

# vid

**AAA NCNU**

Northern California,  
Nevada, Utah,  
Arizona, Montana,  
Wyoming, Alaska

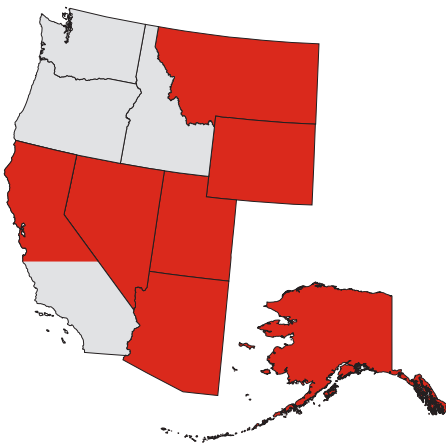


## 2025 Media Kit



# 7 Million Readers

## Coverage of 22 DMAs



## Circulation Breakdown

Northern California	2,244,707
Arizona	487,119
Nevada	272,396
Utah	135,512
Montana	70,871
Wyoming	21,219
Alaska	16,393



1 out of 2 Households  
in Northern California

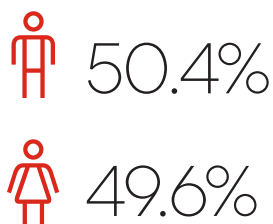
## Trusted Brand + Loyal Audience

Reach a highly engaged audience that seeks information and inspiration from a trusted source.

- ✓ AAA is one of the **most recognized brands** in the world
- ✓ Consistently **high Membership renewal** rates = loyalty and trust
- ✓ Via is the **No. 1 source of travel advice** for Members after friends and relatives
- ✓ 80% of Members **took action** after reading Via

## Age Breakdown

<b>22-53</b>	35%
<b>54-72</b>	42%
<b>73+</b>	22%



\$124,230

**Average Income**

27% higher than the U.S. average



57%

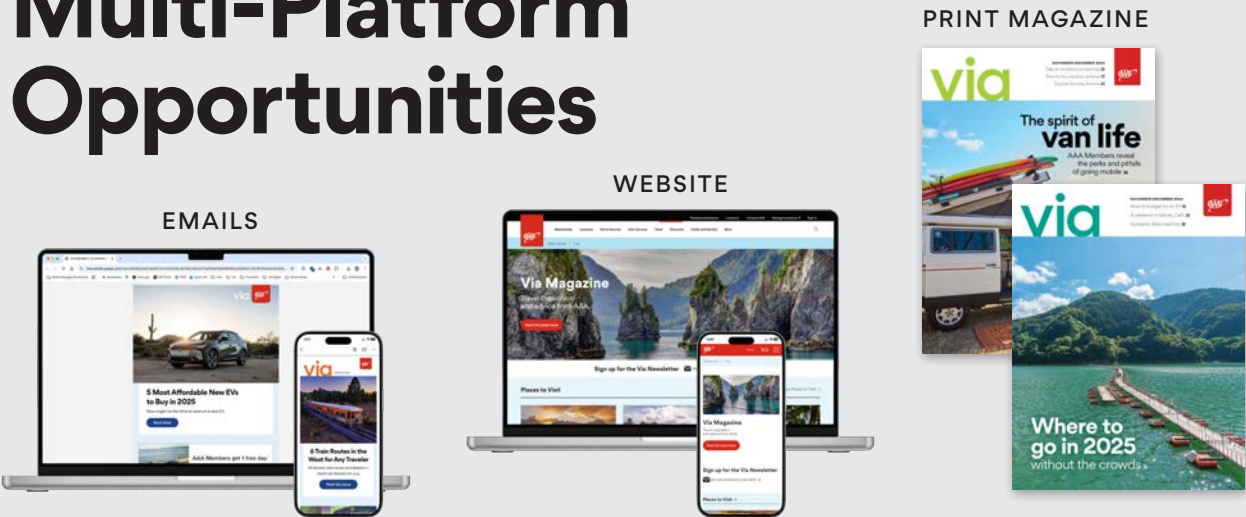
**Homeowners**

**Average Home Value**

\$628,451

34% higher than the U.S. average

# Multi-Platform Opportunities



VIA PRODUCT	FREQUENCY	DESCRIPTION	EXAMPLE	ADVERTISING OPPORTUNITIES
Via print magazine	2x per year (summer and winter issues)	The flagship publication beloved by AAA Members.	<a href="https://issuu.com/aaa_mwg/docs/nd23_via_final">issuu.com/aaa_mwg/docs/nd23_via_final</a>	<b>FULL PRINT RUN</b> Ad sizes range for small co-op ads to full-page ads. <a href="#">See page 7 for details.</a>  <b>AD SECTIONS</b> Ad opportunities include advertorial content along with traditional ads. <a href="#">See page 8 for details.</a>
Email	24x per year	Delivers the Via the online articles and magazine issues to AAA Members.	<a href="#">Email example 1</a> <a href="#">Email example 2</a>	Four ad types available: large space, advertorial, sponsored content, and small space. <a href="#">See pages 4 and 5 for details.</a>
Online articles	Ongoing	All Via content, including each article that is published in the magazine, is published on the AAA website.	<a href="https://mwg.aaa.com/via/places-visit/visit-these-less-crowded-destinations-instead">mwg.aaa.com/via/places-visit/visit-these-less-crowded-destinations-instead</a>	Two banner ad sizes available. Can be targeted to specific pages. <a href="#">See page 6 for details.</a>
Online advertorial articles	Ongoing	Content provided by the advertiser is hosted on the AAA website.	<a href="https://mwg.aaa.com/via/advertorial/pismo-beach-california">mwg.aaa.com/via/advertorial/pismo-beach-california</a>	Advertorial articles available, which are promoted in email. <a href="#">See page 5 for details.</a>

# Emails

- ✓ **Reach** 1.6 million opt-in AAA Members
- ✓ **Frequency** 2x per month
- ✓ **Open Rate** 50% (27% better than the national average)
- ✓ **Click-Through Rate** 2.78% (2.69% better than the national average)

## LARGE SPACE

**\$9,000 net**

Two spots available per email.

### File requirements:

- 1180 x 400 pixels
- must be legible at 320 x 109 pixels
- jpg, png, or gif
- provide URL



## SPONSORED CONTENT

**\$7,500 net**

Subject to availability.

### File requirements:

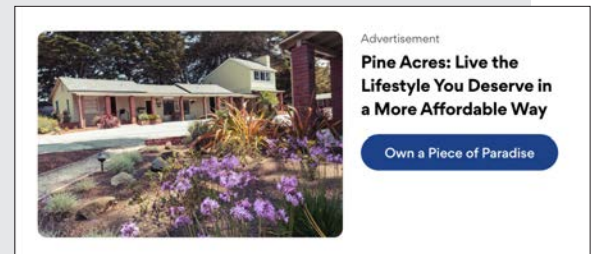
- 680 x 460 pixels
- jpg or png
- no text or logos on the image

### Headline:

3 lines max (about 12-13 words)

### Button:

25 characters max (including spaces); provide URL



## SMALL SPACE

**\$3,000 net**

Subject to availability.

### File requirements:

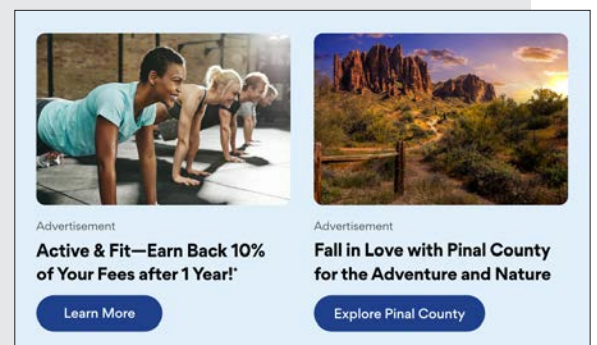
- 592 x 400 pixels
- jpg or png
- logo or image (no additional text)

### Headline:

2 lines max (about 8-9 words)

### Button:

25 characters max (including spaces); provide URL



## WEBSITE + EMAILS

# Advertorial Content



Sponsored

## Explore Uvalde County Solar Eclipses and Rivers

From solar eclipses to floating the Frio, you can experience it all.

[Visit Uvalde County](#)

### EMAIL FEATURE

One spot available per month.

### Image:

See requirements below

### Headline:

2 lines max (about 8 words)

### Subhead:

2 lines max (about 15 words)

### Button:

25 characters max (including spaces)



### FEATURED ADVERTISER WEB PAGE

#### Images:

- at least 5 photos for our team to choose from for the article & email (including at least 1 horizontal photo for the hero)
- minimum 1500 pixels wide
- jpg or png
- no text or logos on the images

#### Headline:

30-55 characters, including spaces

#### Subhead:

40-85 characters, including spaces

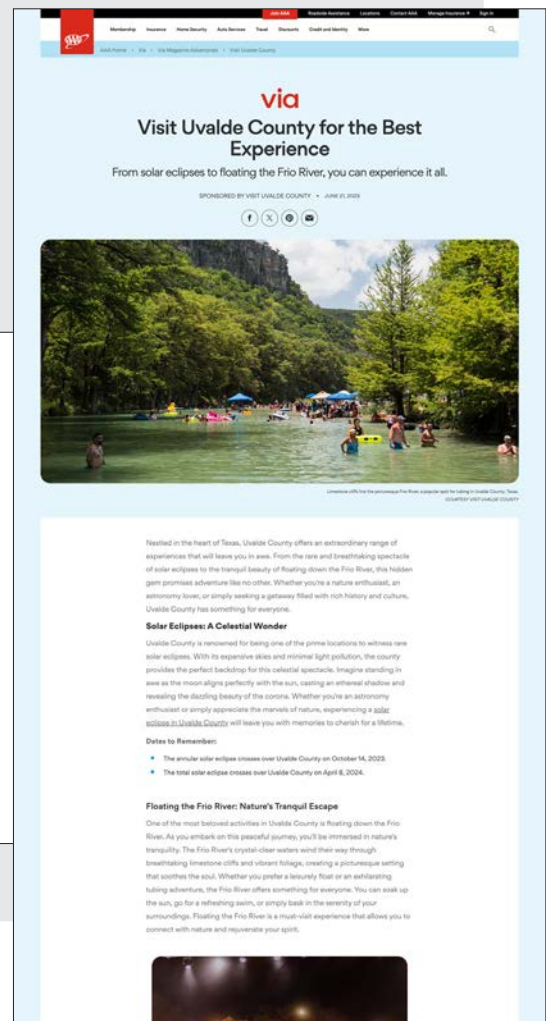
#### Body text:

700-1,000 words

#### Call-to action:

60-100 characters, including spaces

**Links:** Provide URL(s)



**Package cost:** \$10,000 net

**Ad close and creative deadline:** one month prior to email date.



AAA.COM/VIA

# Website

- ✓ 358,535 impressions per month averaging 250 clicks
- ✓ Reach millennial (25-34) demographic
- ✓ Ads can be targeted to specific articles and landing pages
- ✓ Via is the 2nd largest trafficked category on the AAA website

## LEADERBOARD

### DESKTOP

#### File requirements:

- 728 x 90 pixels
- jpg, png, or gif
- provide URL

### MOBILE

#### File requirements:

- 320 x 50 pixels
- jpg, png, or gif
- provide URL

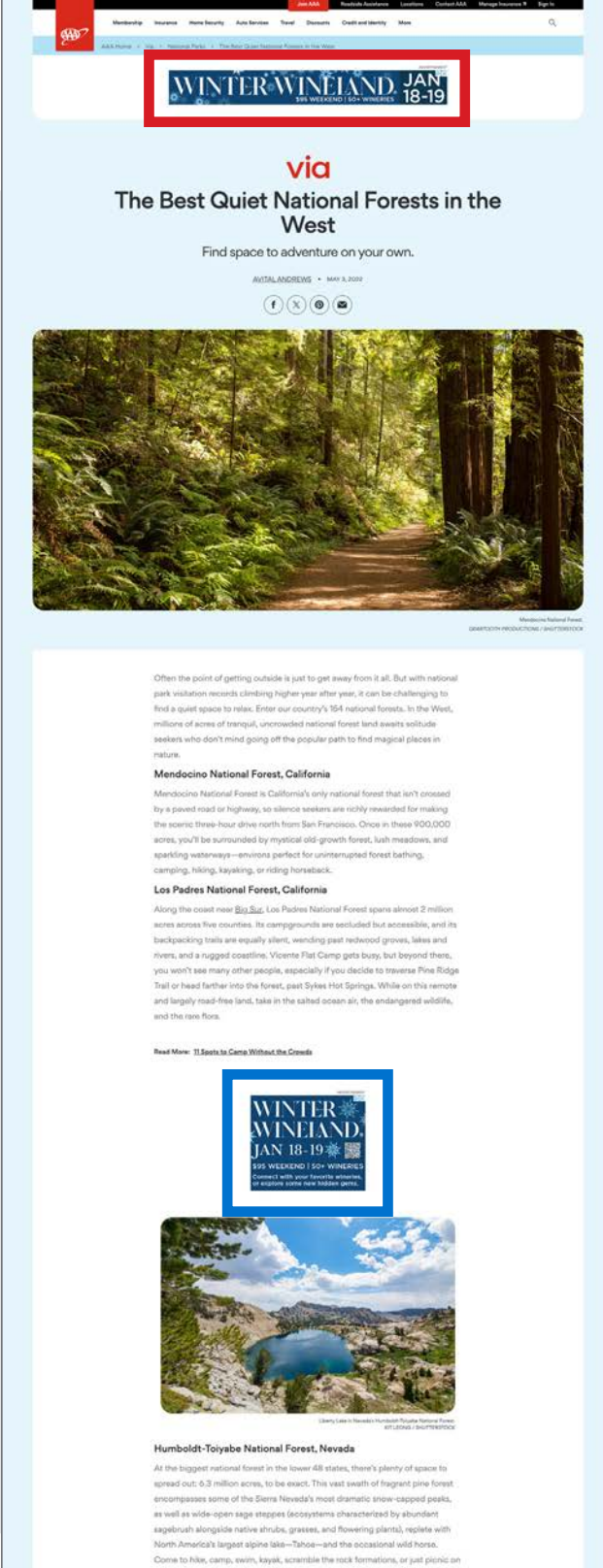
## MEDIUM RECTANGLE

### DESKTOP & MOBILE

#### File requirements:

- 300 x 250 pixels
- jpg, png, or gif
- provide URL

**Package cost:** \$800 per month



**via**

**The Best Quiet National Forests in the West**

Find space to adventure on your own.

ANTAL ANDREWS • MAY 9, 2019

**WINTER WINEAND JAN 18-19**

595 WEEKEND | 50+ WINERIES

Often the point of getting outside is just to get away from it all. But with national park visitation records climbing higher year after year, it can be challenging to find a quiet space to relax. Enter our country's 154 national forests. In the West, millions of acres of tranquil, uncrowded national forest land awaits solitude seekers who don't mind going off the popular path to find magical places in nature.

**Mendocino National Forest, California**

Mendocino National Forest is California's only national forest that isn't crossed by a paved road or highway, so silence seekers are richly rewarded for making the scenic three-hour drive north from San Francisco. Once in these 900,000 acres, you'll be surrounded by mystical old-growth forest, lush meadows, and sparkling waterways—environs perfect for uninterrupted forest bathing, camping, hiking, kayaking, or riding horseback.

**Los Padres National Forest, California**

Along the coast near Big Sur, Los Padres National Forest spans almost 2 million acres across five counties. Its campgrounds are secluded but accessible, and its backpacking trails are equally silent, winding past redwood groves, lakes and rivers, and a rugged coastline. Vicente Flat Camp gets busy, but beyond there, you won't see many other people, especially if you decide to traverse Pine Ridge Trail or head farther into the forest, past Sycamore Hot Springs. While on this remote and largely road-free land, take in the salted ocean air, the endangered wildlife, and the rare flora.

**Humboldt-Toiyabe National Forest, Nevada**

At the biggest national forest in the lower 48 states, there's plenty of space to spread out: 6.3 million acres, to be exact. This vast swath of fragrant pine forest encompasses some of the Sierra Nevada's most dramatic snow-capped peaks, as well as wide-open sage steppes (ecosystems characterized by abundant sagebrush alongside native shrubs, grasses, and flowering plants), replete with North America's largest alpine lake—Tahoe—and the occasional wild horse. Come to hike, camp, swim, kayak, scramble the rock formations, or just picnic on the beach. When you're ready to see people again, jump over to Reno or South Lake Tahoe.

# Print Magazine

**RATE BASE**  
3.2 million

**TOTAL READERS**  
7 million

**TIME SPENT**  
29 minutes  
Readers spend, on average,  
29 minutes out of their  
busy lives to read Via.

**PASS ALONG**  
2.2 readers  
per copy  
Via enjoys pass along  
readership with an average  
of 2.2 readers per copy.

**ACTIONS**  
80%  
of readers took an  
action as a result  
of reading Via.

**44.4%** Visited any  
website included in Via

**36.7%** Became aware of  
or used AAA discount(s)

**34.0%** Visited AAA.com

**31.4%** Visited/contacted  
AAA office

**27.3%** Traveled to a  
destination advertised or  
written about



**CIRCULATION REGION**  
Northern California, Arizona, Nevada,  
Utah, Montana, Wyoming, Alaska

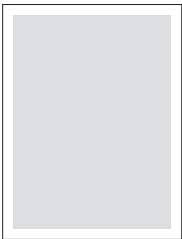
- FILE REQUIREMENTS**
- High-resolution PDF with fonts embedded.
  - CMYK only. **No spot colors**, RGB, LAB, or ICC color profiles.
  - For full-bleed ads, Include trim and bleed marks, with bleed-mark offset at 0.1667 inch (1 pica).

**CONTACT**  
Please email ads to  
Natasha Alcala  
[natasha.alcala@mwg.aaa.com](mailto:natasha.alcala@mwg.aaa.com)  
(415) 370-0591

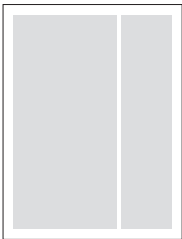
**SUMMER DATES**  
**Ad Close:** Feb 26  
**Materials due:** March 5  
**In-home:** May 12-15

**WINTER DATES**  
**Ad Close:** Aug 21  
**Materials due:** Aug 28  
**In-home:** Nov 14-18

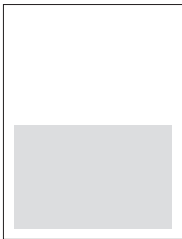
**Page trim size:** 8" x 10.5"  
**Page bleed size:** 8.25" x 10.75"



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



**2/3 Page Vertical**  
4.625" w x 9.5" h  
**1/3 Page Vertical**  
2.25" w x 9.5" h



**1/2 Page Horizontal**  
7" w x 4.625" h

DISPLAY ADS	
Full Page	\$27,000
2/3 Page	\$20,000
1/2 Page	\$16,000
1/3 Page	\$11,000

# Ad Sections

**Discover** and **Explore Arizona** are special advertising sections inserted into targeted copies of Via. Ad units include native content plus traditional ad space.



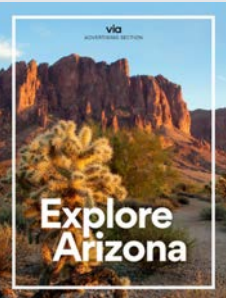
**CIRCULATION**

500k

affluent AAA homes in the greater Bay Area and Sacramento.

**FREQUENCY**

Available in the summer and winter issues.



**CIRCULATION**

500k

affluent AAA homes in Arizona.

**FREQUENCY**

Available in the winter issue only.

**MATERIALS**

See file requirements on the Print Magazine page.

**Full-page article + full-page ad**

- 1-page ad
- 1-2 photos
- 300-375 words of copy
- Headline (20 to 40 characters, including spaces)

**Half-page article + half-page ad**

- 1/2-page ad
- 1 photo
- 175-225 words of copy
- Headline (20 to 40 characters, including spaces)

**1/6-page article + 1/3-page ad**

- 1/3-page ad
- 1 photo
- 30-50 words of copy
- Headline (20 to 40 characters, including spaces)

**Co-op page ad**

- 1 photo  
(Photo will be cropped to fit)
- 30-50 words of copy, plus phone number and/or URL

**DISCOVER ADS**

1 page ad + 1 page advertorial	\$16,000
1/2 page ad + 1/2 page advertorial	\$9,500
1/3 page ad + 1/6 page advertorial	\$5,700
Co-op page advertorial	\$1,530

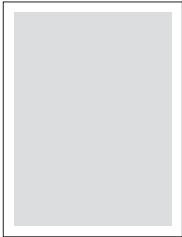
**SUMMER DATES**

**Ad Close:** Feb 19  
**Materials due:** Feb 26  
**In-home:** May 12-16

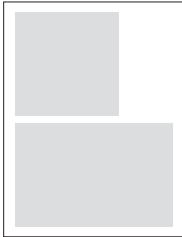
**WINTER DATES**

**Ad Close:** Aug 8  
**Materials due:** Aug 15  
**In-home:** Nov 14-18

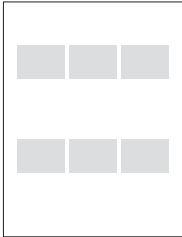
**Trim size:** 8" x 10.5"  
**Bleed size:** 8.25" x 10.75"



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



**1/2 Page**  
7" w x 4.625" h



**1/3 Page**  
4.625" w x 4.625" h

**Co-op Page**  
2.125" w x 1.5" h  
(photo)



# 2025 Editorial Calendar

Ad close and material due date

JANUARY	<b>Mid January</b> • Cities to visit in winter (West and international) 12/12/24
	<b>Late January</b> • Rules for flying, travel etiquette 12/26/24
FEBRUARY	<b>Mid February</b> • Romantic small towns 1/9/25
	<b>Late February</b> • Death Valley National Park guide 1/23/25
MARCH	<b>Spring Via</b> <b>DIGITAL ONLY</b> • Stories behind famous foods in the West • Mainland Greece 2/9/25
	<b>Late March</b> • Where to see wildflowers 2/23/25
APRIL	<b>Mid April</b> • Las Vegas on a budget 3/13/25
	<b>Late April</b> • River cruises 3/27/25
MAY	<b>Mid May</b> • Camping 4/11/25
	<b>Summer Via</b> <b>PRINT + DIGITAL</b> • Best things to do in West's National Parks • Find the right cruise for you 4/25/25
JUNE	<b>Mid June</b> • Best national parks for summer 5/8/25
	<b>Late June</b> • Most stolen vehicles 5/22/25

Ad close and material due date

JULY	<b>Mid July</b> • Where to go to escape the heat in Europe 6/13/25
	<b>Late July</b> • Alaska national parks 6/27/25
AUGUST	<b>Mid August</b> • School bus safety 7/10/25
	<b>Late August</b> • Eastern Washington road trip 7/24/25
SEPTEMBER	<b>Fall Via</b> <b>DIGITAL ONLY</b> • Mythical creatures of the West • Member stories: Car buying 8/14/25
	<b>Late September</b> • Best state parks for fall 8/28/25
OCTOBER	<b>Mid October</b> • Adventure cruises 9/12/25
	<b>Late October</b> • Cities and towns with exciting food scenes 9/26/25
NOVEMBER	<b>Winter Via</b> <b>PRINT + DIGITAL</b> • Panama-Pacific International Expo artifacts tour • Tasmania road trip 10/9/25
	<b>Late November</b> • Christmas markets (including international) 10/23/25
DECEMBER	<b>Mid December</b> • Winter day trips from the Bay Area 11/7/25
	<b>Late December</b> • Best deals in LV 11/21/25