



GO

MEDIA PACKAGE

2021



The AAA Brand Core Values + Dedicated Service

- More than **100 years** of dedicated service to members has made AAA one of today's strongest and most trusted brands
- AAA is a federation of member-owned clubs serving more than **58 million members** in the U.S. and Canada
- Superior **Demographics** Matched with Mass Market Penetration
- In Depth Knowledge of AAA Members and Their **Lifestyles**
- Extremely **Loyal Members** and Industry Leading Member Retention
- Go Magazine is the **Largest Circulated Publication** in the Carolinas

AAA Members Travel More!

**3+ Domestic Travel
Vacations Annually**
17% AAA Members,
10% of non-members

AAA Members Stay Longer!

5+ Nights Per Vacation
39% AAA Members,
23% of non-members

AAA Members Spend More!

**AAA Members Spend
16% more per Domestic
Travel Vacation**
\$2,155 AAA Members,
\$1,863 for non-members



Well Traveled Demographics + Survey Information



71%

Readers take action with an advertiser as a result of reading Go Magazine



1.3 Million

Magazine circulation per issue in the Carolinas



\$173

NC & SC average per-person-per-day vacation spending



62%

Readers prefer Go Magazine's content about road trip ideas, local events and regional trip destinations.



91%

Readers said Go Magazine provides useful information



95%

Readers count on Go Magazine for travel inspiration and travel advice

GO MAGAZINE

AAA *Go Magazine* is a bimonthly lifestyle and travel-focused magazine written and distributed exclusively to AAA Members in the Carolinas.

Every issue of AAA *Go Magazine* includes features on domestic and international travel destinations, as well as member benefits, Carolina events and consumer information regarding automobiles, insurance, safety, finance and health.

Printed Magazine

More than 1.3 million members in North Carolina and South Carolina receive *Go Magazine*. The magazine has had the largest circulation of any single publication in the Carolinas for a long time. Mailed to primary members and frequent travelers, the current circulation continues to grow as the AAA Membership grows.

Members throughout the Carolinas count on the magazine for providing them the most up-to-date information regarding their AAA Memberships, travel information, products and services.



Digital Magazine

A new design for AAA.com/Go was introduced in the summer of 2020. The new website includes all *Go Magazine* stories, as well as, web-exclusive content, Carolina events, travel news and dedicated page for advertisers. The *Go Magazine* online advertiser page includes links to advertisers websites and videos. The site also includes a virtual issue with links to advertisers. The virtual issue is also promoted in eNewsletters and back issues are stored on the site.

AAA *Go Magazine* eNewsletter is emailed monthly as a sneak-preview for upcoming issues and to highlight exclusive online content. Direct links to *Go Magazine* stories and eNewsletter advertisers are included. 650,000+ is the current guaranteed circulation and the number of email addresses continues to grow with each issue.

Please contact RB Advertising for more information:

Stephanie Bernbach-Crowe | 914-827-0015

Stephanie@RBAdvertisingReps.com



Rates, Specs + Integrated Media Advertising



PRINT MAGAZINE

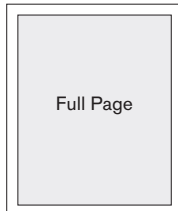
Print Ad Sizes

Magazine's Trim Size:

7.75" wide x 10.5" tall

Live Area:

6.75" wide x 9.5" tall



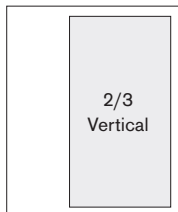
Full Page:

(Full Bleed)

8" w x 10.75" h

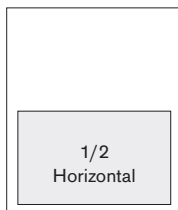
(Non-Bleed)

6.75" w x 9.5" h



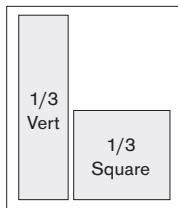
2/3 VERT:

4.46" w x 9.465" h



1/2 HORIZ:

6.75" w x 4.675" h

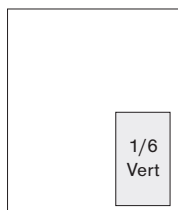


1/3 SQ:

4.46" w x 4.675" h

1/3 VERT:

2.17" w x 9.465" h



1/6 VERT:

2.17" w x 4.675" h

Print Ad Rates

SPACE	1X	3X	6X
2 Page Spread	\$44,600	\$40,100	\$37,900
Full Page	\$24,000	\$21,600	\$19,600
2/3 Page	\$16,000	\$14,400	\$13,700
1/2 Page	\$12,900	\$11,400	\$10,700
1/3 Page	\$7,820	\$7,300	\$6,120
1/6 Page	\$4,420	\$3,660	\$3,490

RATES LISTED ARE NET

Deadlines 2021

2021 ISSUE	SPACE DEADLINE	AD MATERIALS DUE	FIRST IN-HOME DATES
Winter '21 <small>JANUARY - FEBRUARY</small>	Oct. 14, 2020	Oct. 23, 2020	Dec. 30, 2020
Spring '21 <small>MARCH - APRIL - MAY</small>	Dec. 9, 2020	Dec. 18, 2021	Feb. 24, 2021
Summer '21 <small>JUNE - JULY - AUGUST</small>	Mar. 10, 2021	Mar. 19, 2021	May 20, 2021
Fall '21 <small>SEPTEMBER - OCTOBER</small>	June 17, 2021	June 28, 2021	Aug. 25, 2021
Holiday '21 <small>NOVEMBER - DECEMBER</small>	Aug. 17, 2021	Aug. 25, 2021	Oct. 25, 2021
Winter '22 <small>JANUARY - FEBRUARY</small>	Oct. 18, 2021	Oct. 25, 2021	Dec. 29, 2021

Submitting Ad Files

Preferred file format is a high resolution PDF file (300 DPI) with all fonts and images embedded and all colors converted to CMYK. Linked photos and logos should be set up as CMYK (not RGB or spot colors) before converting the document to a PDF.

Ad submissions should be sent to:

Janean Flowe
jsflowe@aacarolinas.com
704-569-3600 x10222

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Stephanie Bernbach-Crowe | 914-827-0015
Stephanie@RBAdvertisingReps.com

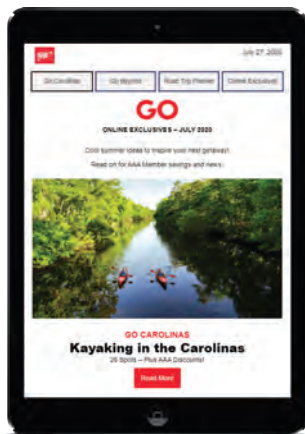
DIGITAL MAGAZINE

The *Go Magazine* eNewsletter is e-mailed to readers monthly — linking to the magazine's hottest stories, online exclusives and travel ideas on AAA.com/Go. The primary issue is emailed to correspond with the printed piece and the secondary issue is emailed the following month to highlight the magazine's online exclusives.

Reach Carolina Travelers

The eNewsletter is delivered to the inboxes of AAA Carolinas members that have specifically requested emails from AAA. New emails are added every issue with a guaranteed circulation of more than 650,000 AAA Members! The average open rate for the eNewsletter is 19%.

Content for the eNewsletter includes Carolina travel destinations, giveaways, international travel, AAA discounts, Carolina events, and a link to the virtual version of *Go Magazine*.



eNewsletter Advertising

Ad opportunities are available to you to complement print advertising and to serve your specific needs.

Ad sizes: 600 px wide x 500 px tall (square)
1200 px wide x 150 px tall (horizontal)

Cost: \$2,000 print-advertiser square ad
\$2,500 non-print advertiser square ad
\$3,000 first upper horizontal ad

2021 Email Dates

Jan. 25, '21	July 26, '21
Feb. 22, '21	Aug. 23, '21
March 29, '21	Sept. 27, '21
April 19, '21	Oct. 25, '21
May 17, '21	Nov. 22, '21
June 28, '21	Dec. 27, '21

Above dates are subject to change.

New Designs for
Website and
eNewsletters!



Sponsored Content *New Opportunity!*

Receive a 800-1,000 word article written by *Go Magazine* staff to be featured on AAA website.

- + a link to the story in one eNewsletter
- + an ad placed on the AAA website (728 px wide x 90 px tall)
- + one social post on AAA Facebook or AAA *Go Magazine* Instagram (*availability varies*)

Sponsored content will appear on main page of the *Go Magazine* website (AAA.com/Go) for two months (the content will remain on the website for a minimum of one year) and will include an ad within the post.

Cost: \$6,000

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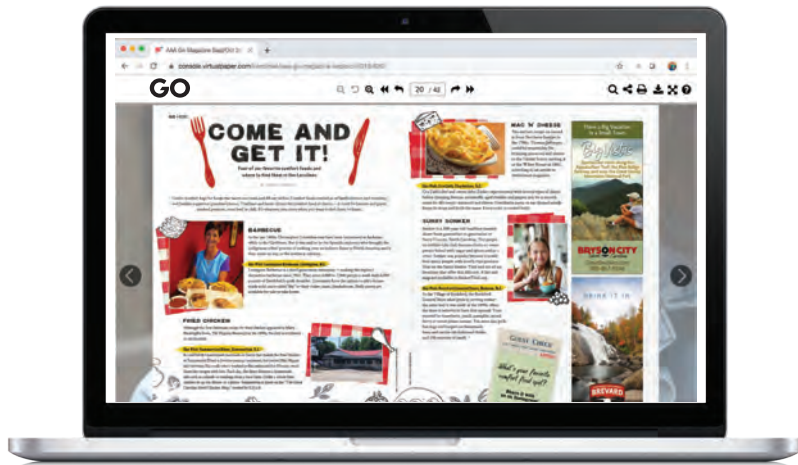
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ADDED VALUE

Virtual Go Magazine

Each issue of *Go Magazine* is converted into a virtual issue and posted on the magazine's website. Readers are able to scroll through the current issue and back issues on their computers, phones and other electronic devices. Ads include links to advertiser websites.



Online Banner Ads

Banner ads are available on AAA.com/Go as an added benefit for advertisers. If you are interested in this advertising option then please speak with your ad sales representative. Space is limited and available on a first-come, first-serve basis.

Road Trip Planner (Calendar of Events)

Every effort is made to include *Go Magazine* advertisers in the the Road Trip Planner. Advertisers are encouraged to submit their events online throughout the year. Events submitted will appear on the online calendar and will be considered for the printed magazine. Submit your events at AAA.com/CarolinaEvents.

Go Magazine Instagram

In addition to digital options we provide with our online magazine and our eNewsletter, we also post advertiser-related content regularly through our *Go Magazine* Instagram (@AAAGoMagazine). Help us grow our followers as we help you grow yours.

Reader Response Postcard

The postcard is inserted into every issue of *Go Magazine*. Advertisers are listed on the card – FREE OF CHARGE! Once readers receive the card, they have the option of making their requests by mail or through the AAA website.

The leads gathered through the reader response card are also free and forwarded to advertisers every two weeks for fulfillment! Lead information typically includes name, address, email and phone numbers.

Advertisers received more than 180,000 reader response leads in 2019 - 2020

based on average received thru July 2020





2021 EDITORIAL CALENDAR

While each issue of Go Magazine focuses on travel throughout the Carolinas, the magazine also includes domestic and international travel, AAA discounts, insurance, car care, traffic safety, travel tips, AAA rated hotel reviews, AAA Member spotlights and Carolina events.

All New Restaurant Column in 2021!

2021 Edit Plan

Winter 2021 | Great Road Trip Vacations

Kid-friendly destinations in the Carolinas, spring break getaways in the southeast and beyond

Spring 2021 | Coastal Getaways

Carolina coast, seafood, spring golf and automotive history

Summer 2021 | Mountain Adventures

Southeast mountain getaways — from wineries and cheap eats, to caves and roller coasters

Fall 2021 | Taste of Travel and History

Comfort foods, unique hotel stays, southeast vacation ideas and local festival

Holiday 2021 | Family Travel

Holiday travel destinations — events, dining, shopping and family getaways



Please note that this is the proposed editorial calendar for 2021. We do not guarantee that any story will be published. The calendar is subject to change at any time.

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Reach More
AAA Members!

EXPANDED AAA TERRITORY

Talk to your advertising sales representative regarding advertising in more AAA magazines.

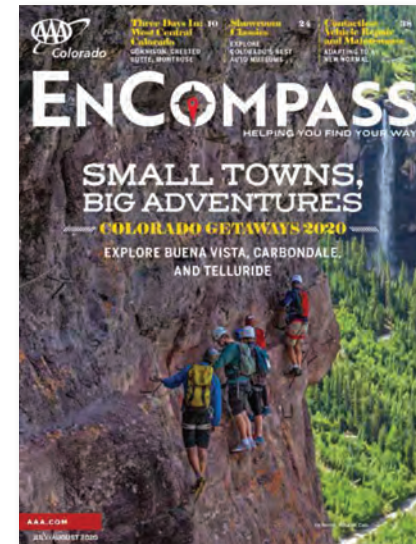
AAA Living is delivered to AAA Members in 11 states and 1 U.S. territory:
Illinois/N. Indiana, Iowa, Michigan, Minnesota, Nebraska, North Dakota,
Wisconsin, Florida, Georgia, Tennessee and Puerto Rico

Circulation: 4,480,000



EnCompass is delivered to AAA Members in Colorado

Circulation: 410,000



4,890,000 combined circulation!

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