



# ENCOMPASS

## 2021 MEDIA KIT



HELPING YOU FIND YOUR WAY

**AAA Colorado** and its leading tourism publication, **EnCompass**, reaches an overall audience of 700,000+ travel-savvy Coloradans. **EnCompass** engages its loyal audience across multiple media channels including its award-winning magazine, 5 monthly e-newsletters, a service-driven website, and social media (Facebook, Twitter, Instagram, and LinkedIn).



**AAA Colorado** and **EnCompass** are market leaders in the utilization of content marketing strategies on behalf of their advertisers and sponsors. They go the extra mile to accommodate high-quality messaging on behalf of attractions and destinations worthy of their audience's attention.

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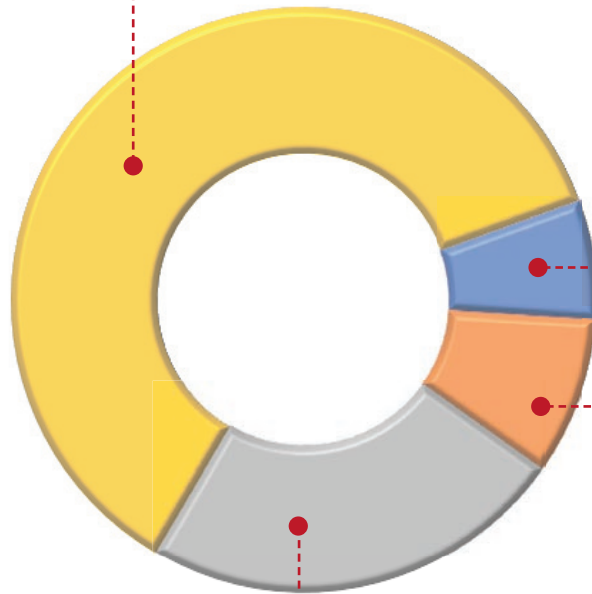


# MULTIMEDIA

The **AAA Colorado** and **EnCompass** multimedia platform uses channels that reach its audience when, where, and how that audience wishes to engage. 83% are front range residents; 66% are Denver-area residents.

## MAGAZINE:

Sent five times a year to 420,000 households, reaching **700,000+** AAA Colorado members



## SOCIAL MEDIA:

**80,000+** followers across Facebook, Instagram, Twitter, and LinkedIn

## E-NEWSLETTERS:

5 editions each sent monthly to **300,000** members; total of 1,500,000 sent monthly

## WEBSITE:

**100,000+** average monthly unique users; 550,000+ average monthly page views

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# AUDIENCE DEMOGRAPHICS

The **AAA Colorado** and **EnCompass** audience is mature, educated, and has money to spend. Most importantly, Colorado residents love their home state and spend \$5.4 billion each year visiting its diverse, overnight travel destinations.



39%  
MALE



61%  
FEMALE



AVERAGE AGE IS  
55



93%  
ATTENDED/GRADUATED COLLEGE



75% OWN A HOME  
AVERAGE VALUE IS \$424,000

AVERAGE HOUSEHOLD INCOME IS \$88,400



22.6% ARE OVER \$100,000

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# TRAVEL HABITS



**58%**  
VACATION IN CO



**6.3**  
AVERAGE TRIPS  
PER YEAR



**\$3.8K**  
AVERAGE  
SPENDING

## WHEN AAA MEMBERS TRAVEL:

73% DINE OUT

48% VISIT HISTORIC SITES, NATIONAL/STATE PARKS

44% PARTICIPATE IN HARD/SOFT ADVENTURES

38% VISIT MUSEUMS AND CULTURAL ATTRACTIONS

31% ATTEND THEATRE, CONCERTS, FESTIVALS, SHOWS

22% SHOP

19% PARTICIPATE IN CASINO GAMBLING

16% ATTEND A SPA/RETREAT

13% PARTICIPATE IN SNOW SPORTS

Source: 2017 EnCompass Reader Profile Study, GFK MRI

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# PRINT MEDIA

AAA Colorado's **EnCompass** magazine is the state's leading travel and tourism publication, serving 700,000+ members. And that number is expanding as **AAA Colorado** was named the fastest growing AAA club in America in 2019.



## MAGAZINE AUDIENCE SIZE

700,000+ MEMBERS WHO ARE READERS

420,000 HOUSEHOLDS THAT RECEIVE COPIES OF **ENCOMPASS**

332,000 FRONT RANGE HOUSEHOLDS THAT RECEIVE COPIES

265,000 DENVER AREA HOUSEHOLDS THAT RECEIVE COPIES

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## READERSHIP HABITS

78% OF READERS READ 3 OUT OF 4 ISSUES

73% OF READERS TAKE ACTION ON SOMETHING THEY SAW IN **ENCOMPASS**

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# PRINT MEDIA

**EnCompass** is a travel magazine that recognizes its readers are automotive road warriors, who are active and frequent travelers to destinations near and far. Readers have a deep desire to explore the many attractions in their home state of Colorado, as well as drivable destinations in nearby states. The features and columns within **EnCompass** capture the get-in-the-car-and-go type of information readers value.

## 2021 CONTENT CALENDAR

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### JANUARY – FEBRUARY

THE TRAVEL EDITION: WHAT TO EXPECT FOR TRAVEL IN 2021  
MY POST-COVID WISH LIST  
SEE HAWAII IN A DIFFERENT WAY

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### MARCH – APRIL – MAY

ON THE ROAD DURING A PANDEMIC  
NEBRASKA SANDHILL CRANES  
BLACK HILLS & BADLANDS (Revisit this piece of Americana)  
THREE DAYS IN: Colorado Springs (Come see what's new, stay for more)

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### JUNE – JULY – AUGUST

COLORADO SUMMER GETAWAYS 2021: COLORADO MINING TOWNS  
(Aspen, Breckenridge, Leadville)  
COLORADO'S DARK SKIES  
THREE DAYS IN: Royal Gorge Region (Pueblo, Cañon City, and beyond)

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### SEPTEMBER – OCTOBER

COLORADO GOLD RUSH 2020: AUTUMN'S OTHER COLORS  
FEEL THE RHYTHM OF MOAB  
GET YOUR DOSE OF MEDICINE (Saratoga, Wyo. and the surrounding area)  
THREE DAYS IN: South Central Colorado (Alamosa, Pagosa Springs, Antonito)

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### NOVEMBER – DECEMBER

CRUISE THROUGH THE HOLIDAYS  
HOLIDAY ON THE SLOPES  
THREE DAYS IN: San Luis Obispo County (Hearst Castle, Highway 1, Wine Country)

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# PRINT MEDIA

## SPECIALTY PRINT PROMOTIONS

### CO-OP PAGE PROMOTION

**EnCompass** will produce a special single page or two page spread with editorial focused on a region, an activity or a collection of destinations. Special sized ad units will work hand-in-glove with the content; digital representation is also available on our website and in our e-newsletter.

- \$2,040 net for Magazine
- \$1,062 net for E-newsletter
- \$2,635 net for Magazine + Website + E-newsletter Content



### GATEFOLD CO-OP PROMOTION

Each year, **EnCompass** publishes a 4-page Front Cover co-op promotion that features some of the top destinations in Colorado. This marquee positioning for advertisers, combined with added value digital visibility, arrives at readers' doorsteps in late May — just as they're planning their summer adventures. See gatefold illustration and rates on next page.



### ADVERTORIAL PROMOTIONS

**EnCompass** is always looking for great stories about Colorado's best attractions. Our editors will entertain any legitimate destination or attraction story to run alongside an ad that occupies space equal to the size of the article. We will make certain the ad and story are packaged together as a single promotional unit. Advertorial packages are available for full page ad + full page content at \$10,922 net, and for 1/2 page ad + 1/2 page content at \$6,545 net.

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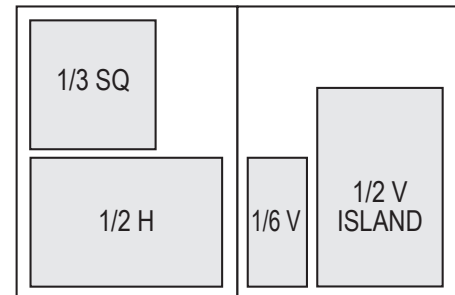
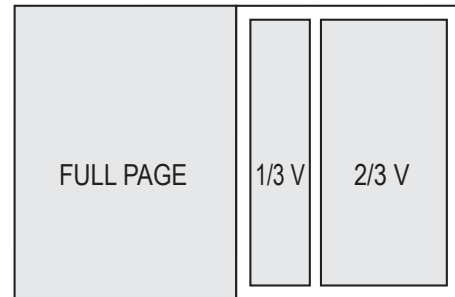




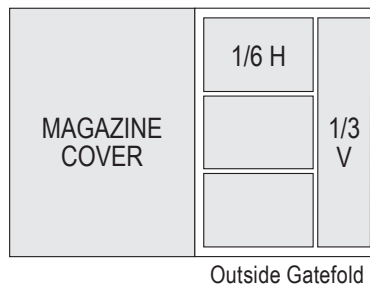
# PRINT MEDIA

DISPLAY RATES 4-COLOR NET	1X	3X	6X
Full Page	\$10,922	\$10,412	\$9,902
2/3 page	\$7,607	\$7,225	\$6,885
1/2 page	\$6,545	\$6,247	\$5,950
1/3 page	\$4,207	\$3,995	\$3,782
1/6 page	\$2,550	\$2,422	\$2,295
Cover 2	\$11,390	\$10,837	\$10,327
Cover 3	\$11,390	\$10,837	\$10,327
Cover 4	\$11,985	\$11,390	\$10,837

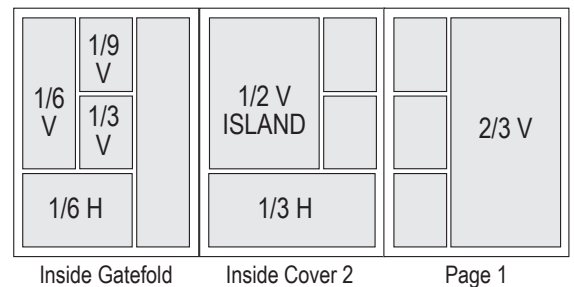
ISSUE	AD CLOSE	MATERIAL DUE	IN HOMES
Jan/Feb	11/6/20	11/13/20	12/28/20
Spring (Mar/Apr/May)	1/1/21	1/8/21	2/19/21
Summer (Jun/Jul/Aug)	4/2/21	4/9/21	5/28/21
Sep/Oct	7/2/21	7/9/21	8/20/21
Nov/Dec	9/3/21	09/10/21	10/22/21



GATEFOLD RATES (NET)	1X
Full Page	\$11,200
2/3 page	\$7,450
1/2 page	\$5,000
1/3 page	\$3,700
1/6 page	\$2,450
1/9 page	\$1,250



Outside Gatefold



Inside Gatefold

Inside Cover 2

Page 1

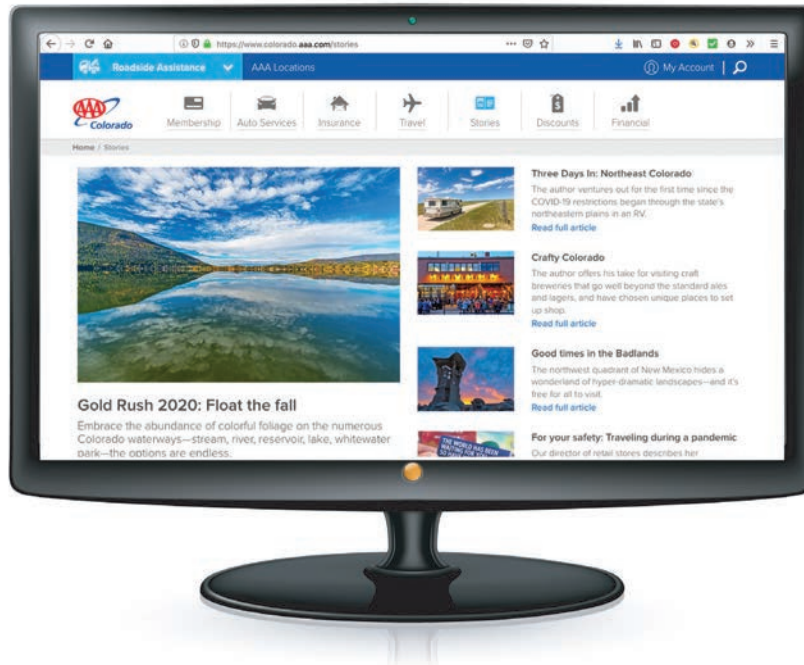
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# DIGITAL MEDIA

## WEBSITE

AAA.com delivers **100,000 unique monthly users** each month and 550,000 page views.



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## SOCIAL MEDIA

**AAA Colorado** and **EnCompass** have continued to grow to more than **80,000 followers** across all social media channels.



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# DIGITAL MEDIA

## E-NEWSLETTERS

**EnCompass** delivers five unique e-newsletters each month, all to a highly engaged audience of 300,000 opt-recipients.



### ENCOMPASS EXCLUSIVE

A monthly e-newsletter featuring exclusive articles not found in the print edition. In addition, the exclusive online-only articles and sponsored advertiser content one month will highlight the upcoming magazine, while the next month may offer additional bonus coverage of a print article. Sent the third full week of each month.

### ENCOMPASS EVENTS

A monthly e-newsletter featuring the editors' picks and advertiser-sponsored events throughout Colorado. Sent at the end of each month for the next month's events. Colorado events only.

### ENCOMPASS EXPLORER

A dedicated e-newsletter that tells a unique, compelling story promoting an advertising partner. Story can include offers, special discounts, etc. We're happy to help you craft your story. Scheduled to deliver maximum engagement, but no more than two per month.

### AAA TRAVELER

A monthly e-newsletter showcasing travel tips, adventures, vacations, and special offers from AAA's preferred travel partners.

### AAA NEWS

A monthly e-newsletter covering the latest member benefits, featured discount partners, travel merchandise, and more.

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# DIGITAL MEDIA

## EMAIL OPTIONS

### SPONSORED ARTICLE

*EnCompass* will publish a 200 to 400-word article, with a photo, logo and links to your website and AAA.com.

**\$2,700 per post**

SPONSORED  
ARTICLE

The screenshot shows an email newsletter header with the AAA logo and the date "October". Below the header is a blue banner with "ENCOMPASS EXCLUSIVE" and "STORIES FOR E-MAIL SUBSCRIBERS ONLY". The main content area features a photo of a couple dancing at a ball, with the headline "Step into Another Time at the 1940s Ball". The article text describes the event as a must-do summer event and includes a "Have a Ball" button.

### DISPLAY BANNERS

*EnCompass* provides either **button ads at \$1,350** (900x600) per e-newsletter, or a **full width banner ad at \$1,800** (768x320)

DISPLAY  
BANNER  
768 X 320

DISPLAY  
BUTTON  
900 X 600

The screenshot shows an email newsletter header with the AAA logo and the date "October". Below the header is a blue banner with "ENCOMPASS EXCLUSIVE" and "STORIES FOR E-MAIL SUBSCRIBERS ONLY". The main content area features three display banners: a full-width banner for "Explore Southeast Colorado" (Pedal the Plains) and two smaller button ads for "See More Color" and "The Wild Animal Sanctuary".

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# DIGITAL MEDIA

## EMAIL OPTIONS

### SPONSORED EVENT CONTENT

**EnCompass** will post a up to a 100-word item, with a photo, of your Colorado event, linking to **AAA Colorado's** Events Calendar and your event website. **\$800**

EVENT LISTING

AAA November

**ENCOMPASS**  
WHAT'S HAPPENING ACROSS COLORADO **EVENTS**

**Denver Veterans Day Parade & Festival**

Thousands of spectators line Civic Center Park and nearby streets to show respect and honor for local Veterans. Please join the community in the appreciation of Veterans and support this important cause.

The parade is broken down into serials that represent a different conflict in military history: Revolutionary War, Civil War, World War I, World War II and more. Each serial representation features military memorabilia from that era, including old uniforms, vehicles and weapons.

**Date:** November 9  
**Time:** 10 a.m.-3 p.m.  
**Location:** Civic Center Park, Denver

**For All Who Served**

### DEDICATED SPONSOR E-BLAST

**EnCompass** will send a sponsored article combined with a banner ad, all exclusively with your company info. **\$3,600**

SPONSORED ARTICLE

DISPLAY BANNER  
768 X 320

AAA Wild Animal Sanctuary

**ENCOMPASS EXPLORER**  
OFFERS & INFO FROM MAGAZINE PARTNERS

**A Tale of Two Cats**

How The Wild Animal Sanctuary saved Lambert and Sasha Jay.

Two of the most grateful large cats among The Wild Animal Sanctuary's 500-plus residents are Lambert, a male African Lion, and Sasha Jay, a female Siberian tiger. Both had been living on a small Pacific island at the nearly bankrupt Sasebo Zoo.

More Than 500 Lions, Tigers & Bears

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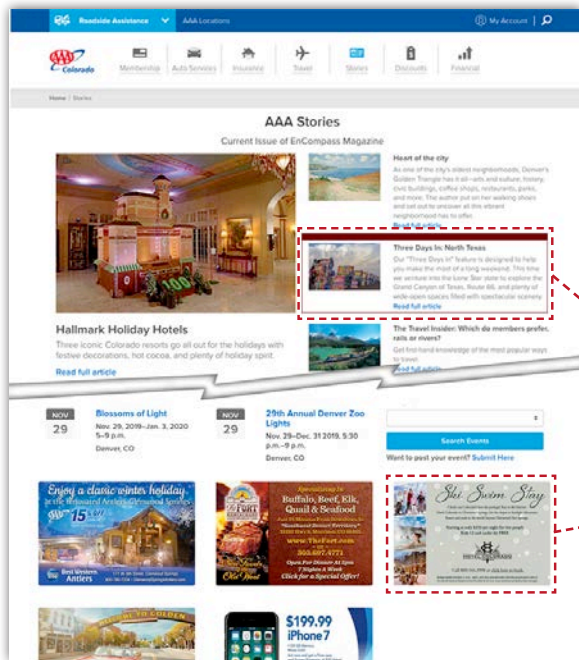
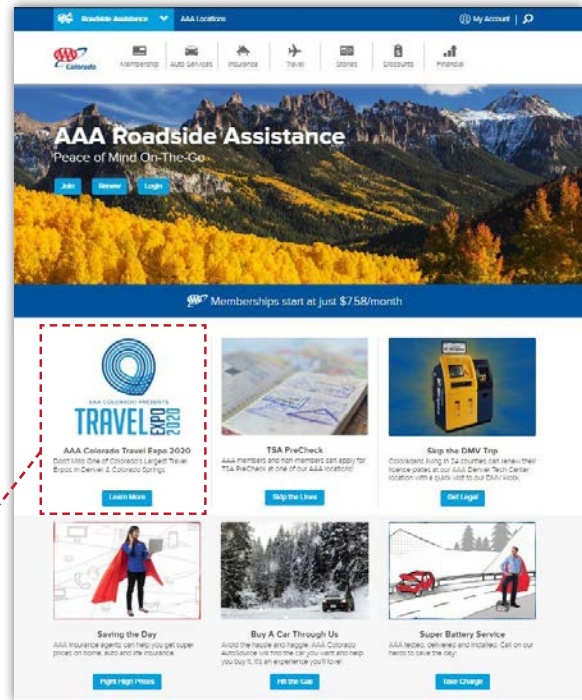
# DIGITAL MEDIA

## WEBSITE

AAA.com delivers **100,000 unique monthly users** each month and 550,000 page views.

AAA.com's home page offers customized sponsored tiles that share information about your product or service. Tile content includes logo or photo, 25 words and link to your website. **\$1,800 per month**

**SPONSORED TILE**



AAA.com's **EnCompass stories page** offers sponsored articles (combined with email) - photo, logo, 200–400 words, linked to your website. **\$2,700 per post**

**Display buttons (900x600) on stories page are \$800 per month.**

**SPONSORED ARTICLE**

**DISPLAY BUTTON 900 X 600**

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