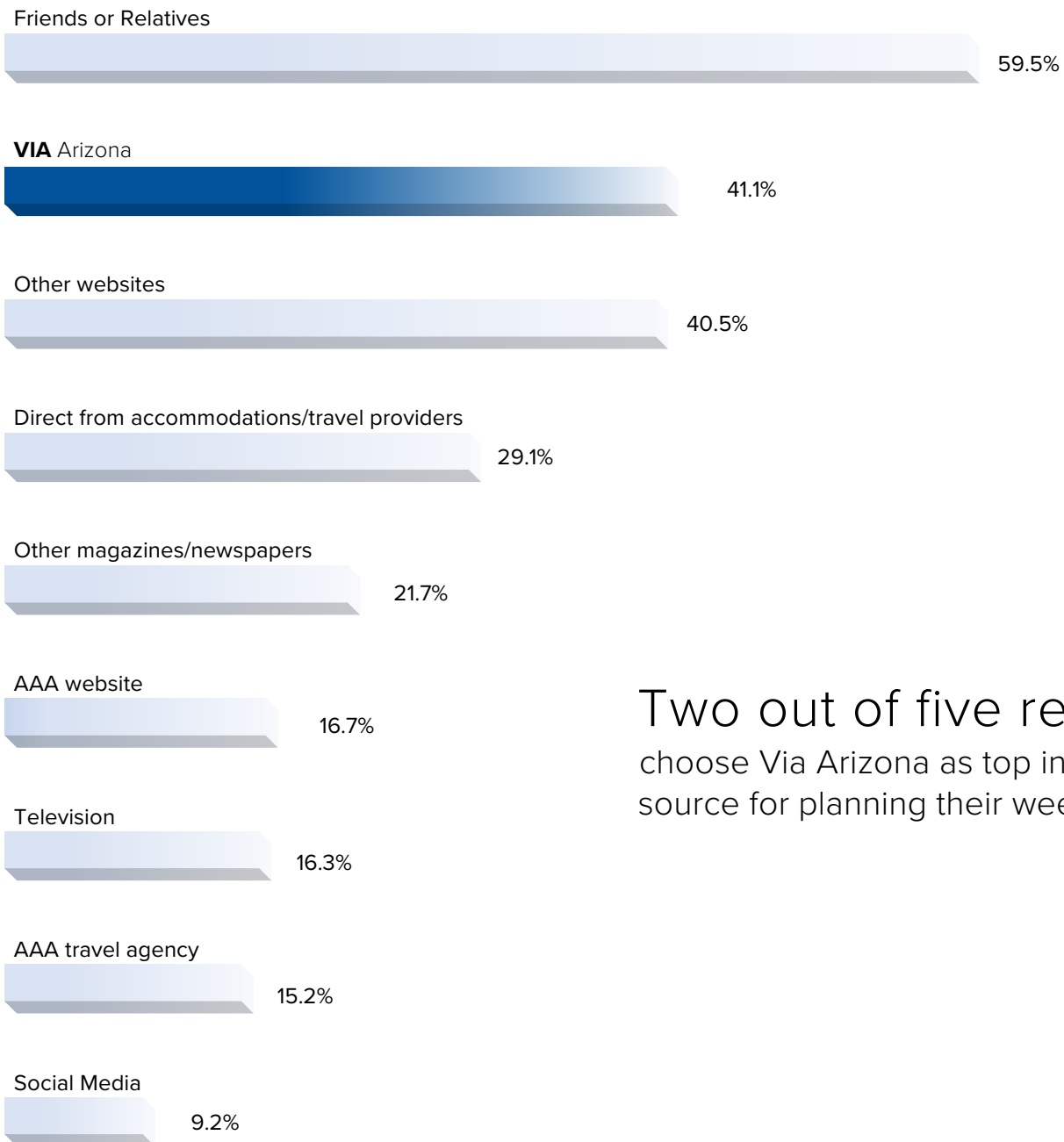
Flagstaff, Arizona	32.7%
Sedona/Oak Creek Canyon, Arizona	33.4%
Las Vegas, Nevada	27.6%
Los Angeles, California	22.1%
White Mountains, Arizona	17.5%
Grand Canyon, Arizona	17.3%
Orange Country, California	15.3%
Mongollon Rim, Arizona	14.8%
Denver, Colorado	12.1%
Laughlin, Nevada	11.4%
Albuquerque, New Mexico	11.1%
Palm Springs, California	10.2%
Pacific Northwest	9.8%
Colorado River	8.8%
Lake Havasu, Arizona	8.0%
Napa Valley, California	5.7%
Lake Powell, Utah/Arizona	4.9%
Colorado Springs, Colorado	4.1%
Lake Merced Recreation Area, Nevada	3.9%
Durango/Mesa Verde, Colorado	3.8%
Monterey/Carmel, California	2.7%
Catalina Island	2.7%
Canyon de Chelly, Arizona	2.3%

TOP 10 STATES VISITED IN THE PAST YEAR

California	61.3%
Arizona	58.1%
Nevada	29.7%
Colorado	22.9%
New Mexico	24.5%
Texas	17.6%
Florida	15.9%
Washington	13.5%
New York	12.3%
Utah	11.4%

Via is a respected and helpful travel companion providing readers with inspiration and sound advice.

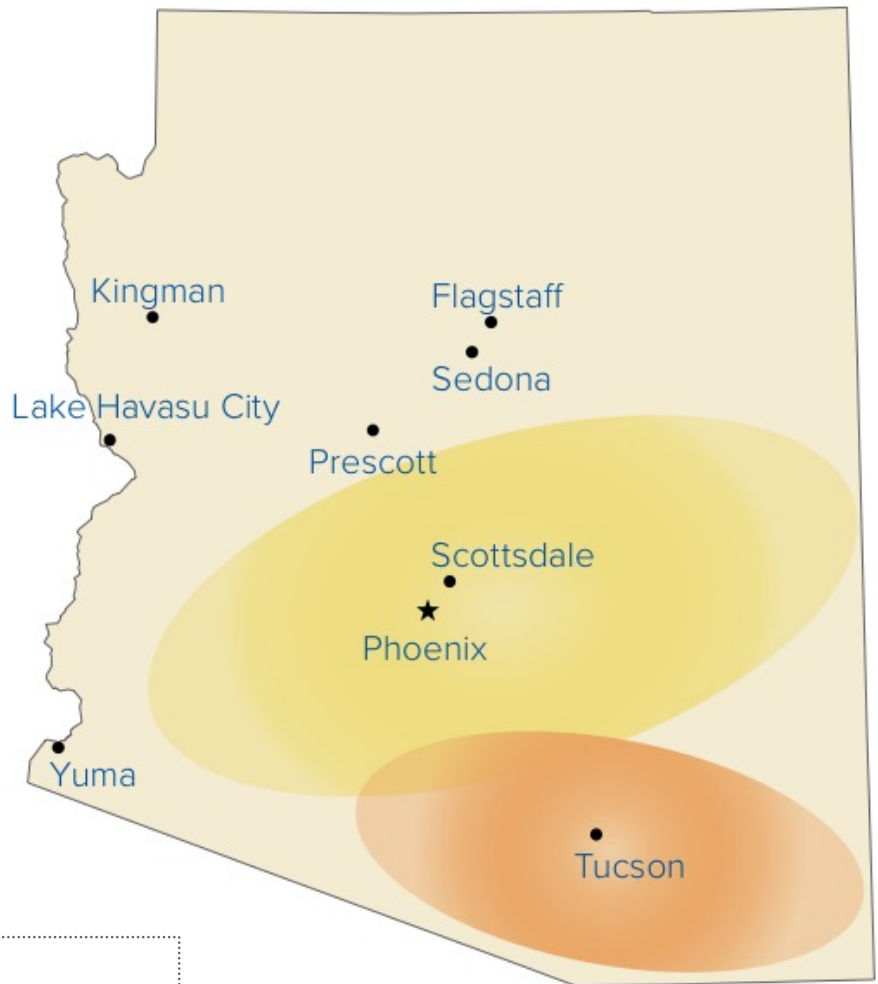
SOURCES OF INFORMATION WITH PLANNING A TRIP:



Two out of five readers choose Via Arizona as top information source for planning their weekend trip

VIA Arizona Circulation:

Total: 537,000



CIRCULATION BREAKDOWN

Phoenix Metro Area 329,029

Tucson Metro Area 87,731

Other Areas 120,240



SPRING 2018

Closes January 3

In-Home:
February 21-24, 2018

Waterfalls
Desert Wildflowers
New Orleans
Downtown Phoenix
Oahu's Lanikai Beach



SUMMER 2018

Closes March 1

In-Home:
May 5-9, 2018

National Parks Theme
National Parks Without
the Crowds
Secrets of Yellowstone
Italy
Patagonia, Arizona
Lake Powell



FALL 2018

Closes July 2

In-Home:
August 21-24, 2018

Autumn Getaways Theme
Falling for Lake Tahoe and
Other Great Fall Getaways
Trains, Ships, and
Automobiles: Best Ways
to See Canada, Alaska,
and New Zealand
Downtown Tucson, Ariz.
San Diego

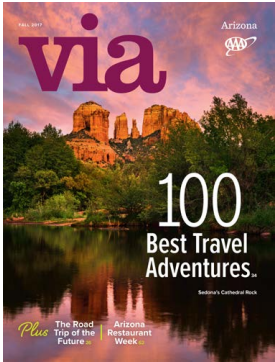


WINTER 2019

Closes November 1

In-Home:
December 22-23, 2018

San Francisco
Hawaii
Where to Go in 2019
Ajo, Arizona
Joshua Tree
National Park



Rate Base:
535,000

Total Readers:
1,284,000

Circulation Region:
Arizona

	1x	2x	4x
4 COLOR			
Full Page	\$10,890	\$10,350	\$9,800
2/3 Page	8,080	7,674	7,272
1/2 Page	6,471	6,148	5,819
1/3 Page	4,222	4,007	3,759
1/6 Page	2,183	2,078	1,961
B&W			
Full Page	\$9,128	\$8,671	\$8,515
2/3 Page	6,383	6,063	5,745
1/2 Page	5,137	4,876	4,622
1/3 Page	3,318	3,148	2,989
1/6 Page	1,753	1,664	1,579

All rates are gross

DIGITAL REQUIREMENTS

Ad materials will be accepted in the following digital formats: InDesign, Illustrator or Photoshop.

Include all fonts and high resolution images with a list of fonts and graphics. Resolution should be 300 dpi at 100% finished size. All 4-color images should be supplied CMYK.

High resolution PDF files are acceptable.
Email file to: mira.roytman@norcal.aaa.com

PROOF REQUIREMENTS

Laser prints are acceptable.

CONTACT INFORMATION

All ads sent must include a client name, contact person, phone number, fax number and email address.

EXTENSIONS

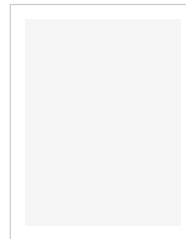
No extensions will be granted without approval of the Advertising Art and Production Director.
For extensions, contact:
Mira Roytman on 925.274.8164, or at mira.roytman@norcal.aaa.com

SHIPPING INSTRUCTIONS

Via Advertising, Natasha Alcalá at natasha.alcala@norcal.aaa.com

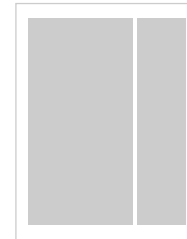
Trim size: 8" x 10.5"
Bleed size: 8.25" x 10.75"

Full Page
7" x 9.5" (live copy area)
8.25" x 10.75" (bleed)



2/3 Page Vertical
4.625" wide x 9.5" tall

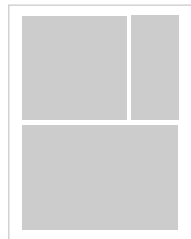
1/3 Page Vertical
2.25" wide x 9.5" tall



1/3 Square
4.625" wide x 4.625" tall

1/6 Page Vertical
2.25" wide x 4.625" tall

1/2 Page Horizontal
7" wide x 4.625" tall



Spring 2018
In-Home February 21-24
Close: 1/3/18
Material: 1/9/18

Summer 2018
In-Home May 5-9
Close: 3/1/18
Material: 3/8/18

Fall 2018
In-Home August 21-24
Close: 7/2/18
Material: 7/9/18

Winter 2019
In-Home December 20-23
Close: 11/1/18
Material: 11/7/18