



Via
THE AAA MAGAZINE



MEDIA KIT 2025



TRUSTED WHEREVER You Go

Reach a loyal and highly engaged audience of members, who seek information and inspiration to enhance their lives 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
- 74% of members took action after reading Via
- AAA was named the most trusted brand in the categories of Travel and Auto

OVER 1 MILLION READERS

CIRCULATION BREAKDOWN

Greater Portland	205,873
Willamette Valley	99,171
Southern Oregon	56,830
Central Oregon	36,750
Oregon Coast	27,489
Eastern Oregon	8,365
OREGON	434,478
SOUTHERN IDAHO	70,028
TOTAL	504,506





80
HOMEOWNERS
%

AGE BREAKDOWN

18-34	8%
35-54	30.7%
55-64	26.8%
65+	34.5%

AVERAGE AGE: 57

GENDER BREAKDOWN

	36.4%
	65.4%



STRONG ENGAGEMENT

73%

of Via readers read 3 or 4 of the last 4 issues received.

80%

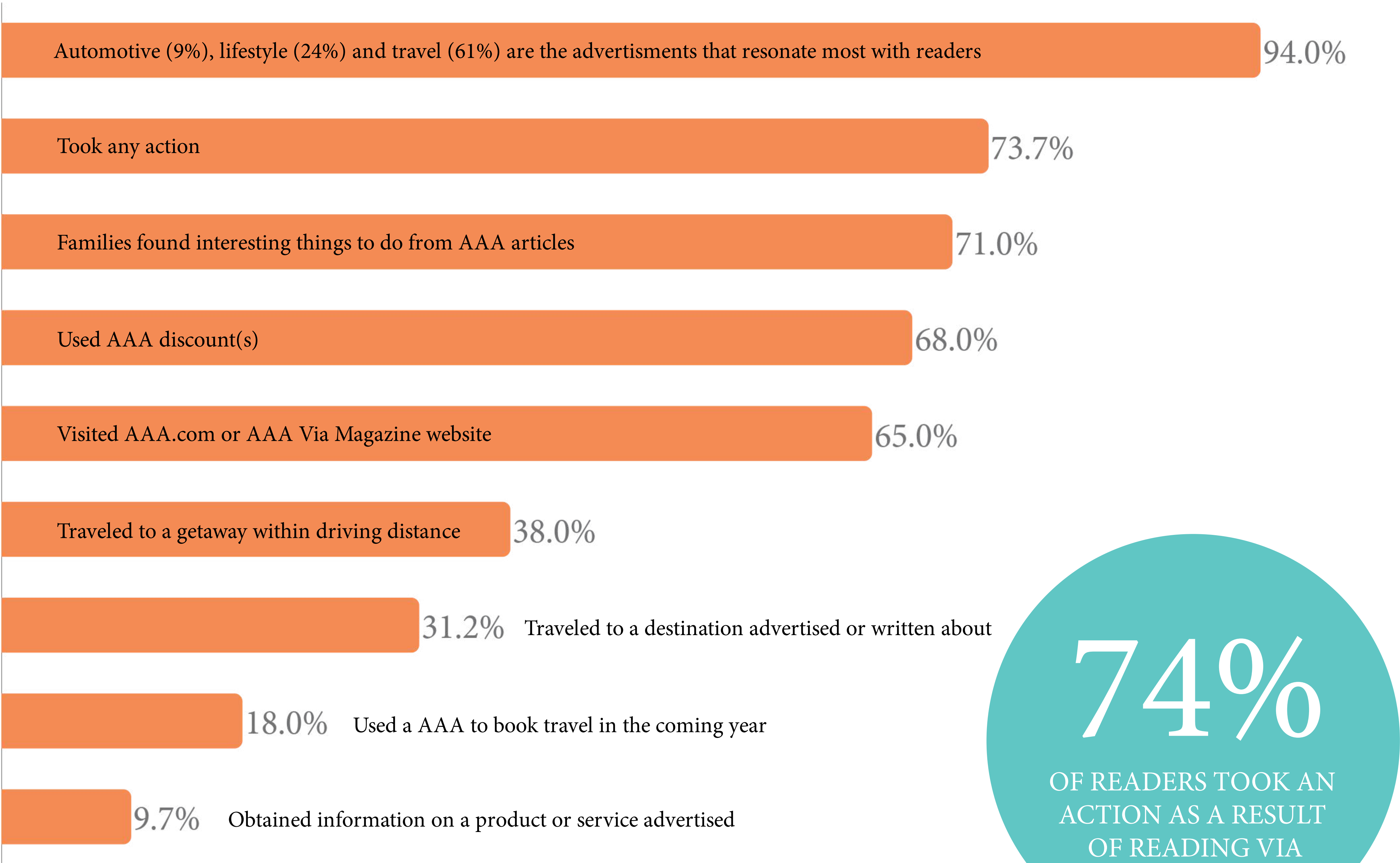
of Via readers prefer receiving the printed magazine in the mail.

29 MINUTES

Readers spend, on average, 29 minutes out of their busy schedules to read Via.

2.2 READERS PER COPY

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



74%
OF READERS TOOK AN ACTION AS A RESULT OF READING VIA

Source: 2024 Via Reader Profile Study, GfK MRI

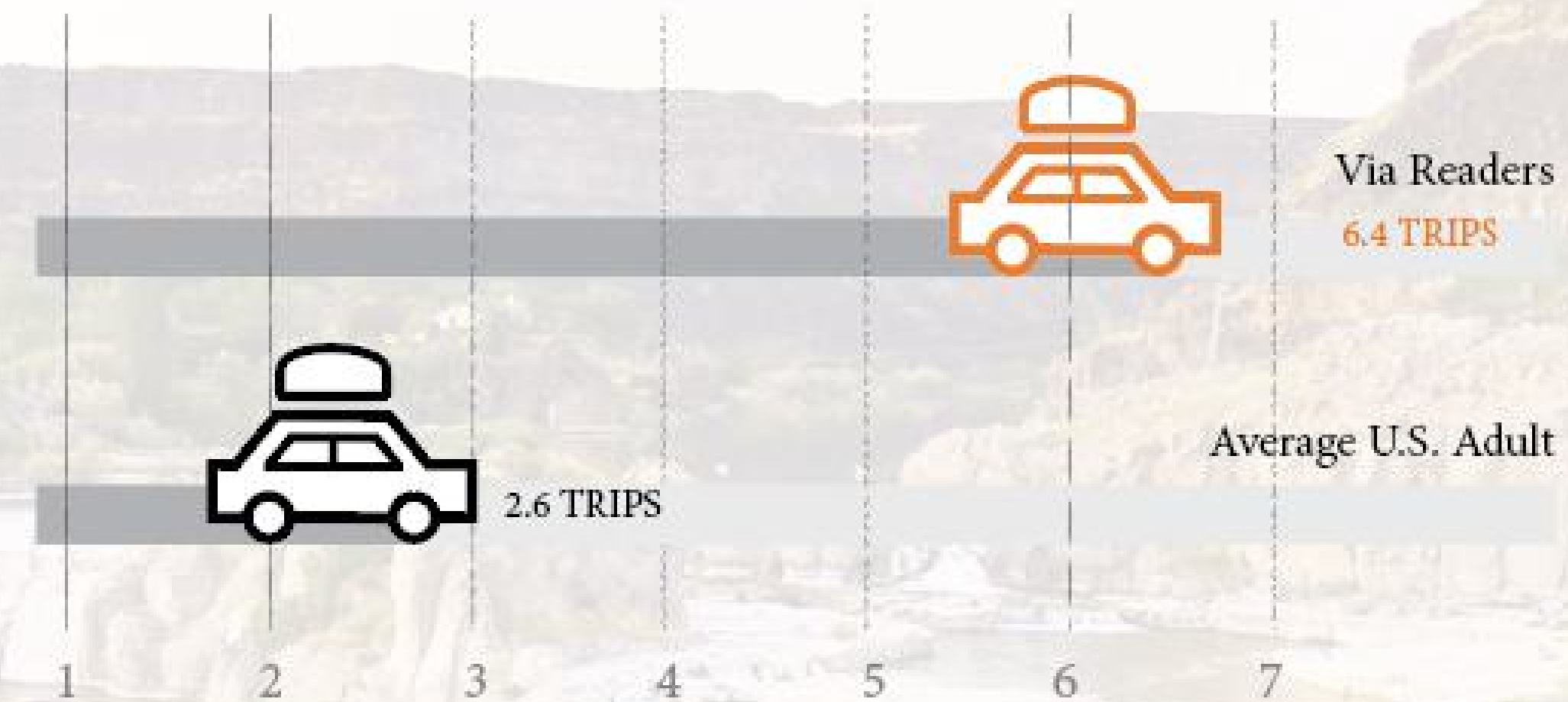


VIA READERS... LOVE TO TRAVE

L



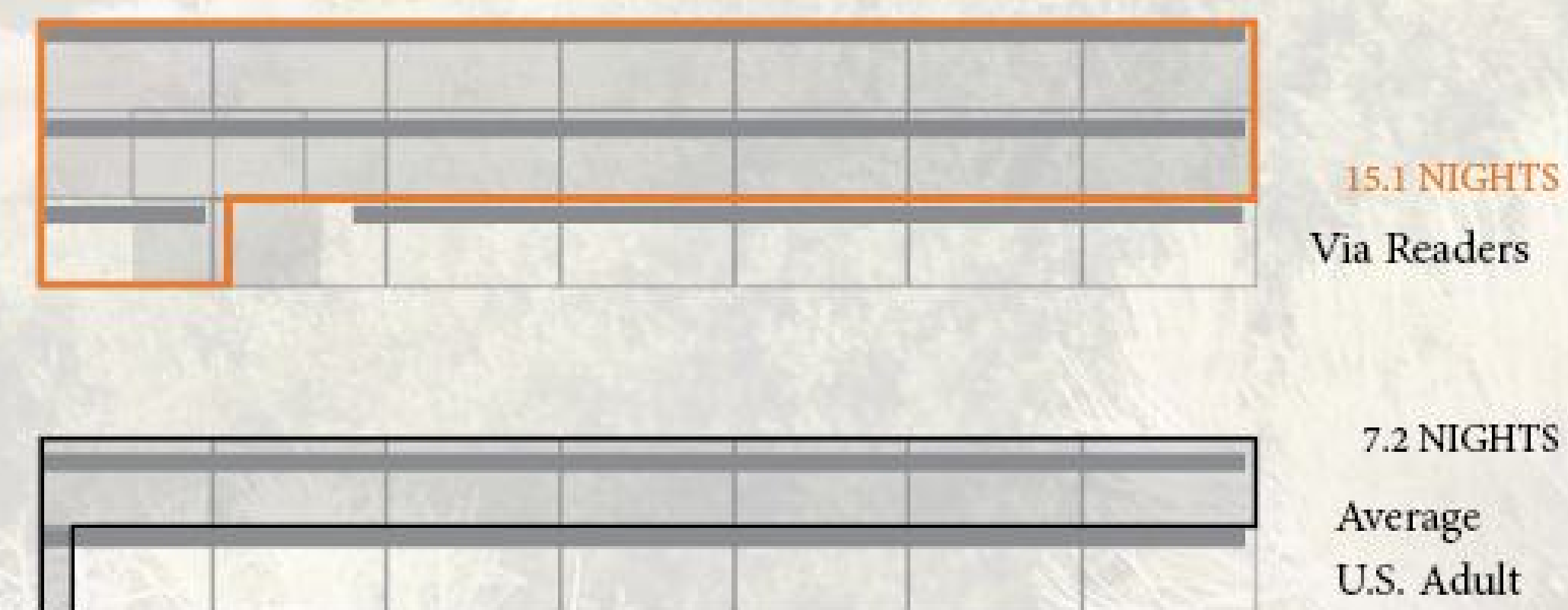
Via readers took an average of 6.4 trips lasting 1+ day in the past year, which is two and a half times more than the average U.S. adult.



Via readers spent 80% more than the average U.S. adult on domestic vacations.



Via readers paid for an average of 15+ nights of hotel or paid lodging in past year—more than 2x the national average for U.S. adults.



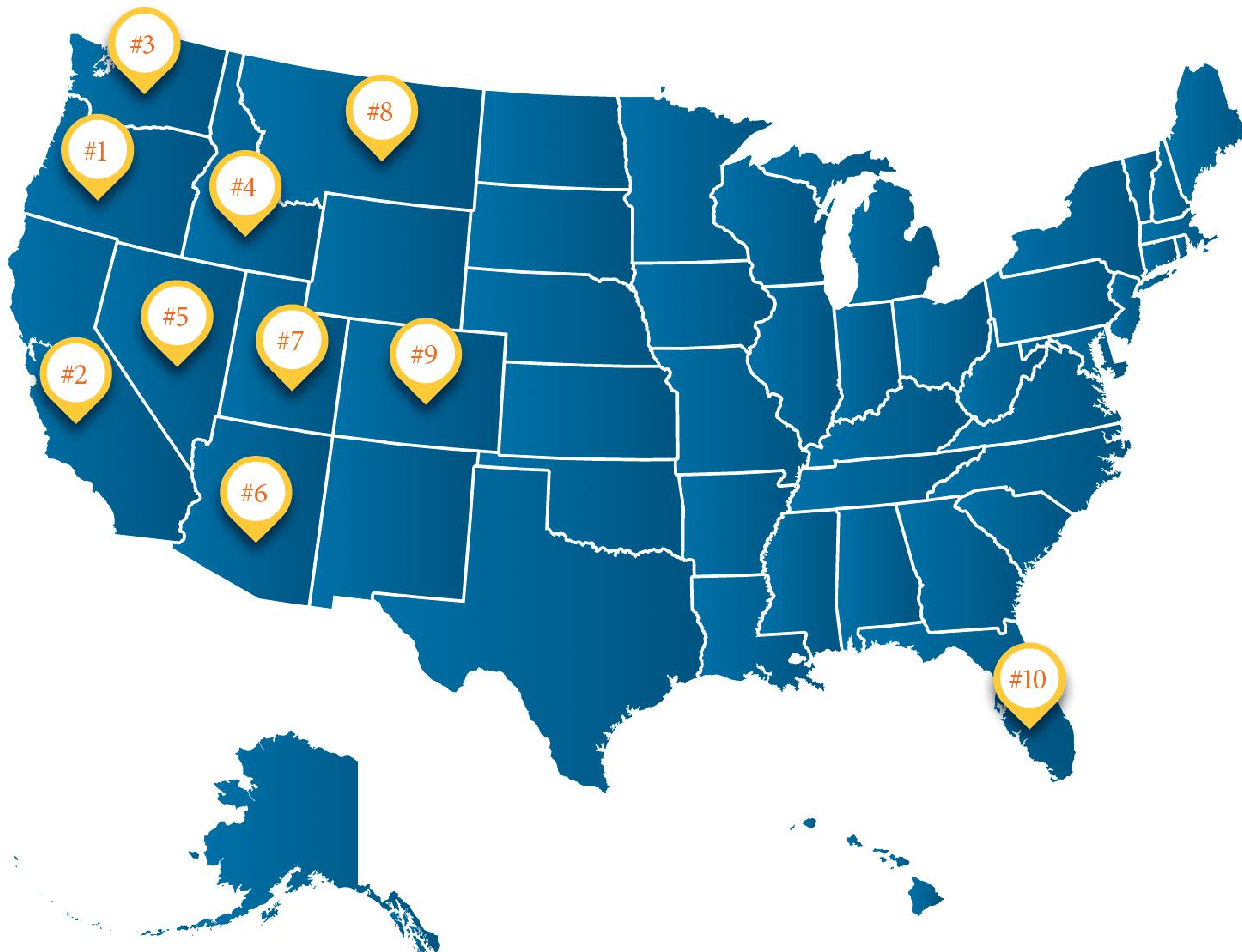
WHERE THEY TRAVEL



Oregon/Idaho Via readers, on average, travel more frequently than non-readers in the region.

89%

of Oregon/Idaho Via readers took at least one overnight domestic trip in 2018.



TOP 10 STATES VISITED (%)

Oregon	60.2
California	55.9
Washington	46.1
Idaho	27.3
Nevada	21.1
Arizona	16.3
Utah	14.2
Montana	11.6
Colorado	11.3
Florida	8.8

WHERE THEY TRAVEL

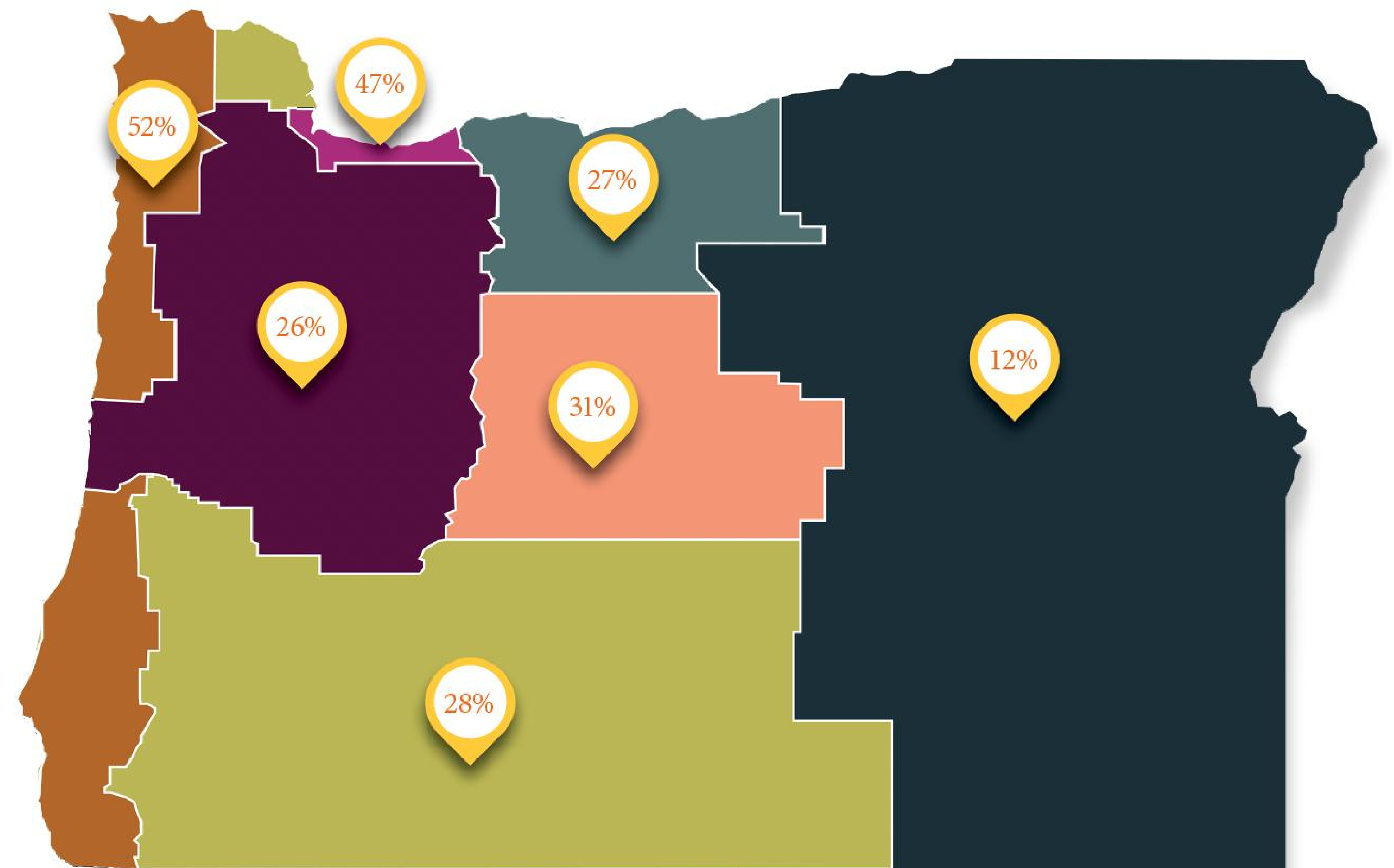
THE MOST VISITED LOCATIONS

TOP AREAS VISITED WITHIN OREGON (%)*

Oregon Coast	52
Portland	47
Central Oregon	31
Southern Oregon	28
Columbia River Gorge	27
Willamette Valley	26
Eastern Oregon	12

TOP AREAS VISITED (%)

Oregon	47.3
Seattle, Wash.	27.5
Washington	17.2
Los Angeles Area	16.2
San Francisco Bay Area	12.3
California Wine Country	11.1
Phoenix/Scottsdale, Ariz.	8.6
Salt Lake City, Utah	8.3
Sacramento/Central Valley, Calif.	7.8
Orange County, Calif.	8.8
Palm Springs, Calif.	7.2
Shasta/Cascades	6.9
Reno/Lake Tahoe, Nev.	6.7



RATES & DATES

6x Issues Per Year

Ads	1-3x	4-5x	6x
1/4 Page	\$3,515	\$3,163	\$2,811
1/2 Page	\$6,045	\$5,440	\$4,835
Full Page	\$10,995	\$9,895	\$8,795
Inside Covers	\$14,295	\$14,295	\$14,295

Issue	Reserve	Materials Due	In Home
Nov+Dec 2024	9/13/24	9/27/24	11/1/24
Jan+Feb 2025	11/1/24	11/8/24	1/1/25
Mar+Apr 2025	1/10/25	1/17/25	3/1/25
May+June 2025	3/7/25	3/14/25	5/1/25
July+Aug 2025	5/9/25	5/16/25	7/1/25
Sept+Oct 2025	7/11/25	7/28/25	9/1/25
Nov+Dec 2025	9/12/25	9/19/25	11/1/25

For premium placements, inserts and design assistance, please contact your sales representative.
Our professional graphic design team offers ad builds for an additional fee.



EDITORIAL CALENDAR 2025

January + February

Getaway: Top Regions for Winter Play

Discover: Health & Wellness Vacations

Destination: Palm Springs, CA

Weekender: Medford, OR

July + August

Getaway: Best Lakes Around the PNW

Discover: Generational Washington D.C.

Destination: Victoria, B.C.

Weekender: Eastern Oregon: Joseph & Beyond

March + April

Getaway: New PDX: Where to Go Now!

Discover: Disneyland Tips and Planning

Destination: Ring Road: The Ultimate Iceland Road Trip

Weekender: Lincoln City, OR

September + October

Getaway: Oregon and Idaho Wine Country

Discover: Reposition Cruises

Destination: Austin, TX

Weekender: TBD

May + June

Getaway: Top Tier RV Parks

Discover: Cultural Travel: Jaialdi 2025

Destination: Rogue River Rafting

Weekender: Walla Walla, WA

November + December

Getaway: Hawaiian Islands

Discover: Travel By Train: Historic Railroads

Destination: Nonstop to Frankfurt

Weekender: Tualatin, OR

PRINT AD SPECIFICATIONS

Ad Size	Non-Bleed	Bleed	Live Area
Travel Guide	Travel Guide Ads Are Created In-House And Include A Logo, Business Name, 60 Words And A Website.		
1/4 Page	3.375"W X 4.625"H	--	--
1/2 Page Horizontal	7"W X 4.625"H	8.25"W X 5.3125"H	7"W X 4.625"H
1/2 Page Vertical	3.375 In"W X 9.5"H	4"W X 10.75"H	3.375 In"W X 9.5"H
Full Page	7"W X 9.5"H	8.25"W X 10.75"H	7"W X 9.5"H
Inside Front & Back Covers	7"W X 9.5"H	8.25"W X 10.75"H	7"W X 9.5"H
Back Cover	7"W X 9.5"H	8.25"W X 10.75"H	7"W X 9.5"H

Ad Submission

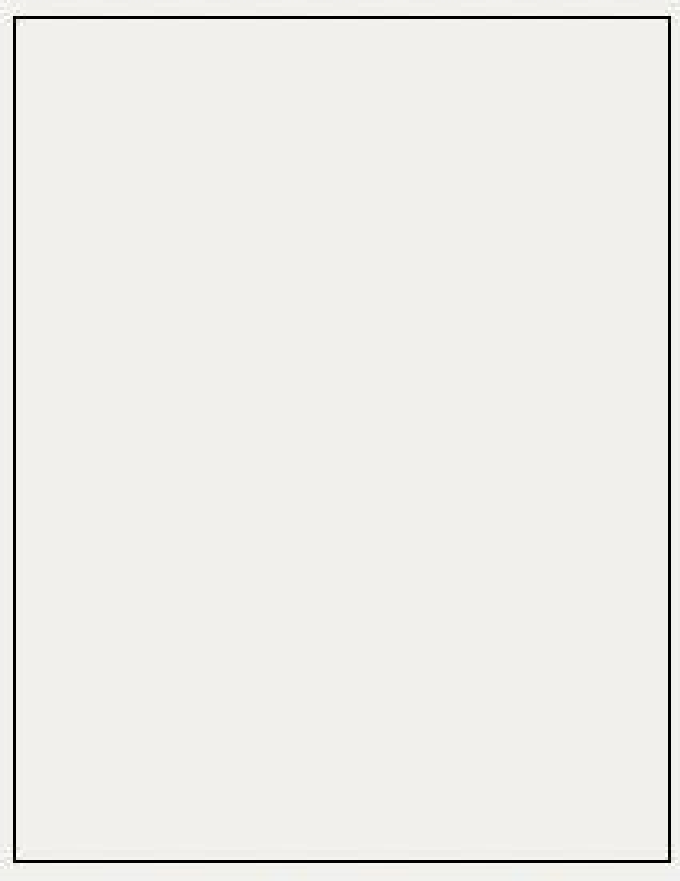
Please use our transfer site: oregonmedia.wetransfer.com

Email: art@oregonmedia.com

All images must be high resolution for print quality (300 dpi). Images and logos copied from websites are not usable.

CMYK process colors only (no RGB files accepted.) Color accuracy is the responsibility of the advertiser and will be held to SWOP standards. Do not use ICC or spot color profiles.

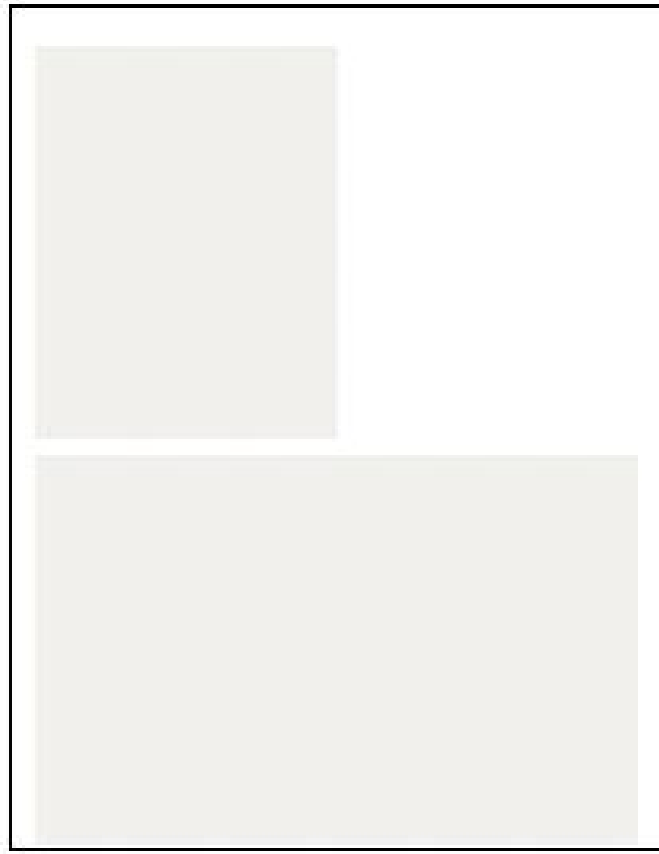
all ad files must be submitted as a single page, high-resolution PDF/x-4



FULL PAGE
including covers



1/2 PAGE
vertical



1/4 PAGE
1/2 PAGE
horizontal

For premium placements, inserts and design assistance please contact your sales representative. Our professional graphic design team offers ad builds for an additional fee.

CONNECTIONS NEWSLETTER

Digital Advertising Placement Opportunity

The AAA Connections Newsletter provides up-to-date member news, events, discounts, special offers and more on a monthly basis. Promote your products and services through one of the most recognized brands to high loyalty and trusted AAA Members. AAA members opting into the Connections Newsletter are particularly interested in travel, auto, and special offers. Don't miss your chance to connect with this highly engaged audience through this exclusive opportunity with Oregon Media and AAA.

Distribution

263,000 AAA members
throughout Oregon and Idaho

Performance Metrics

Open rate: 35%
Click-through rate: 3.09%

Ad Specs

660x250 pixels
JPG is the desired format


Cost: \$4,995

*Limited availability as advertising is only available to one Oregon Media partner per month.

2025 Calendar


ISSUE	ART DUE DATE	PUBLISH DATE
January	1/13/25	1/27/25
February	2/10/25	2/24/25
March	3/10/25	3/24/25
April	4/7/25	4/21/25
May	5/12/25	5/26/25
June	6/9/25	6/23/25
July	7/7/25	7/21/25
August	8/11/25	8/25/25
September	9/8/25	9/22/25
October	10/13/25	10/27/25
November	11/10/25	11/24/25
December	12/8/25	12/22/25

Your ad here



KEEP
LIFE
GOING®

CONNECTIONS



AAA Diamonds: Travel With Someone You Trust

Now more than ever, you want peace of mind when choosing where to stay. We've enhanced our inspections with ATP surface testing, the same technology used to verify cleanliness in the healthcare industries. Inspected Clean hotels have passed inspections with ATP surface testing so you can rest assured your room is as clean as possible.

AAA Diamond Approved restaurants must pass an on-site evaluation with 13 minimum requirements to be approved as a Diamond property. There are 57 elements included in the score that determines a property's Diamond level.

Learn More About AAA Diamonds

Have it All in Europe!

Celebrate Holland America's 150th year with over 45 unique Europe itineraries including in-depth EXC Talks, Port to Table cooking demonstrations, and immersive culinary shore excursions. Enjoy overnight stays in some of Europe's landmark cities, including Barcelona, Istanbul, and Reykjavik. Book before February 28th and receive a \$500 flight credit, up to 30% off cruise fares, a Free Balcony Upgrade, Bonus Onboard Credit and more!

EXPLORE EUROPE →

Tax Season Is Right Around the Corner

AAA members, join the millions that choose TaxAct every year! Take advantage of a 25% discount on your 2022 state and federal filings, plus Audit Defence, E-File Concierge, and Refund Transfer with TaxAct. Terms and conditions apply.


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Smart Luggage & Packing Tips
For Your Next Cruise

Cruising is a popular style of travel for many. No matter if you prefer to explore the world by ocean or river, cruises provide the unique opportunity to visit multiple destinations in one trip. The best part? You only have to unpack once! Travel Expert, Anne McAlpin, shares tips on selecting the right luggage for your next cruise adventure.

GET DETAILS →



Is Your Car Battery Ready for the New Year?

When we think about the things we just can't live without, car batteries don't normally come to mind. Car batteries last, on average, 3 to 5 years. Depending on certain conditions, like weather and how you drive your car, some batteries can last up to 6 years! So how can you help your car battery last longer? We have 5 tips to help extend your battery's life.

GET TIPS →

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