

MOTORIST • TRAVELER

2024 MEDIA KIT





BRINGING THE WORLD TO AAA MEMBERS FOR 70 YEARS

Since 1953, the AAA Motorist/Traveler publications have brought members the latest in-depth travel, automotive, technology, consumer advice, and commentary relevant to motorists everywhere.



AAA is a trusted name across the U.S., and motorists have relied on it since 1902 for roadside assistance, travel planning, driver safety and child passenger safety programs. **Today, the AAA Motorist/Traveler publications are delivered to nearly 2.8 million members across a five-state territory** (Pennsylvania, Ohio, Kentucky, West Virginia, and New York).

Motorist/Traveler readers are intrepid travelers who want to see and do it all. The typical member could be described as affluent and active, with more discretionary time and above average education, income, and mobility.



ADVERTISING CONTACT

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AUDIENCE DEMOGRAPHICS

The AAA Motorist/Traveler audience is mature, educated, and has money to spend. They have all the necessary components - time, inclination, and resources - to indulge their passion for travel, automobiles, and life-style opportunities. Moreover, they are responsive to the publications and take action.

MEN / WOMEN	47.5% / 52.5%
AVERAGE AGE	59.9
AVERAGE HOUSEHOLD INCOME	\$83,035.20
OWN A HOME	78%
ATTENDED/GRADUATED COLLEGE	77.4%
SPENT MORE THAN 15 MINUTES READING	66.6%

**INSPIRED TO TRAVEL TO DESTINATIONS
IN PUBLICATION** **81.9%**

**FEEL ENCOURAGED TO VISIT BUSINESSES
ADVERTISED IN PUBLICATION** **81.1%**

Source: 2019 MOTORIST/TRAVELER READER PROFILE STUDY





CIRCULATION

MARKET AREAS

PENNSYLVANIA/NEW YORK - 10X PER YEAR

Metro Pittsburgh, Western Pennsylvania and Western New York.

635,567

NORTHEAST/EASTERN OHIO- 10X PER YEAR

Metro Cleveland, Youngstown and surrounding counties.

356,932

KENTUCKY TRAVELER - 10X PER YEAR

Western Kentucky, including Louisville.

211,361

SOUTH CENTRAL OHIO/WV - 6X PER YEAR

Steubenville, Portsmouth, Marietta, and Chillicothe OH.
Morgantown, Parkersburg, Martinsburg and Wheeling WV.

186,247

EAST AND CENTRAL PENN - 6X PER YEAR

Susquehanna Valley, Allentown, Bethlehem, Lansdale and Pottstown PA.

189,136

TOTAL CIRCULATION - 1,579,243

ADVERTISING RATES

FOR FULL CIRCULATION

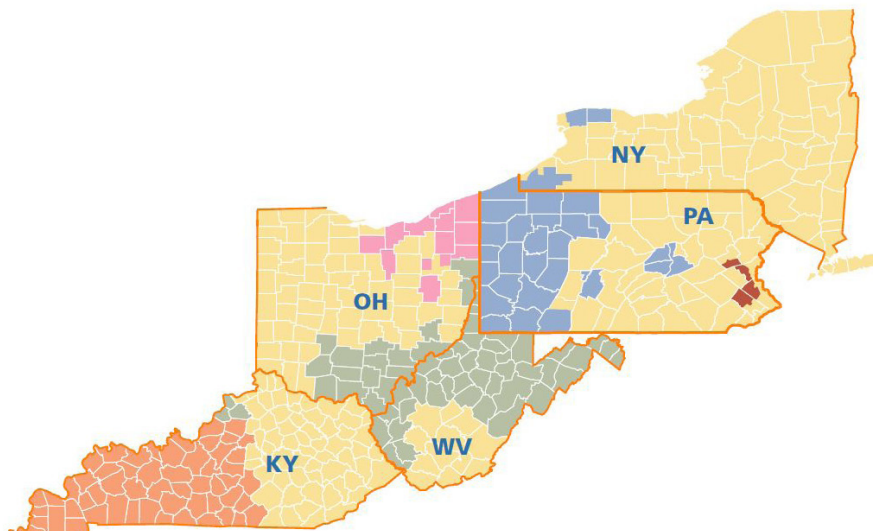
FULL PAGE - \$36,691

HALF PAGE - \$22,015

QUARTER PAGE - \$13,211

EIGHTH PAGE - \$8,054

For regional advertising rates and regional publication schedule, contact Heather Roth.



PRINT AD REQUIREMENTS

- OSX compatible files.
- Image resolution: 266 dpi - 300 dpi.
- 133 line screen, ink density 280%.
- Do not use 4/C black for text.
- PDF files should be created at the highest resolution possible for quality output.
- Be sure to embed all fonts, and that the images imported into the file that you are creating a PDF file from are the highest resolution possible.



Trim size: 10 3/4" wide x 13" deep

Double page spread: 20 1/4" wide x 12 1/4" deep

Double page bleed: None

Column width: 2 1/4"

Number of columns: 4

Bind: None

Bleed size: None

Ad sizes (width by depth)

Full page: 9 1/2" x 12 1/4"

Half page (2 column): 4 5/8" x 12 1/4"

Half page (4 column): 9 1/2" x 5 3/4"

Quarter page (2 column): 4 5/8" x 5 3/4"

Eighth page (2 column): 4 5/8" x 2 3/4"



	Ad Close	Material	In Home
January	Nov. 15	Nov. 27	Jan. 6-9
February	Dec. 11	Dec. 22	Feb. 3-6
March	Jan. 8	Jan. 29	Mar. 5-8
April	Feb. 12	Feb. 26	Apr. 2-6
May	Mar. 11	Mar. 25	May 1-4
June	Apr. 8	Apr. 29	June 4-7
July	May 13	May 27	July 2-5
Aug./Sept.	June 10	June 24	July 30- Aug. 2
October	Aug. 12	Aug. 26	Oct. 2-5
Nov./Dec.	Sept. 9	Sept. 30	Nov. 4-7