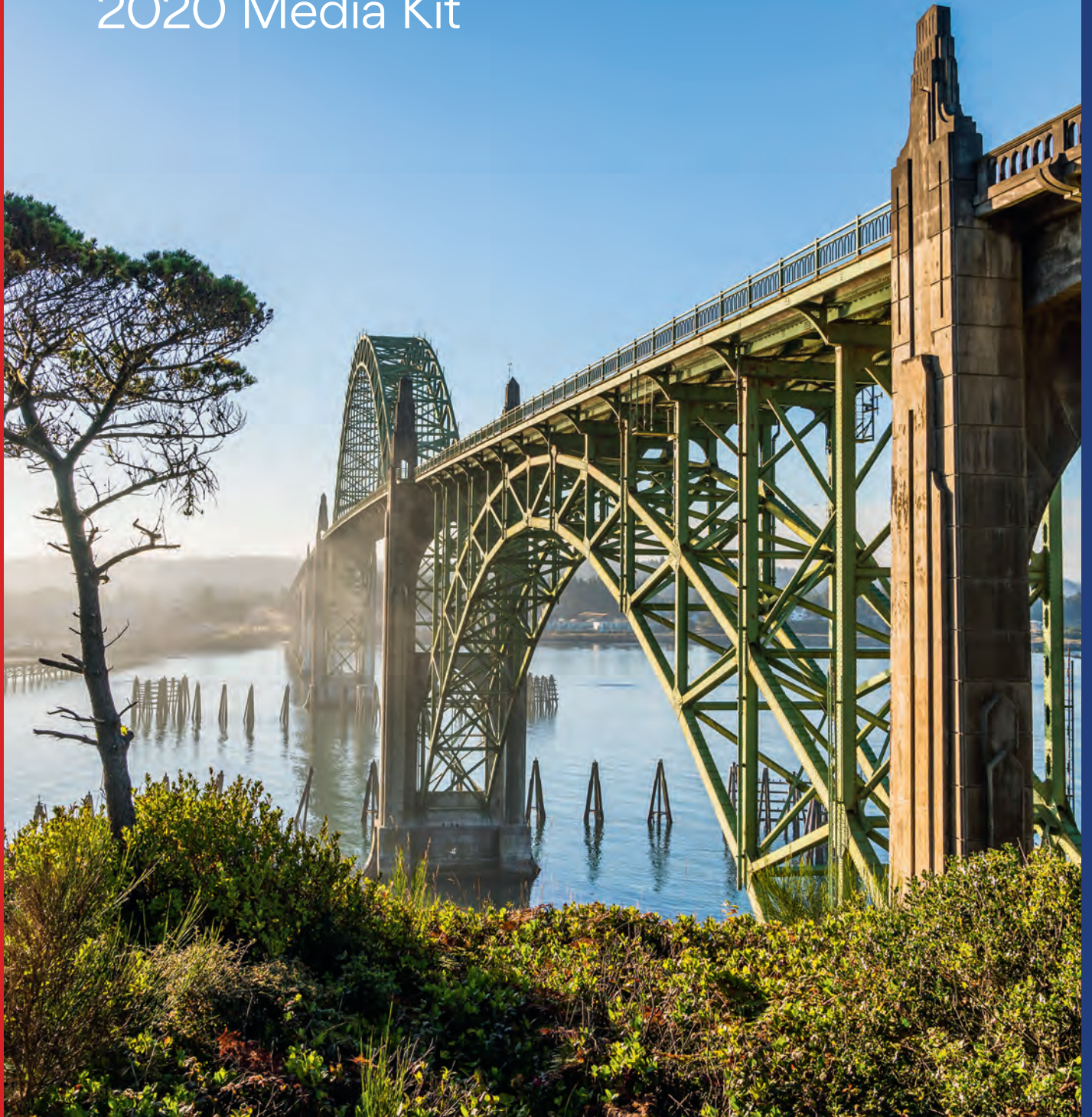


via

2020 Media Kit



OREGON / IDAHO





AAA plus its Members

Advertising with *Via* and AAA allows you to 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 & trust
- *Via* is the No. 1 source of travel advice for Members after friends & relatives
- 74% of Members took some action after reading *Via*



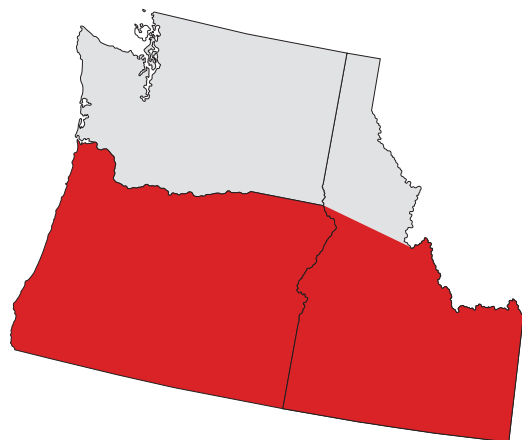
MAGAZINE



WEB/MOBILE



Via delivers
over 1 million readers



Circulation Breakdown

Greater Portland	198,674
Willamette Valley	95,941
Southern Oregon	54,967
Central Oregon	34,430
Oregon Coast	26,546
Eastern Oregon	8,419
OREGON	418,977
SOUTHERN IDAHO	67,529
TOTAL	486,506



\$94,800
Average income



80%
Homeowners

Average home value
\$419,900

Age Breakdown

18-34	8%
35-54	30.7%
55-64	26.8%
65+	34.5%
AVERAGE AGE	57



34.6%



65.4%

Via's audience is engaged.



82%

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

29 minutes

Readers spend, on average, 29 minutes out of their busy schedules to enjoy reading the magazine.

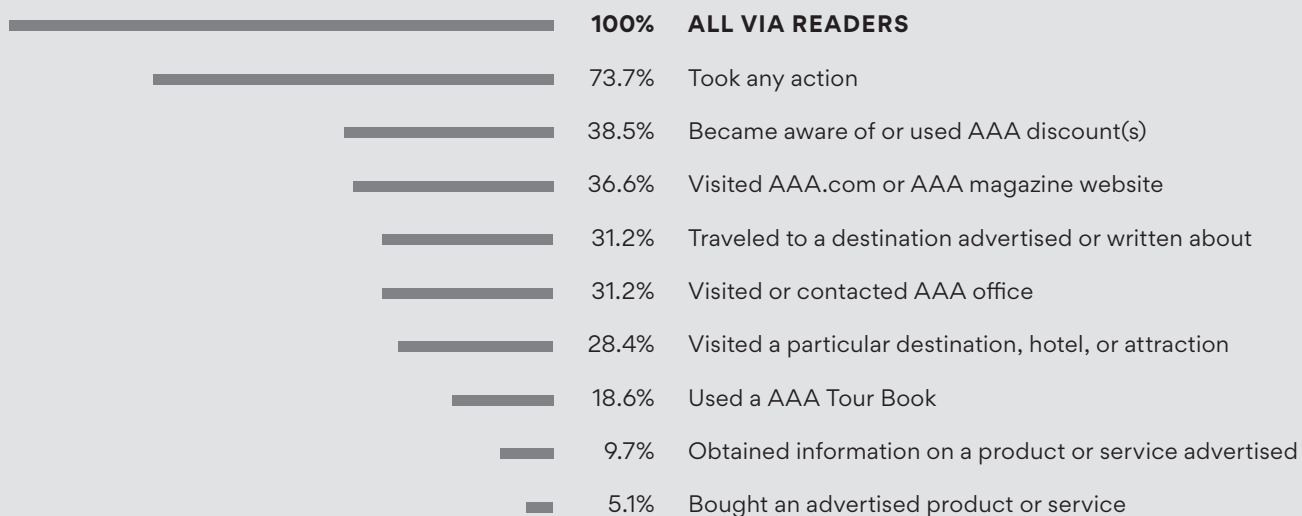
70%

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

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*. Actions included ↓



March+April 2020

Monterey, old and new. As California's original capital city turns 250, we celebrate its many attractions—both historic and modern.

Electric road trip. Fifty years after the first Earth Day, we go on a road trip in an all-electric vehicle and ask, "Are EVs ready to replace the old station wagon of yore?"

Sustainable travel tips. Expert tips on how to travel the world without unduly damaging it in the process.

Weekender: Pendleton, OR

Close: 1/6/20
Material due: 1/10/20
In-home 2/18/20

May+June 2020

Great lakes of the West. Summer in the West is best spent in, on, or next to a big, beautiful body of clear, cool water. Here's our guide to the top spots for summer fun.

Yosemite beyond the Valley. When the Valley gets busy, savvy travelers head instead for Hetch Hetchy, Tuolumne Meadows, and Wawona. Here's our guide to these under-visited gems.

Overtourism. From Big Sur and Yosemite Valley to Amsterdam and Venice, locals and travelers are working hard to make the world's most popular destinations better for everyone

Weekender: Astoria OR

Close: 3/6/20
Material due: 3/9/20
In-home 5/2/20

July+August 2020

Volcanoes. visitors guide to the volcanic peaks—from Mt. Lassen in California to Mt. Baker in Washington—that define the Pacific Northwest.

Southern Oregon road trip. We explore the summer pleasures of Oregon's southwest corner, from Crater Lake to the coast.

Clamming, crabbing, and fishing. Come summer, Oregonians flock to the coast to forage for seafood. We'll highlight places where you can take part—and where you can eat the best of that bounty if you'd rather leave the catching and cooking to someone else.

Weekender: Stanley, ID

Close: 5/3/20
Material due: 5/9/20
In-home 6/20/20

September+ October 2020

Sonoma coast road trip. Come fall, the fog clears and the sun shines on the dramatic, unspoiled shores of the beautiful coast north of San Francisco.

College towns of the West. From Pullman to Tempe—with stops in Eugene, Corvallis, Berkeley, and Palo Alto in between—we look at what's happening and what's fun in the West's biggest college towns

Weekender: Salem, OR

Close: 7/6/20
Material due: 7/10/20
In-home 8/18/20

November+ December 2020

Seattle food. A tasting tour of the Emerald City, from classic stand-bys to the latest hot spots.

Hawaii gets real. Where to find the true aloha spirit around the islands.

The Coast Starlight. We take Amtrak all the way up the Pacific Coast and ask, "Could train travel make a comeback?"

Weekender: Leavenworth, WA

Close: 9/8/20
Material due: 9/11/20
In-home 10/20/20

January+ February 2021

Walking Portland. Rose City is best explored on foot. We tell you where to go and what to look for.

The Grand Canyon in winter. As the crowds thin and snow dusts the rims, winter is a magical time at the Canyon.

Weekender: Gold Beach, OR

Close: 11/2/20
Material due: 11/9/20
In-home 12/19/20



Find *Via's* editorial features online at viamagazine.com along with an ever-expanding library of content.



Via magazine

RATE BASE
460,000

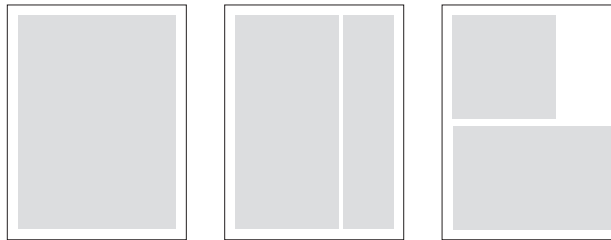
TOTAL READERS
1,058,000

CIRCULATION REGION
Oregon
Southern Idaho

	1x	3x	6x
4 COLOR			
Full Page	\$9,265	\$8,806	\$8,338
2/3 Page	6,341	6,171	5,848
1/2 Page	5,567	5,295	5,015
1/3 Page	3,519	3,340	3,162
B&W			
Full Page	\$7,420	\$7,046	\$6,672
2/3 Page	5,185	4,930	4,660
1/2 Page	4,454	4,233	4,012
1/3 Page	3,102	2,941	2,796

All rates are net

Trim size: 8" x 10.5"
Bleed size: 8.25" x 10.75"



Full Page
7" x 9.5"
(live copy area)
or
8.25" x 10.75"
(bleed)

2/3 Page Vertical
4.625" w x 9.5" h

1/3 Page Vertical
2.25" w x 9.5" h

1/3 Square
4.625" w x 4.625" h

1/2 Page Horizontal
7" w x 4.625" h

DIGITAL REQUIREMENTS

High resolution PDF files are preferred. Email file to:
natasha.alcala@norcal.aaa.com

Include all fonts and high resolution images with a list of fonts and graphics.

Resolution should be 300 dpi at 100% finished size. All 4-color images should be supplied CYMK.

PROOF REQUIREMENTS

Laser prints are acceptable.

CONTACT INFORMATION

All ads sent must include a client name, contact person, phone number, and email address.

EXTENSIONS

No extensions will be granted without approval. For extensions, contact: Natasha Alcala on 925.274.8168, or at natasha.alcala@norcal.aaa.com

SHIPPING INSTRUCTIONS

Via Advertising, Natasha Alcala at natasha.alcala@norcal.aaa.com



Thank you.

If you have any questions please contact:

Stephanie Crowe

914-827-0015

Stephanie@RBAdvertisingReps.com