



2021 MEDIA KIT

journey



The largest circulation in the Pacific Northwest

journey

710,000+ circulation

The largest circulation in the Pacific Northwest

1.2 million readers 



Age Breakdown

- 18-34: 16%
- 35-54: 24%
- 55-64: 21%
- 65+: 38%

AVERAGE AGE: 56

53% 

47% 

REACH:

1 of 3 households
in Washington
& Northern Idaho

87% are homeowners 

AVERAGE HOME VALUE: **\$508,000**

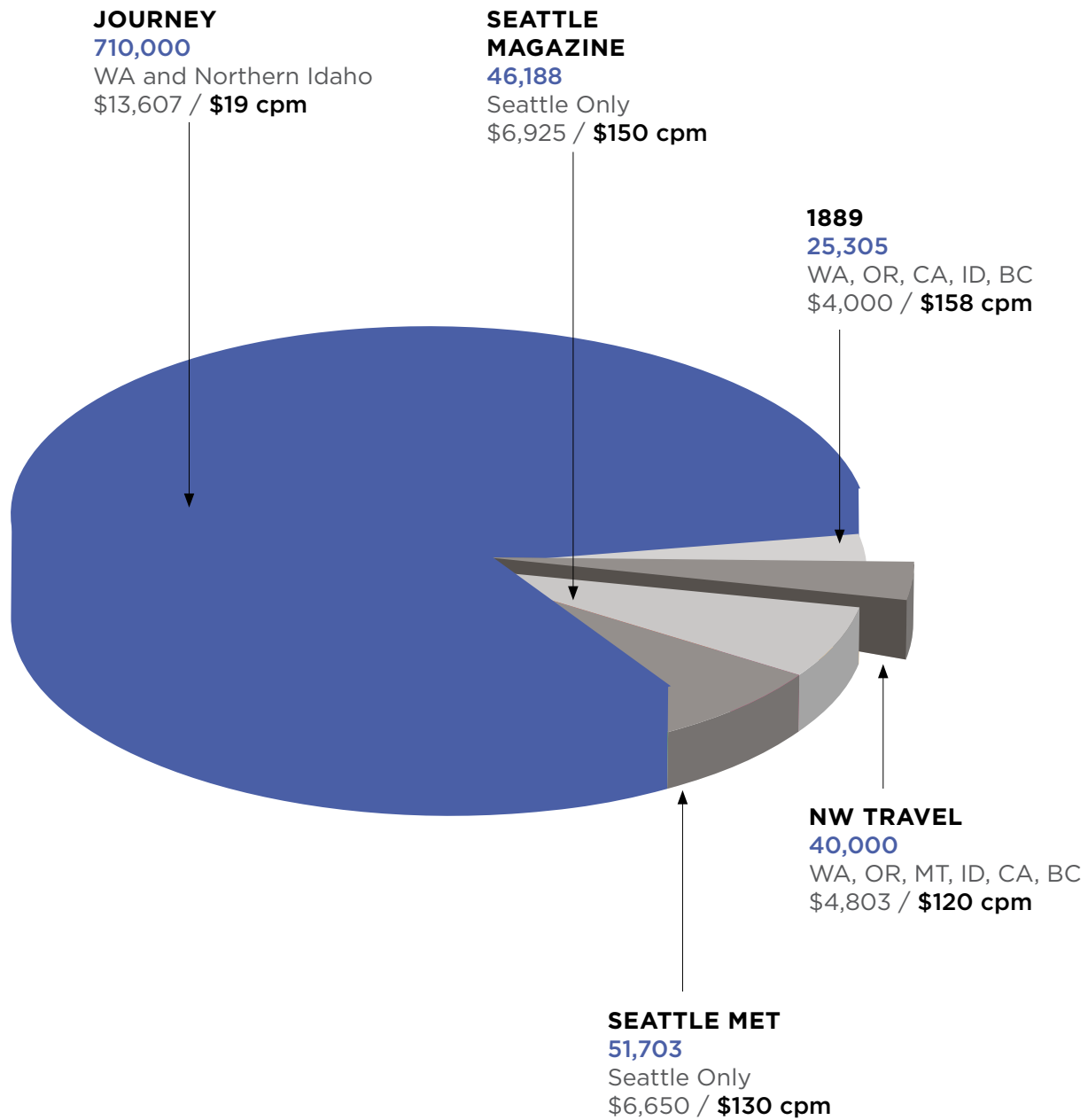
\$119,000

AVERAGE INCOME



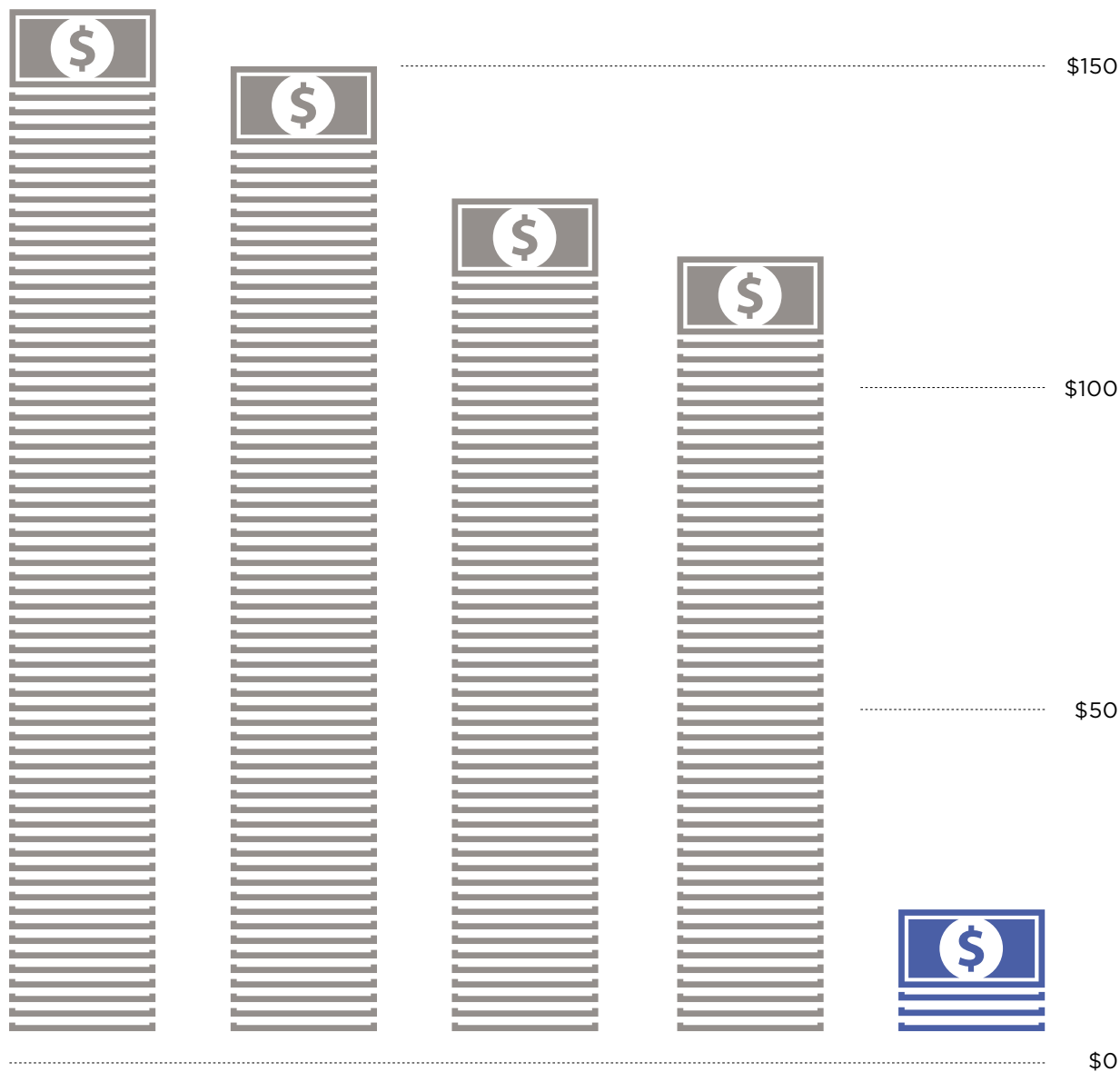
Why Settle for a Slice When You Can Reach the Whole Pie?

CIRCULATION COMPARISON OF PACIFIC NORTHWEST REGIONAL PUBLICATIONS



Significant Savings

COST PER THOUSAND COMPARISON OF PACIFIC NORTHWEST PUBLICATIONS



\$158
1889
 25,305
 WA, OR, CA,
 ID, BC
 \$4,000

\$150
SEATTLE
MAGAZINE
 46,188
 Seattle Only
 \$6,925

\$130
SEATTLE MET
 51,703
 Seattle Only
 \$6,650

\$120
NW TRAVEL
 40,000
 WA, OR, MT,
 ID, CA, BC
 \$4,803

\$19
JOURNEY
 710,000
 WA and
 North Idaho
 \$13,607

Meet Journey Readers



THEY LOVE TO TRAVEL:

1,010,857

take at least three road trips every year.

845,572

take three vacations every year.

485,766

use Journey when planning a trip.

693,952

travel by plane every year.

THEY ARE ENGAGED:

86%

read at least three out of four issues.

73%

prefer to receive info on AAA in print.

THEY ARE AFFLUENT:

On average, Journey reader households earn \$12,000 more than non-reader households in Washington and Northern Idaho.

THEY ARE EDUCATED:

Journey readers are 44% more likely to have a post-graduate degree than the average Washington and Northern Idaho adult.



THEY ARE ACTIVE:

When compared to the average Washington and Northern Idaho adult, Western Journey readers spend more, travel more often, and live more active lifestyles.

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2021 Editorial Calendar*

jan/feb

Ad close: 11/2/20
Materials close: 11/12/20

TOPICS:

Humpbacks in Hawai'i and Alaska
National Park Senses
Southeast Asia Photo Tour
Yakima River Canyon
North Idaho Ice Skating
Wenatchee Outdoors

mar/apr

Ad close: 12/29/20
Materials close: 1/7/21

TOPICS:

Bickleton, Washington
Garage and Home Spring Cleaning
Oregon Coast RV Trip
Green Lake, Seattle
Peregrine Falcons
Olympic Trout Fishing

may/jun

Ad close: 2/25/21
Materials close: 3/8/21

TOPICS:

Ozette Triangle/Cape Alava
James Washington Art Tour, Seattle
St. Joe River
Wildflowers

jul/aug

Ad close: 4/28/2021
Materials close: 5/5/21

TOPICS:

Summer Lakes
Kite Flying
Motorcycle Rides
Orcas Island
Northwest Lighthouses
Alaska's Mount Marathon

sep/oct

Ad close: 7/1/21
Materials close: 7/13/21

TOPICS:

Razor Clams
Steens Mountain/Alvord Desert
New Zealand
Okanogan Trails Scenic Byway
Ghost Towns

nov/dec

Ad close: 9/2/21
Materials close: 9/14/21

TOPICS:

Mount Baker
Hawaiian Flavors
Woodcarving
Antarctica
Rockhounding

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* Subject to Change

Journey

print advertising rates

Washington State and Northern Idaho:
710,000 circulation

inside	1x	3x	6x
full page	\$13,607	\$12,929	\$12,243
2/3 page	\$10,524	\$10,052	\$9,502
1/2 page	\$8,169	\$7,756	\$7,354
1/3 page	\$5,174	\$4,919	\$4,653
1/6 page	\$3,113	\$2,956	\$2,798

covers

covers 4	\$15,650	\$14,864	\$14,089
covers 2, 3	\$14,620	\$14,108	\$13,158

Puget Sound only:
420,000 circulation

inside	1x	3x	6x
full page	\$10,995	\$10,495	\$9,995
2/3 page	\$6,365	\$6,050	\$5,680
1/2 page	\$5,495	\$5,245	\$4,995

Rate Card: 23
Effective: January 2021
Rate Base: 710,000
All rates are NET

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Dedicated eBlast

featured offers

Dedicated eBlast is our most effective digital vehicle! Click through rate ranges from 1% to as high as 7%.

Creative for your Dedicated eBlast is due 15 days prior to chosen send date.

distribution

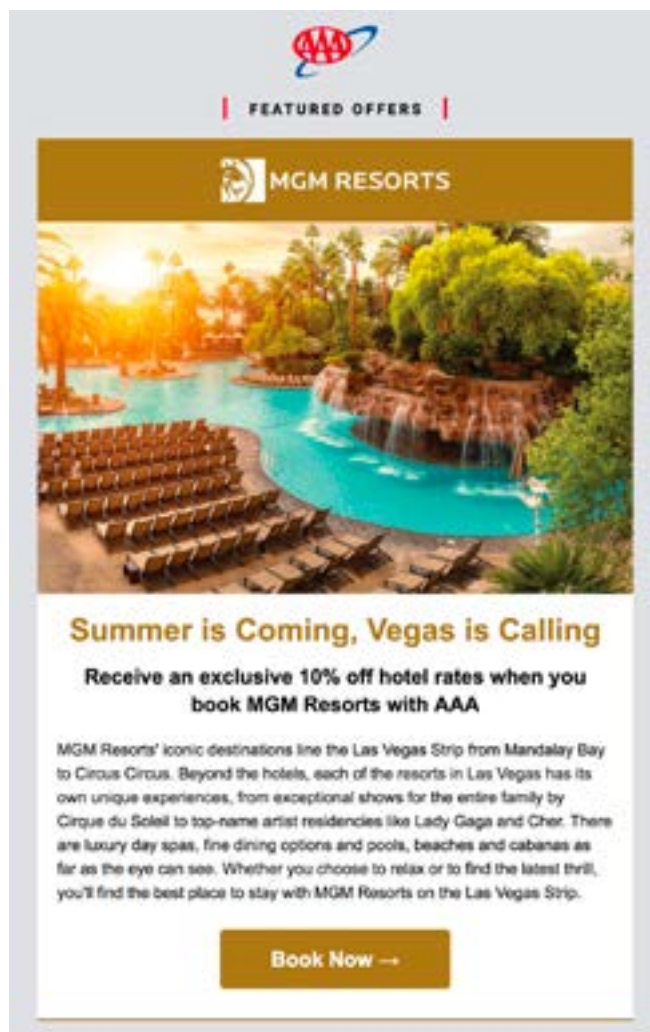
94,000 opt-in AAA Members in Washington and Northern Idaho.

AAA will provide performance metrics via unique visitors, total click throughs, open rate, total received emails and more.

specs

- Provide finalized HTML (no JavaScript) or high resolution PDF. 600 Pixels wide.
- No Flash, or animated gifs.
- Provide Preheader Text. This is important as it provides a member additional information on what's inside the eblast.
- Provide a Subject Line for the eBlast. Up to seven words.
- Provide a URL to your landing page.

net cost: \$5,999



The image shows a screenshot of an eBlast advertisement. At the top, there is the AAA logo and the text "FEATURED OFFERS". Below this is a banner for MGM RESORTS with a sun icon. The main visual is a photograph of a resort pool area with lounge chairs and a waterfall. Below the photo, the text reads: "Summer is Coming, Vegas is Calling", "Receive an exclusive 10% off hotel rates when you book MGM Resorts with AAA", and a paragraph of descriptive text about MGM Resorts. At the bottom, there is a "Book Now" button with a right-pointing arrow.

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Weekends eNewsletter

digital spotlight

Weekends eNewsletter targets AAA Members while providing messaging from our advertising partner's. Perfect for promoting weekend getaways.

distribution

96,000 AAA Members in Washington and Northern Idaho.

AAA will provide performance metrics via unique visitors, total click throughs, open rate, total received emails and more.

specs

- Title copy up to 7 words.
- Body copy up to 60 words.
- High resolution jpeg image, minimum of 1200 pixels.
- No logo within Spotlight.
- Provide call-to-action. IE: "15% off."
- Provide a URL to your landing page.

net cost: \$1,995

The screenshot shows the AAA Weekends eNewsletter layout. At the top is the AAA logo and the word "WEEKENDS" in a red box. Below is a large image of a beach with a large piece of driftwood. The main content includes a "Weekend Getaway: Sequim, Washington" section with a red "Relax on the Peninsula >" button. This is followed by a "5 Things to Do This Weekend" section with three sub-items: "ENJOY THE OUTDOORS" (kitesurfing), "DANCE IN SEATTLE" (dance festival), and "Explore the Shores" (beach scene). Each sub-item has a small image and a red "View More Events >" button. The "Explore the Shores" section is highlighted with a blue border and includes a blue "MORE THAN A BEACH >" button.

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Discounts eNewsletter

digital spotlight

Discounts eNewsletter targets AAA Members while providing messaging from our advertising partner's offering discounts for their products/services.

distribution

415,000 AAA Members in Washington and Northern Idaho.

AAA will provide performance metrics via unique visitors, total click throughs, open rate, total received emails and more.

specs

- Title copy up to 7 words.
- Body copy up to 60 words.
- High resolution jpeg image, minimum of 1200 pixels.
- No logo within Spotlight.
- Provide call-to-action. i.e.: "15% off."
- Provide a URL to your landing page.

net cost: \$4,495

The screenshot displays the 'Discounts to Rewards' eNewsletter interface. At the top, it features the AAA logo and the text 'DISCOUNTS TO REWARDS'. Below this is a blue banner for an 'Annual Sidewalk Sale' running from June 27 to July 31, 2018, offering 15% off on AAA Travel Stores and 30-70% off on select merchandise. The main content area contains several promotional cards:

- Hard Rock Cafe:** Offers 10% off on food, nonalcoholic beverages, and non-charity merchandise. The card includes an image of a person holding a large burger and a red 'Eat Up the Savings >' button.
- Seattle Storm:** Promotes tickets starting at just \$15 for several marquee matchups. It includes an image of a player on the field and a red 'Buy Tickets >' button.
- Summer Escape to Victoria, BC with Clipper Vacations:** Features a yellow background and an image of a ferry. The text describes a weekend getaway package with a ferry, dinner, museum visit, and hotel. A blue 'PLAN YOUR TRIP >' button is at the bottom.
- AAA PetSpot:** Offers great savings on pet supplies and services. It includes an image of a dog and a red 'Fetch >' button.
- Ticket Monster:** Promotes special AAA member discounts and exclusive entertainment offers. It includes an image of a group of people and a red 'Search & Save >' button.

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Social Media

co-branded facebook ads

Co-branded Facebook ads are a powerful tool in reaching new customers through social media. Use the AAA name to help promote your business.

- Choose your audience
- Choose your budget
- Multiple photos or video
- Date specific
- Ads may also be seen on Instagram.

specs

- Body copy up to 60 words.
- High resolution jpeg image, minimum of 600 x 600 pixels.
- Provide a URL to your landing page.

minimum budget: \$1,000

The screenshot shows a Facebook advertisement for Alaska Railroad. The ad is titled "AAA Washington with Alaska Railroad." and is published by a Facebook Admin Account on March 5 at 11:41am. The main text of the ad reads: "The trip of a lifetime awaits you on Alaska Railroad! Relax while enjoying views of spectacular landscapes and unparalleled wildlife, or take an exciting excursion to explore Denali National Park or cruise among glacial icebergs. From daytrips to week-long adventures, the options are endless! Packages and schedules: www.alaskarailroad.com." Below the text is a large image of an Alaska Railroad train traveling through a scenic mountain landscape. The ad includes the Alaska Railroad logo, the website URL "ALASKARAILROAD.COM", and a "Learn More" button. The ad's performance is shown as "40,491 people reached" with a "Boost Unavailable" button. The ad has 55 reactions, 12 shares, and 1 comment. The comment from Katherine Beak says "That would be so fun!" and is dated "1w".

Sponsored Content

eNewsletter

facebook

With the introduction of sponsored content, advertising partners now have the ability to reach our readers with their complete message. Sponsored content will appear on the Journey Magazine website, making it easier to grab the attention of AAA members.

Sponsored content will be pushed out via eNewsletter and Facebook.

distribution

- Emailed to 96,000 AAA Members in Washington and Northern Idaho.
- Facebook ads across Washington and Northern Idaho.

AAA will provide performance metrics via unique visitors, total click throughs, open rate, total received emails and more.

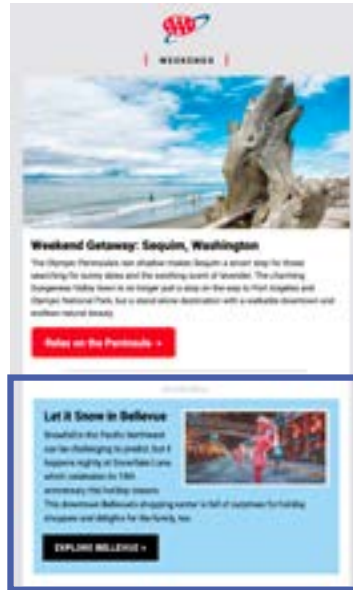
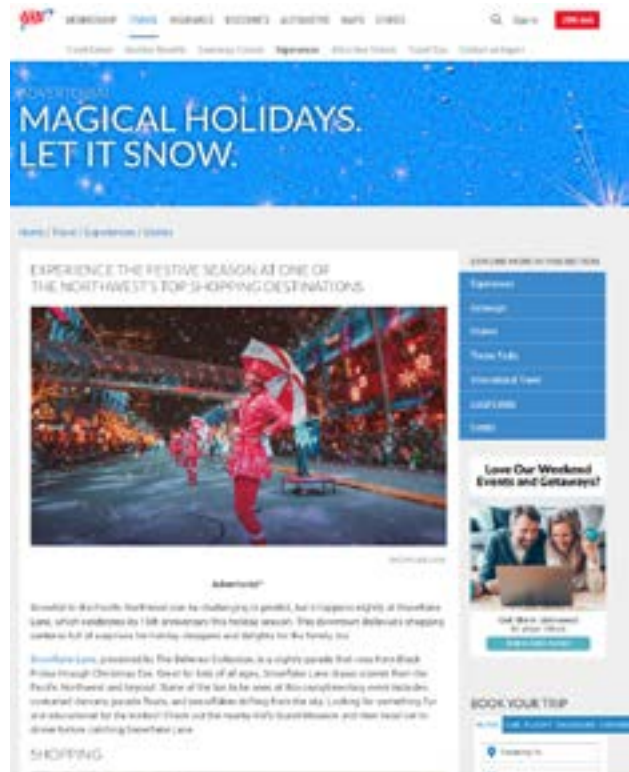
sponsored content specs

- Article - up to 800 words
- Two photos - 1400 x 800 each

eNewsletter & facebook specs

- Title copy up to 40 characters with spaces.
- Body copy up to 60 words.
- JPEG or GIF image, 360 x 300 pixels.
- Video: MPG4, MOV or WMV; file size 30MB; 2 min max length.
- No text or logos on images.
- Provide call-to-action. IE: "15% off."
- Provide a URL to your landing page.

net cost: \$2,999



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File Requirements

Preferred format is PDF/x1a:2001. Other accepted file formats include InDesign, Illustrator and Photoshop. PDFs may be sent via email. Native files will be accepted on thumb drive or via our VPN (call for upload details). Macintosh Platform preferred.

All 4/color images should be supplied CMYK at a resolution of 300 dpi at 100% final size, and a maximum color density of 300%. All black type should be supplied at 100% black and set to overprint.

PDF REQUIREMENTS

Minimum: PDF/x1a: 2001

Extended PDF/x1a:2001 Settings*:

- **GENERAL** Standard: PDF/x1a:2001, Compatibility: Acrobat 4
- **COMPRESSION** Change the tab Bicubic Downsampling to "Do Not Downsample" and Compression to "None" for all image types.
- **MARKS & BLEEDS** All Printer's Marks except Color Bars. Type: Default. Weight: .25pt. Offset: .125 in. Bleed: all at .125"
- **OUTPUT** Color: Color conversion: convert to Destination. Destination: Document CMYK. PDF/X: US Web Coated (SWOP) v2.
- **ADVANCED** Fonts: 100%. Transparency Flattener: High Resolution. JDF: leave unchecked.
- **SECURITY** Leave as is with no added protection.

NATIVE FILE REQUIREMENTS:

Provide all fonts and high-resolution images with a list of fonts and graphics. Image resolution should be 300 dpi at 100% finished size. All 4/color images should be supplied CMYK. All ads require a color proof that meets SWOP standards - if one is not provided, one will be output and the advertiser billed at prevailing rates. Please use postscript fonts and provide both the screen and printer font for all fonts used.

Proof Requirements

Laser prints are not acceptable. All 4/C ads (full page or fractional): High quality digital proof required. If proof is not supplied, one will be output and billed to advertiser at prevailing rates. Color matching will not be guaranteed if advertiser waives proof fee.

Ad Corrections

Journey is not responsible for proofreading client-supplied copy. Journey reserves the right to request corrections if an ad contains glaring spelling or grammatical errors. The advertiser is responsible for making these changes in a timely fashion. Journey reserves the right to reject an ad if its content is considered offensive to AAA Washington's audience or conflicts with its values.

Contact Information

For production information or questions, please contact Stacie Holder, Production Manager at 425.467.7724, E-mail: StacieHolder@aaawa.com. No extensions will be granted without approval of the Production Manager. All ads sent must include a contact name, phone number and email address.

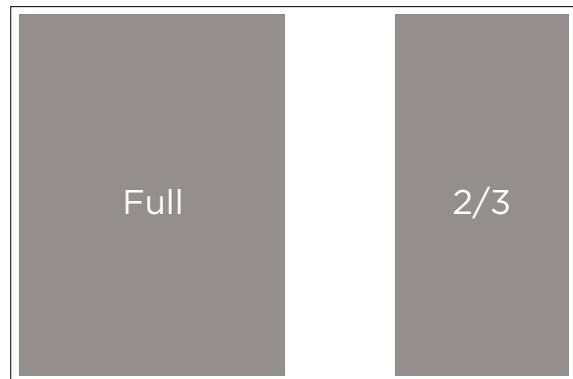
SEND ALL MATERIALS TO:

STACIE HOLDER
3605 132nd Avenue SE
Bellevue, WA 98004
Phone: (425) 467-7724 / FAX: (425) 467-7729
E-Mail: StacieHolder@aaawa.com

Advertising Sizes

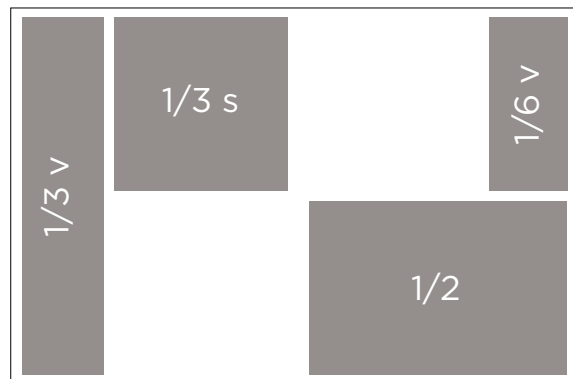


Live: 15"W x 10"H
Bleed: 15.75"W x 10.75"H
Trim: 15.5"W x 10.5"H



Live: 7.25"W x 10"H
Bleed: 8"W x 10.75"H
Trim: 7.75"W x 10.5"H

2/3 Vertical:
4.5"W x 9.5"H



1/3 Square:
4.5"W x 4.625"H

1/3 vertical:
2.125"W x 9.5"H

1/2 horizontal:
6.875"W x 4.625"H

1/6 vertical:
2.125"W x 4.625"H

* Settings are available as an importable preset. Call or email to request file.

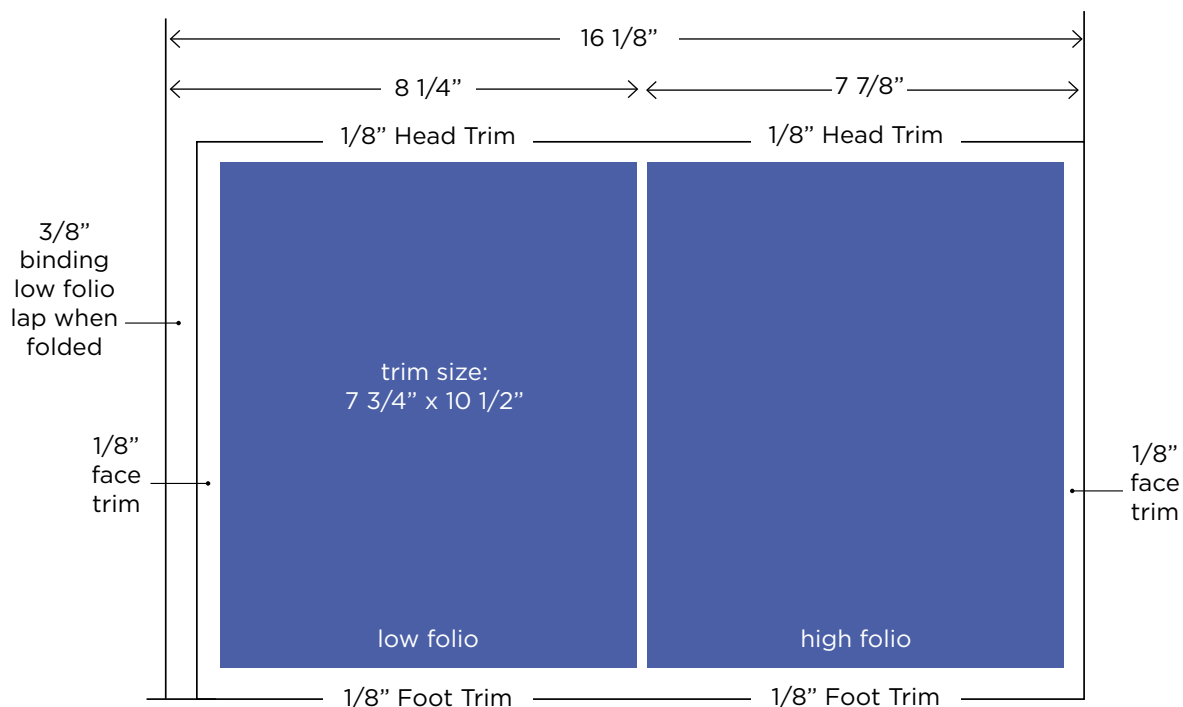
MULTIPLE PAGE INSERT

FULL PAGE SIZE:

Flat size16 1/8" (length) x 10 3/4" (height)
.....(includes 1/8" head trim, 1/8" foot trim, 1/4" face trim)

Folded size8 1/4" low folio (length) x 10 3/4" (height)
.....7 7/8" high folio (length) x 10 3/4" (height)

Supply folded with a low-folio lap.



Always call publication for deadline date for inserts to arrive at bindery, complete production specifications or to get a printing estimate.

Copy/Bleeds

Keep text 1/4" or more away from the trim. Background screens or color can bleed. Final trim size is 7 3/4" x 10 1/2". Jogs to foot, with a 1/8" foot trim.

Perforations

Perforations must be offset 1/4" from the fold.

Postal Regulations

Consult the USPS Postal Domestic Mail Manual or contact your local postmaster to conform inserts designed for mailing (i.e. a BRC) to postal specifications.

Stock

Postal regulations stipulate Business Reply Cards (BRCs) of at least .077 caliper.

PLEASE SEND SAMPLE INSERT TO:

Stacie Holder, AAA Washington, 3605 132nd Ave. SE, Bellevue, Washington 98009, (425) 467-7724

Shipping Information

Ship inserts to:
Creel/LSC Communications
attn: Damien Paredes, AAA Washington
6330 West Sunset Road
Las Vegas, NV 89118, (702) 784-4949

Cartons & Skid Identification

- 1) Job name, issue mailing
- 2) Quantity of inserts per carton and total quantity
- 3) Regional edition or version, if applicable
- 4) There can only be one version per pallet when inserts are packed loose on skids.
- 5) All shipments must contain a manifest which itemizes all product contained in the shipment.
- 6) Cartons must be brick stacked on pallets. All pallets with loose material must be plastic pallet wrapped. Pallets are not to exceed 42" x 48" with four-way entry and three 4" high runners.