



AAA WORLD



| THE EXTRA MILE

2020 MEDIA KIT





WE'RE BOTH AFTER THE SAME THING

The attention of consumers - it's what we're all looking for. After all, attention is the scarcest resource in our economy. We live in a time when information is readily available at our fingertips. We're just a swipe, tap and click away from making our next decision. As easy as it seems, we're plagued with too many options, opinions from strangers and unreliable ratings and reviews. When it comes down to making a clear-cut choice, it can all be too overwhelming.

That's where we come in. At AAA, we've hit the roads since before there were actual roads. We've experienced every chapter of life, and we're anxious to share. We know our Member's time is valuable. That's why we invested in an immersive multi-channel content experience for our Members that puts their needs first.

 **Our Members trust us, and our partners.**

That's where you come in. Your goal is to get eyes on your content and ads with the hopes of driving awareness and conversions. Because of our content-first approach, you make the perfect co-pilot to share your story with our Members. We can create the right contextual opportunities that position your brand as a solution to our Members, strengthening the results of your advertising and marketing dollars.

CONTACT US: AAA Club Alliance | AAA.com/advertise | 888-AAA-4252

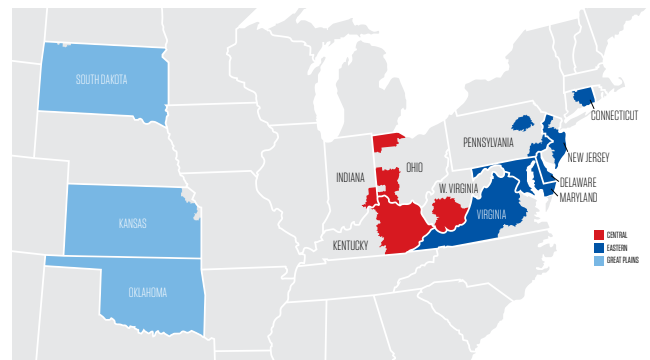




A LITTLE BIT ABOUT US:

AAA's past is what makes our present so valuable. With more than 100 years of service to our Members and communities, we were founded in 1902 with a focus on safety. We're built on the notion of people helping people, and our commitment to service inspires the loyalty and trust of our Members. With 35 Member-owned Clubs making up the AAA federation, AAA services more than 60 million Members across the United States and Canada as a not-for-profit organization.

We're AAA Club Alliance – the third-largest AAA Club in the country with Members in thirteen states and the District of Columbia. We service many large and medium designated market areas (DMAs), including **Philadelphia, Washington DC, Hartford, Baltimore and Cincinnati**, and can provide you with access to more than six million Members. Due to our unique footprint, we offer AAA Member benefits to a diverse cross-section of the country and provide access to a wide selection of demographics that can meet your advertising and marketing needs.



FAST FACT: AAA IS ONE OF AMERICA'S MOST LOVED BRANDS.

According to Morning Consult, AAA was the #5 Most Loved Brand among consumer elites and #12 among suburban consumers in 2018.

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TAP INTO A POWERFUL AUDIENCE

As one of America's most trusted brands and with more than six million Members, our Club can provide your brand with unique access to a diverse and educated Membership base with disposable income that travels more, stays more and spends more.



36%
MALE



64%
FEMALE



MARITAL STATUS

Married: 53.1%
Widowed: 6.2%
Separated/Divorced: 14.8%
Single (never married): 25.9%



MAIN RESIDENCE

\$364,200 Average Value
\$288,800 Median Value



71.3%
OWN



28.7%
RENT



HOUSEHOLD INCOME

\$107,500 Average Income
\$88,300 Median Income



AGE

18-34: 10.7%
35-54: 40.0%
55-65: 27.3%
66+: 22.1%

MEDIAN AGE



EDUCATION

4+ Years: 52%
Any College: 83%

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MEMBER TRAVEL HABITS:



**MEMBERS WITH A
VALID PASSPORT**
61%



**AVERAGE AMOUNT
SPENT ON A TRIP**
\$3,100



**MEMBERS WHO TOOK VACATIONS
IN THE PAST 12 MONTHS**
79.1% TOTAL

Personal	96.9%
Business	31.7%
Business/Personal	22.0%



**WHO MEMBERS TRAVEL WITH ON
THEIR VACATIONS**

Spouse	53%
Child(ren)	46%
Partner	16%
Friends/Co-Workers	36%
Grandchild(ren)	25%
Parents/Grandparents	15%
Alone	19%



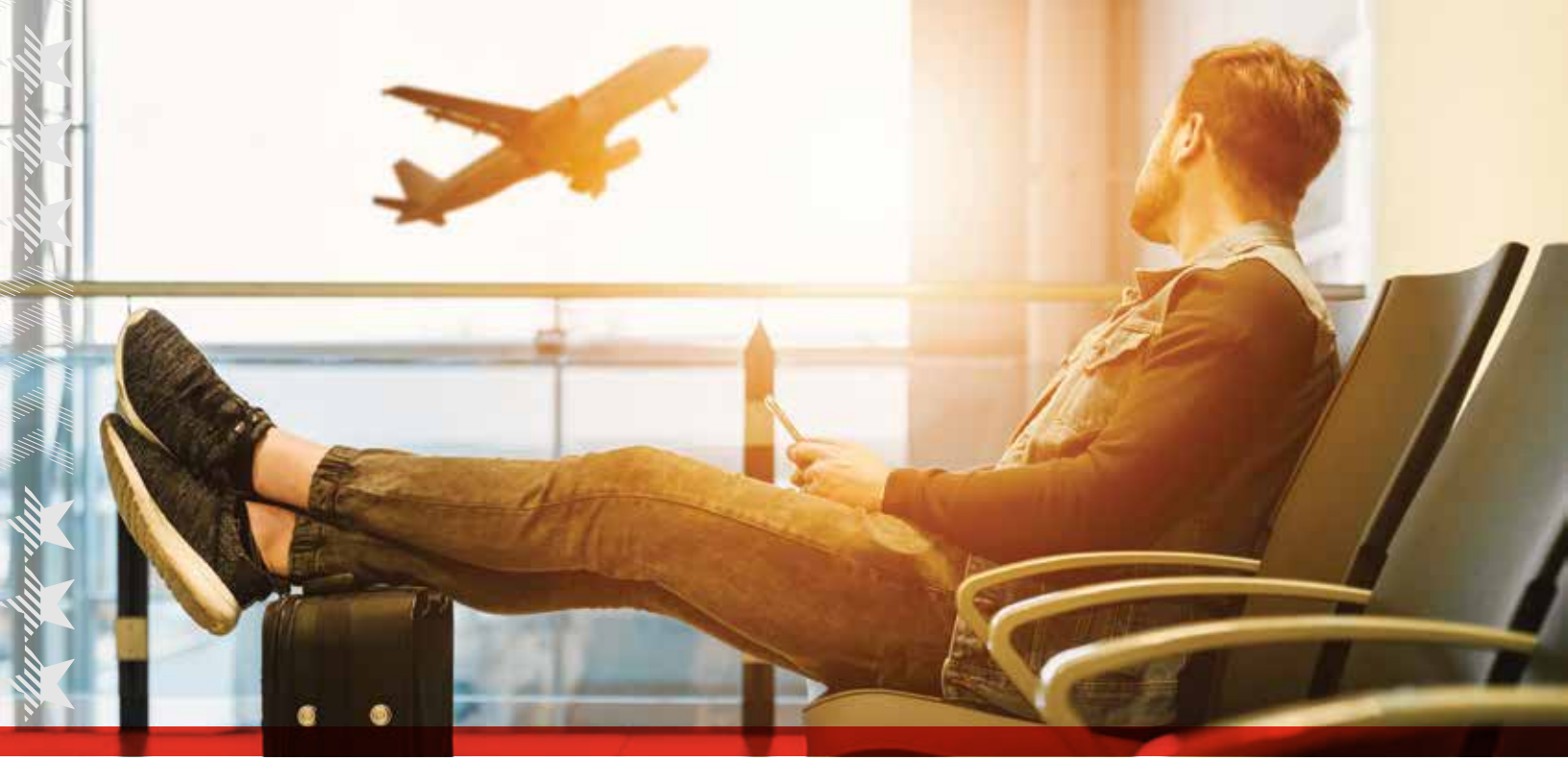
WHEN MEMBERS BOOK TRIPS

More than 6 months prior	23.1%
3 - 6 months prior	39.9%
Less than 3 months prior	37.0%

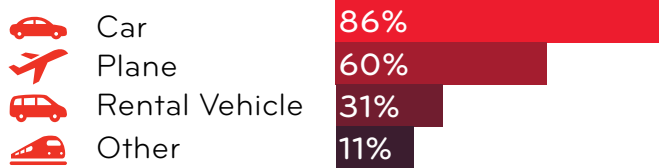
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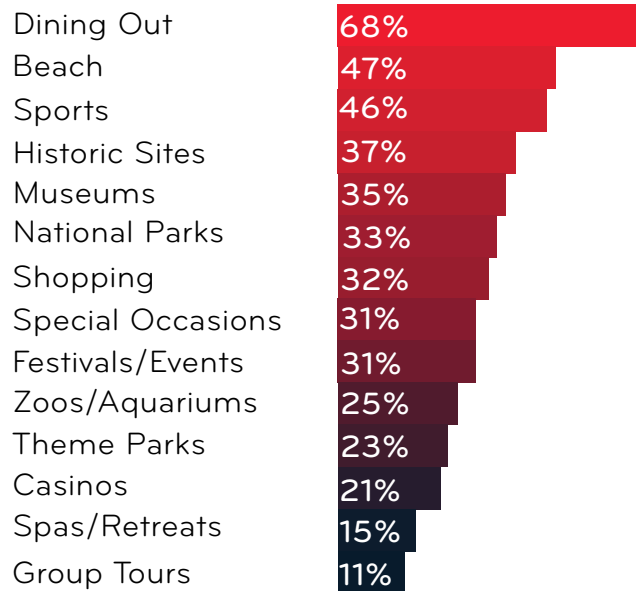




PREFERRED METHOD OF TRANSPORTATION FOR VACATION



LEISURE VACATION ACTIVITIES IN THE PAST 12 MONTHS



OUR MOST POPULAR ROAD TRIP DESTINATIONS IN 2018

1. Myrtle Beach, SC
2. Nashville, TN
3. Orlando, FL
4. Asheville, NC
5. Savannah, GA
6. Niagara Falls, NY
7. Charleston, SC
8. Hilton Head Island, SC
9. Gatlinburg, TN
10. New Orleans, LA
11. Las Vegas, NV
12. Memphis, TN
13. Yellowstone National Park, WY
14. Bar Harbor, ME
15. Denver, CO
16. Grand Canyon Village, AZ
17. Keystone, SD
18. Williamsburg, VA
19. St. Louis, MO
20. Virginia Beach, VA





TOP 5 DOMESTIC TRIPS BOOKED BY MEMBERS IN 2018

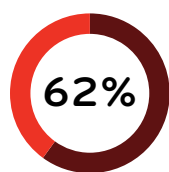
1. Orlando, FL
2. Las Vegas, NV
3. New York, NY
4. Grand Canyon, AZ
5. Miami - Ft. Lauderdale, FL



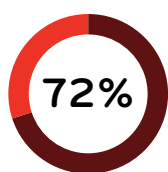
TOP 5 INTERNATIONAL TRIPS BOOKED BY MEMBERS IN 2018

1. Ireland
2. Italy
3. Caribbean
4. Mexico
5. Eastern Europe

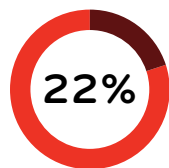
OUR READERS TAKE ACTION:



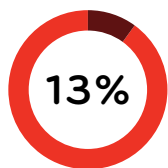
took action as a result of reading



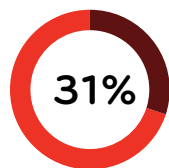
visited AAA.com



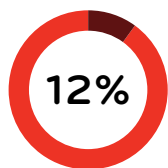
visited or contacted a AAA Store



visited an advertiser's website



became aware of or used AAA discounts



traveled to a destination advertised or written about

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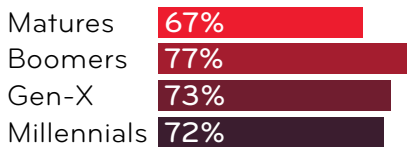




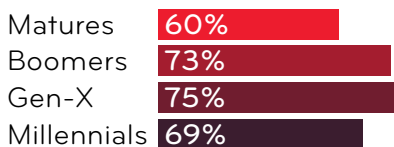
WE HAVE CONTENT OUR READERS WANT

Our readers and users have spoken, sharing with us the content that matters most to them from the AAA brand. They have an appetite for content and we're building our editorial strategy around their needs, creating the perfect contextual opportunity for your advertising and sponsored content.

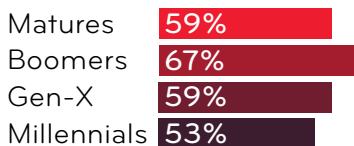
TRAVEL TIPS & ADVICE



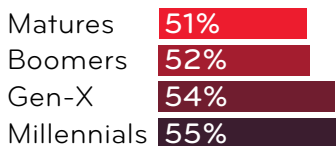
WEEKEND GETAWAYS



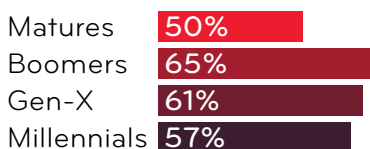
REGIONAL TRAVEL



CAR CARE & MAINTENANCE



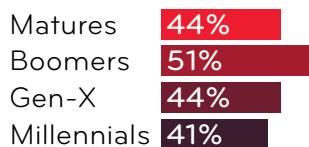
FESTIVALS & EVENTS



PRODUCT RATINGS & REVIEWS



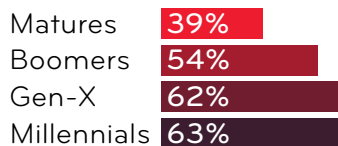
CAR REVIEWS



HEALTH & WELLNESS



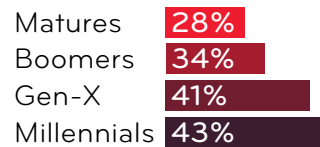
SAVINGS TIPS



INTERNATIONAL TRAVEL



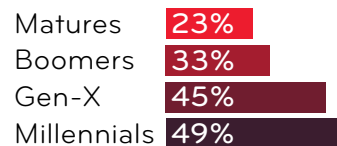
FOOD & WINE



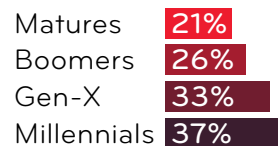
HOME IMPROVEMENT



BUDGETING & FINANCIAL TIPS



HOW-TO DEMONSTRATIONS



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OUR CONTENT OFFERINGS

Real people helping real people have real experiences. That's the foundation of all the content we create, which allows us to empower and educate our Members, while elevating their experiences. Our goal is to serve all AAA Members with authentic and engaging content that demonstrates and enhances Member value through a multi-channel experience, knowing that our content can serve as an additional reason that Members choose to renew their Membership. Our content creators are building assets around demographic and behavioral audiences, including Millennials, empty nesters, planners and family-first households to ensure that all Members can find relevant, engaging content from the AAA brand and its partners.

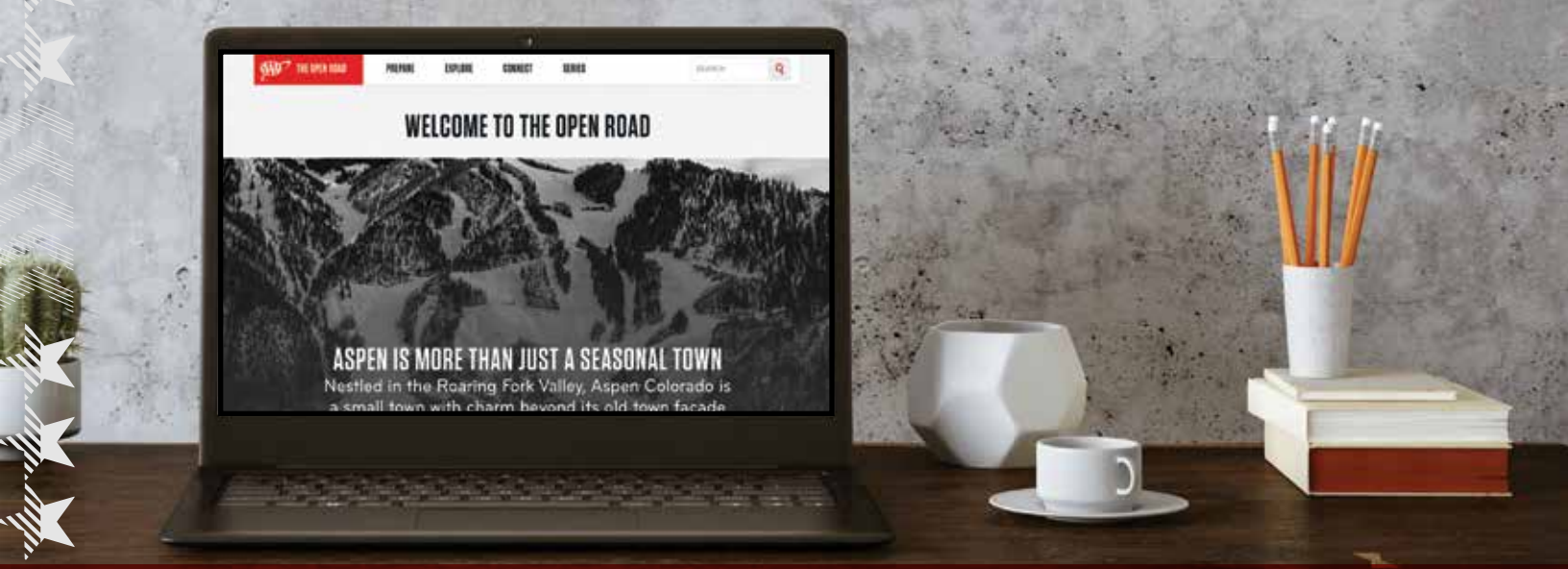
Our bi-monthly AAA Member magazine, *AAA World*, has a circulation of more than 2.55 million Members across our Club's territory. Produced in three regional editions, *AAA World* is our Member's guide and companion, offering both inspiration and intel to help them live an empowered life out on the open road and beyond. This allows Members to get in the know so they can confidently move forward into the next chapter of their life, or wherever the road may take them next.



AAA World magazine and its editors, designers and contributing writers regularly win awards for writing, editing and design from a variety of regional and national journalism organizations. These honors include Gold, Silver and Bronze Awards from the North American Travel Journalists Association.

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INTRODUCING: THE EXTRA MILE

Recently, we've also invested in creating a digital content destination for our Members where they can easily access and search content from *AAA World* and other AAA and partner sources, while receiving access to exclusive Member content they can't find anywhere else. We call this immersive content experience "The Extra Mile." With a heavy presence throughout the AAA.com website, our goal is to make sure that our Members and prospects can quickly find and view engaging content on the device of their choice to make informed choices on the topics that matter to them most.

To drive Member and prospect traffic to The Extra Mile, we utilize several paid, earned and owned media tactics, including:

-  **Weekly Digital Magazine Email**
Average Open Rate: 26.68%
Average Click Through Rate: 4.57%
-  **Monthly eSaver Email**
Average Open Rate: 35.34%
Average Click Through Rate: 3.28%
-  **Monthly Connections Email**
Average Open Rate: 23.9%
Average Click Through Rate: 1.56%
-  **AAA.com Banner Ads**
Average Click Through Rate: 1.1%
-  **Facebook**
10,500 Followers
Average Click Through Rate: 10.8%

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RATES & SPECS: THE EXTRA MILE & DIGITAL SOLUTIONS

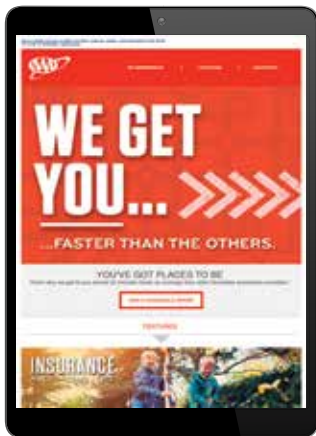
EMAIL SOLUTIONS



THE EXTRA MILE - WEEKLY CONTENT EMAIL

Banner ad with image with logo only (600w x 270h) + 95 character limit + URL link or content feature with copy + image (600w x 240h) + URL link

Region	Audience
Eastern Region (without CT)	350,000
Connecticut	64,000
Central Region (OH, KY, IN, WV)	210,000
Kansas	26,000
Oklahoma	139,000
South Dakota	30,000
Full Audience	300,000



CONNECTIONS NEWSLETTER - MONTHLY MEMBER NEWS & DISCOUNTS EMAIL

Image with logo only (600w x 270h) + 95 character limit + URL link

Region	Audience
Eastern Region (without CT)	785,000
Connecticut	73,000
Central Region (OH, KY, IN, WV)	130,000
Kansas	27,000
Oklahoma	71,000
South Dakota	14,000
Full Audience	800,000



ESAVER NEWSLETTER - MONTHLY DISCOUNTS EMAIL

Image with logo only (600w x 270h) + 95 character limit + URL link

Region	Audience
CT, DC, DE, MD, NJ, PA, VA	485,000
IN, KS, KY, OH, WV	125,000
OK, SD	90,000
Full Audience	590,000

LODGING NEWSLETTER - MONTHLY LODGING PARTNER EMAIL

Image with logo only (600w x 270h) + 95 character limit + URL link

Region	Audience
Full Audience	375,000



RATES & SPECS: THE EXTRA MILE & DIGITAL SOLUTIONS

THE EXTRA MILE DIGITAL CONTENT SOLUTIONS

THE EXTRA MILE DIGITAL PLATFORM



Page Sponsorship (676w x 350h)

Region
Eastern Region (without CT)
Connecticut
Central Region (OH, KY, IN, WV)
Kansas
Oklahoma
South Dakota
Full Audience

Top Leaderboard (958w x 136h)

Region
Eastern Region (without CT)
Connecticut
Central Region (OH, KY, IN, WV)
Kansas
Oklahoma
South Dakota
Full Audience



Banners (676w x 350h, 676w x 550h)

Region
Eastern Region (without CT)
Connecticut
Central Region (OH, KY, IN, WV)
Kansas
Oklahoma
South Dakota
Full Audience

In-Line (95 characters + URL CTA)

Region
Eastern Region (without CT)
Connecticut
Central Region (OH, KY, IN, WV)
Kansas
Oklahoma
South Dakota
Full Audience

AAA WORLD SOCIAL MEDIA

AAA WORLD SPONSORED FACEBOOK POSTS



Asset
Full audience (1,200 x 1,200 image, text, URL link)



RATES & SPECS: FULL CIRCULATION



AAA World Magazine

TOTAL CIRCULATION
2,550,000

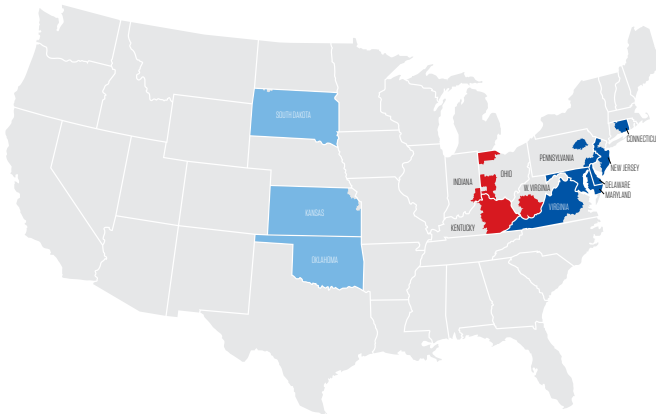
CIRCULATION REGIONS

Connecticut
Delaware
Indiana
Kansas
Kentucky
Maryland
New Jersey
Ohio
Oklahoma
Pennsylvania
South Dakota
Virginia
Washington D.C.
West Virginia

MAJOR DMAs

Philadelphia
Washington D.C.
Baltimore
Hartford
Cincinnati

FULL CIRCULATION TERRITORY MAP



ADVERTISING MATERIAL

Digital materials (preferred): High resolution PDF files; EPS files, CMYK (no spot or lab colors unless by special arrangement with Sales Representative, PMS colors will be automatically converted to CMYK, all type converted to outlines; CMYK TIFF Files, 300 dpi minimum. **Send each page as a single PDF. No spreads. No bleed on fractional ads. Single crop marks should be offset .25 inch.**

MECHANICALS

Printing Process: Web Offset
Binding: Saddle-stitched (jogged to the foot); Trim Size 7" x 10"

ADVERTISER PROOFS

Two press proofs required with each ad. AAA World shall not be held responsible for color accuracy if no color proof is provided.

PRODUCTION CONTACTS

Kim Jones
302-299-4269
kjones3@AAAMidAtlantic.com

Steve McDonald
302-299-4268
smcdonald@AAAMidAtlantic.com

STANDARD AD SIZES (IN INCHES)

Trim size: 7" x 10"
Bleed size: 7.5" x 10.5"

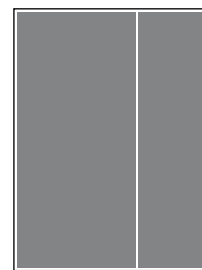


Full Page
6.5" x 9.5"
(live area)
7.5" x 10.5"
(bleed area)

Two-Page Spread
14" w x 10" h

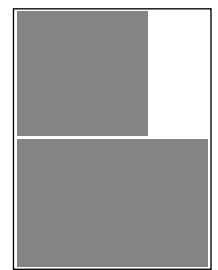


Back Cover
7" x 7.625"
(trim size)
6.5" x 7.125"
(live area)
7.5" x 7.7875"
(bleed size)



1/3 Page Vertical
2.125" wide x
9.5" high

2/3 Page Vertical
4.25" wide x 9.5"
high



1/3 Page Square
4.25" wide x
4.6875" high

1/2 Page Horizontal
6.5" wide x
4.6875" high



RATES & SPECS: EASTERN REGION



AAA World Magazine

TOTAL CIRCULATION
1,825,538

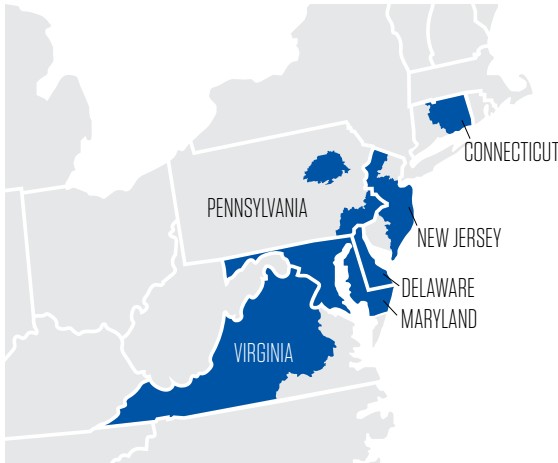
CIRCULATION REGIONS

Connecticut
Delaware
Maryland
New Jersey
Pennsylvania
Virginia
Washington D.C.

DMAs

Philadelphia
Washington D.C.
Baltimore
Hartford
Richmond
Roanoke
Salisbury
Charlottesville

EASTERN REGION TERRITORY MAP



ADVERTISING MATERIAL

Digital materials (preferred): High resolution PDF files; EPS files, CMYK (no spot or lab colors unless by special arrangement with Sales Representative, PMS colors will be automatically converted to CMYK, all type converted to outlines; CMYK TIFF Files, 300 dpi minimum. **Send each page as a single PDF. No spreads. No bleed on fractional ads. Single crop marks should be offset .25 inch.**

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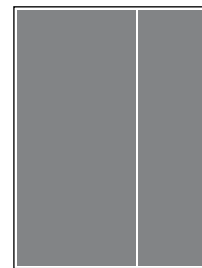


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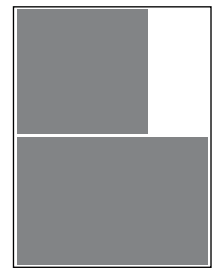


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1/2 Page Horizontal
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4.6875" high



RATES & SPECS: CENTRAL REGION



AAA World Magazine

TOTAL CIRCULATION
382,908

CIRCULATION REGIONS

Indiana
Kentucky
Ohio
West Virginia

DMAs

Cincinnati
Lexington
Dayton
Charleston
Toledo
Beckley/Bluefield

CENTRAL REGION TERRITORY MAP



ADVERTISING MATERIAL

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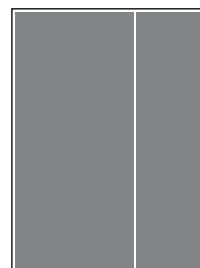


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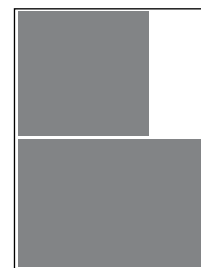


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RATES & SPECS: GREAT PLAINS REGION



AAA World Magazine

TOTAL CIRCULATION
341,554

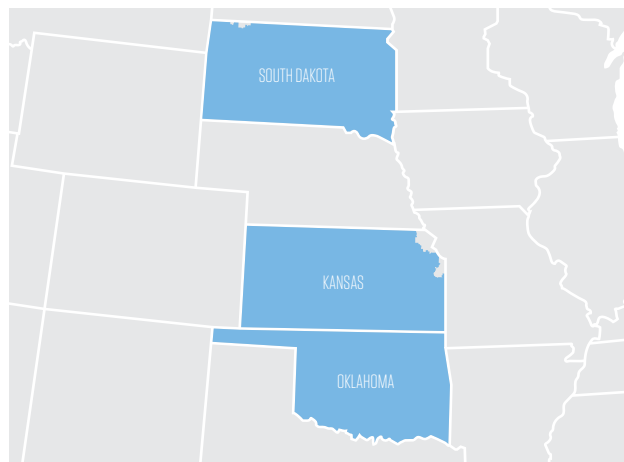
CIRCULATION REGIONS

Kansas
Oklahoma
South Dakota

DMAs

Oklahoma City
Wichita
Sioux Falls
Topeka
Rapid City

GREAT PLAINS TERRITORY MAP



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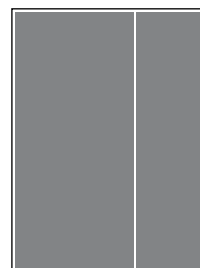


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Two-Page Spread
14" w x 10" h

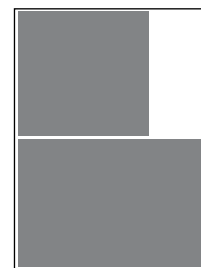


Back Cover
7" x 7.625"
(trim size)
6.5" x 7.125"
(live area)
7.5" x 7.7875"
(bleed size)



1/3 Page Vertical
2.125" wide x
9.5" high

2/3 Page Vertical
4.25" wide x 9.5"
high



1/3 Page Square
4.25" wide x
4.6875" high

1/2 Page Horizontal
6.5" wide x
4.6875" high

