



MEDIA KIT



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



AGE BREAKDOWN

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

AVERAGE AGE 57

 34.6%

 65.4%



\$94,800

AVERAGE INCOME

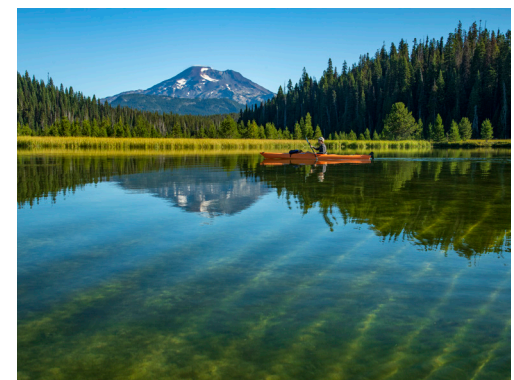
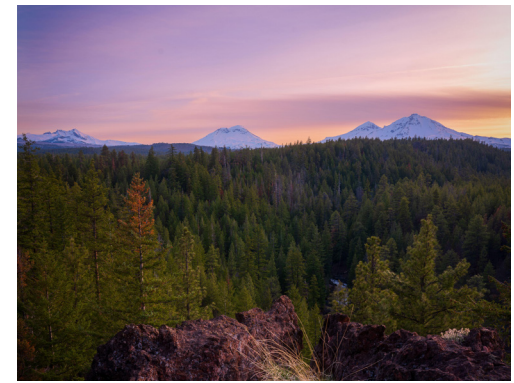


80%

HOMEOWNERS



AVERAGE HOME VALUE
\$419,900



Sources: 2019 Via Reader Profile Study, GfK MRI; 2019 AAA Via Oregon/Idaho Mail List

STRONG ENGAGEMENT

82%

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

70%

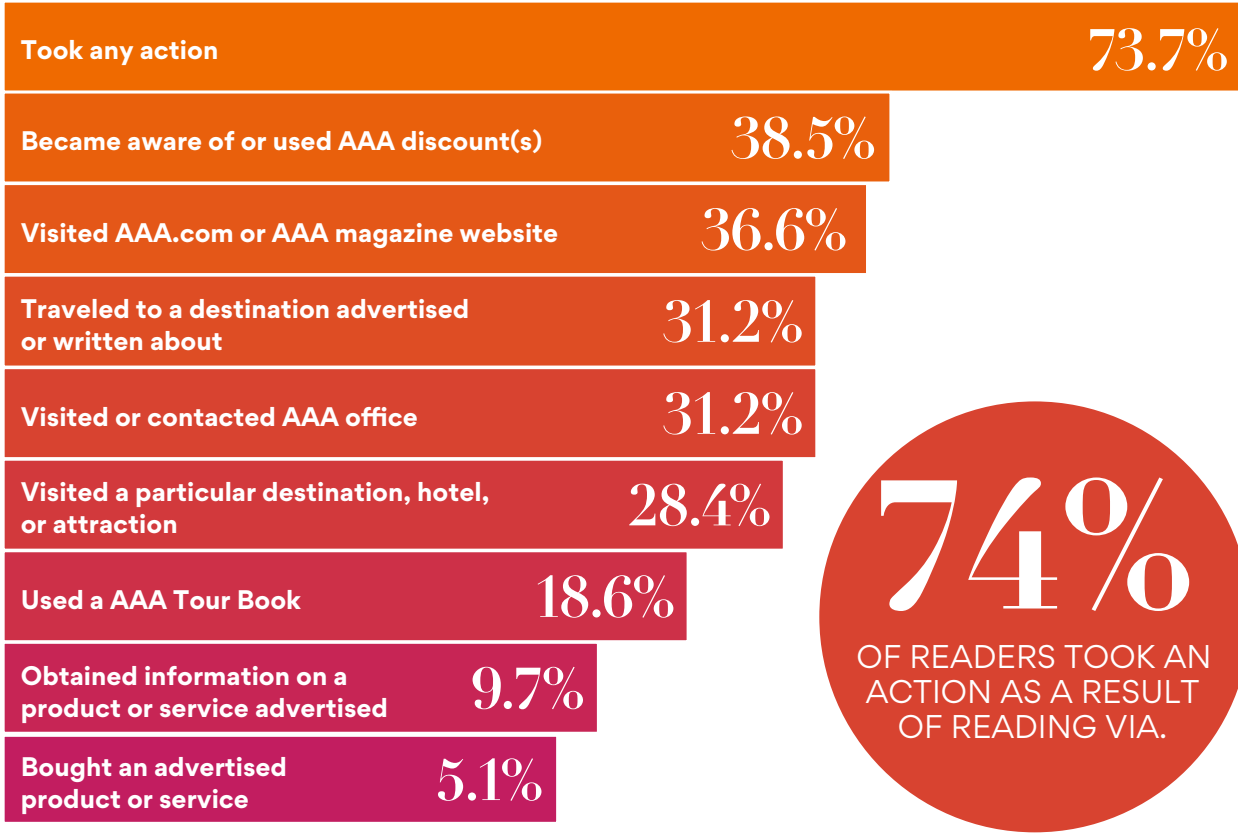
of Via readers prefer receiving the printed magazine in the mail.

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.



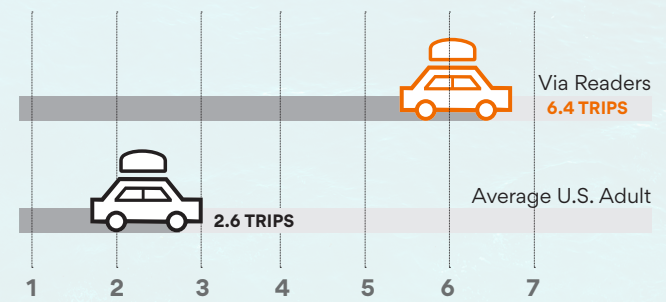
Source: 2018 Via Reader Profile Study, GfK MRI

LOVE TO TRAVEL

VIA READERS...


TRAVEL
MORE

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.




SPEND
MORE

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




STAY
LONGER

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

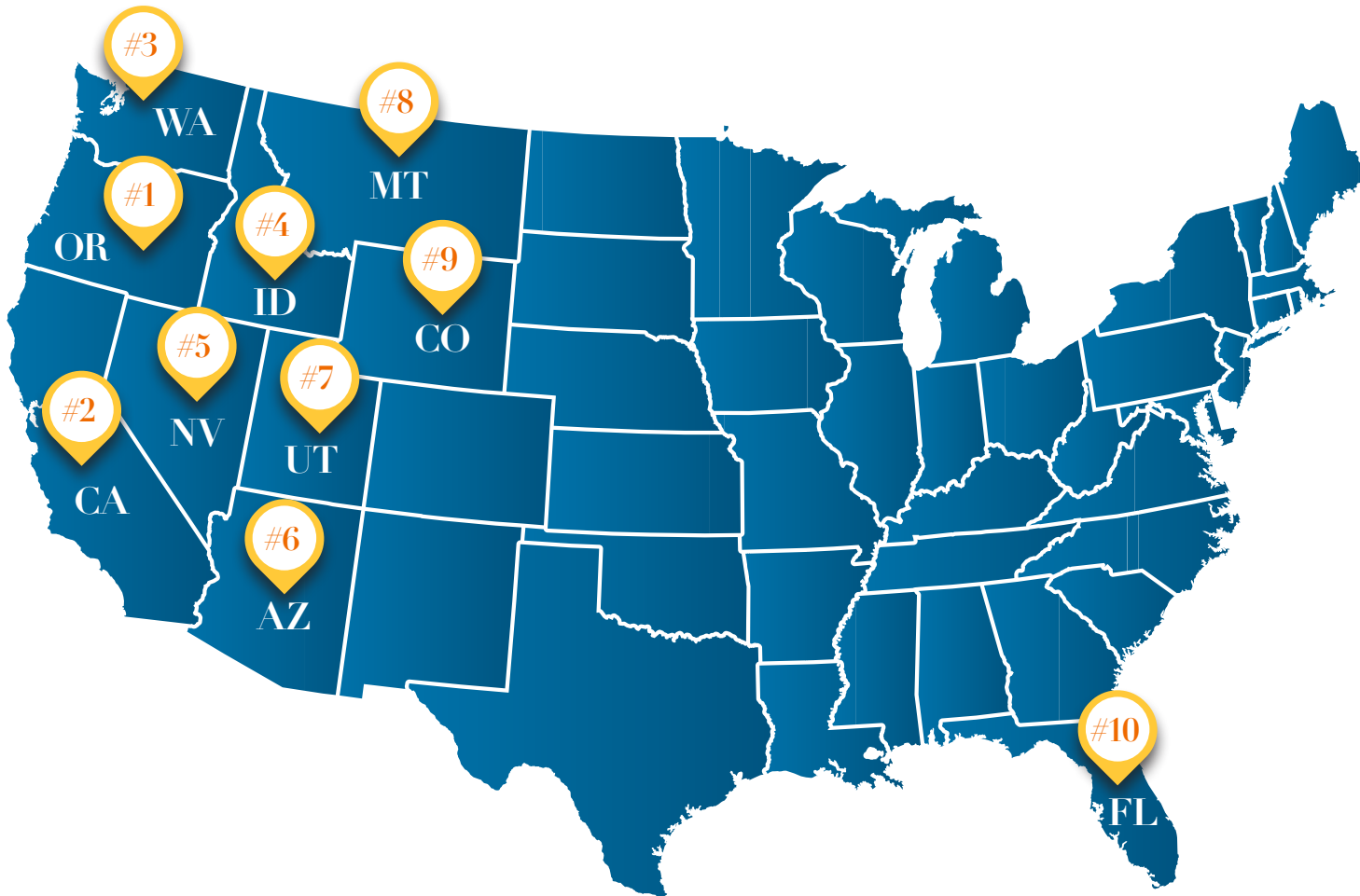


Oregon/Idaho Via readers, on average, travel more frequently than non-readers in the region.

89%

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

The most visited locations:



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

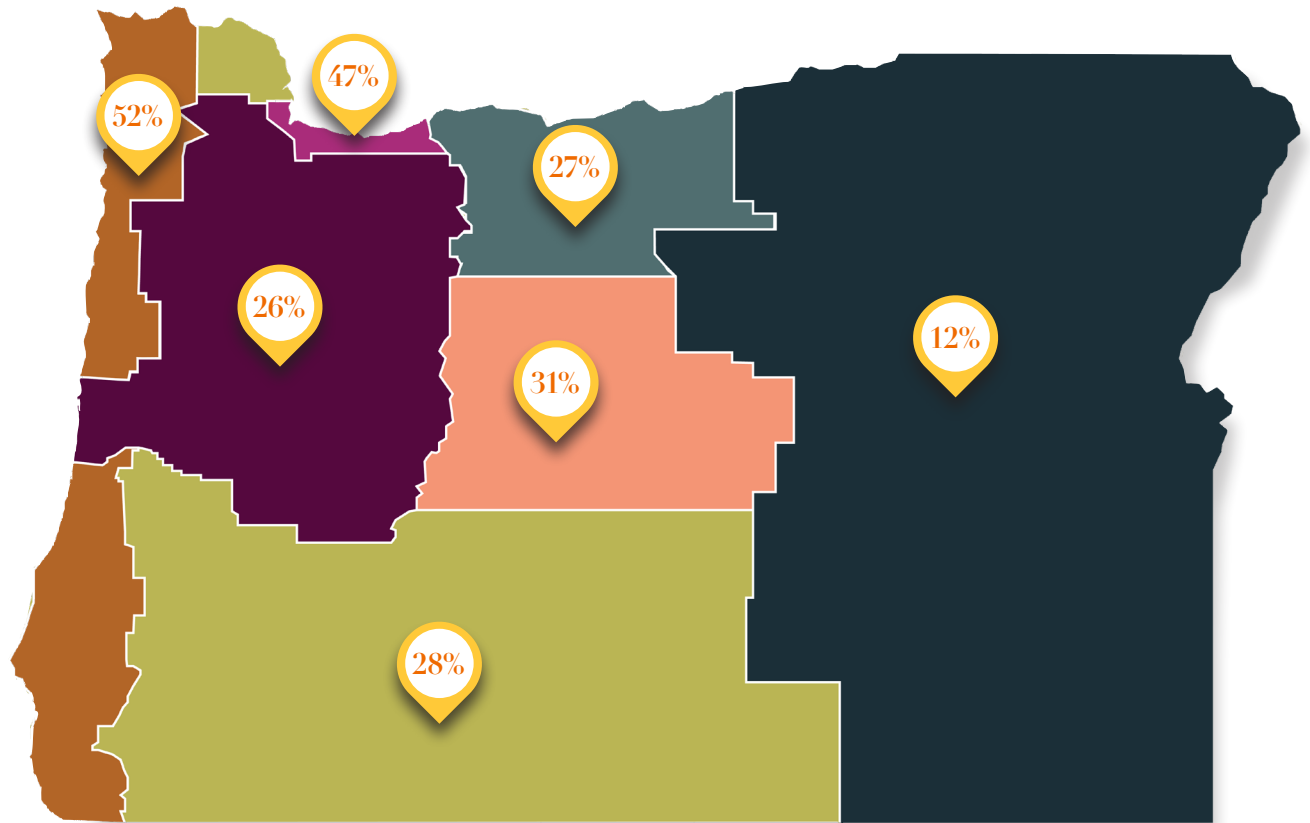
THE MOST VISITED LOCATIONS:

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
Inside Covers	\$14,295	\$14,295	\$14,295
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

Issue	Reserve	Materials Due	In Home
Nov/Dec 2023	9/15/23	9/22/23	11/1/23
Jan/Feb 2024	11/10/23	11/17/2023	3/1/24
Mar/Apr 2024	1/12/24	1/19/24	3/1/24
May/Jun 2024	3/8/24	3/15/24	5/1/24
July/Aug 2024	5/10/24	5/17/24	7/1/24
Sept/Oct 2024	7/12/24	7/19/24	9/1/24
Nov/Dec 2024	9/13/24	9/20/24	11/1/24

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 2024

November/December 2023

Getaway: Star Tours: Dark Sky Designations

Discover: Visit Native and Indigenous Sites

Destination: South Africa

Weekender: Willamette Valley Wine Country

January/February

Getaway: Ski-In Vacations: Beginner Tours and Beyond

Discover: Accessible Travel: Beaches, trails and tours

Destination: Costa Rica

Weekender: Driggs/Victor, ID

March/April

Getaway: Cultured: Literary Cities

Discover: Sustainable Tourism

Destination: B.C. Foodie Tour: Vancouver Bite by Bite

Weekender: Cave Junction, OR (Reopening of Chateau)

May/June

Getaway: Music Season: Festival Round Up

Discover: Health on the Road

Destination: Fishing Alaska

Weekender: Mt. Rainier, WA

July/August

Getaway: Beach Time, Pacific Northwest Style

Discover: Art of The West

Destination: Philly, Let Freedom Ring

Weekender: Idaho Falls, ID

September/October

Getaway: Ghost Towns

Discover: Migrations and the Culture of Birdwatching

Destination: Cruise: French River Tours

Weekender: Sisters, OR

November/December 2024

Getaway: Mount Hood in Winter | **Discover:** Made in OR/ID: Discover Artisans | **Destination:** Quebec, Winter Carnival | **Weekender:** Tacoma, WA

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

*** Full Trim Size- 8"w x 10.5"h**

AD SUBMISSIONS

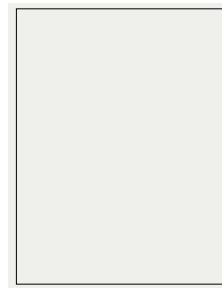
Please use our transfer site: oregonmedia.wetransfer.com

Email: art@oregonmedia.com

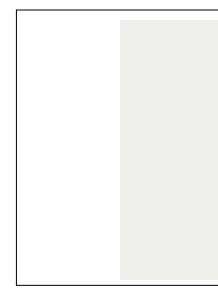
All images must be high resolution for print quality (300 dpi). Images and logos copied from websites are not usable.

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.

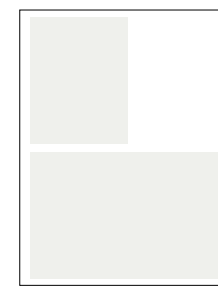
All ad files must be submitted as a single page, high-resolution PDF/x-4 formatted file, with fonts outlined.



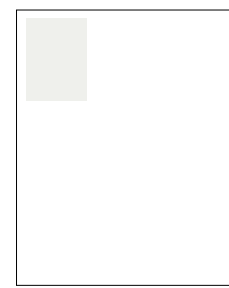
FULL PAGE
including covers



1/2 PAGE
vertical



1/4 PAGE
1/2 PAGE
horizontal



TRAVEL
GUIDE

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

2023 Calendar

ISSUE	Art Due Date	Publish Date
March	March 13	March 28
April	April 10	April 25
May	May 8	May 30
June	May 30	June 20
July	July 3	July 25
August	July 31	Aug 22
September	Sept 5	Sept 26
October	Sept 22	Oct 17
November	Nov 6	Nov 28
December	Dec 4	Dec 28


Your ad here

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



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!

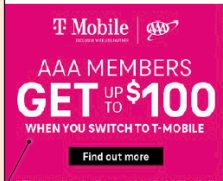


Celebrate Holland America's 150th year with over 45 unique Europe itineraries including in-depth EXC Talks, Port to Table cooking demonstrations, and immersive culinary shore excursions. Enjoy overnight stays in some of Europe's landmark cities, including Barcelona, Istanbul, and Reykjavik. Book before 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.

[START HERE →](#)

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 →](#)