

MOTORIST • TRAVELER

2026 MEDIA KIT





BRINGING THE WORLD TO AAA MEMBERS FOR MORE THAN 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, EDITIONS AND AD RATES

CIRCULATION

MONTHS OF DISTRIBUTION

WESTERN PENNSYLVANIA - 10X PER YEAR	388,678	MONTHLY, EXCEPT COMBINED AUG./SEPT.; NOV./DEC.
NORTHEAST OHIO - 10X PER YEAR	249,550	MONTHLY, EXCEPT COMBINED AUG./SEPT.; NOV./DEC.
WESTERN KENTUCKY - 10X PER YEAR	202,013	MONTHLY, EXCEPT COMBINED AUG./SEPT.; NOV./DEC.
EASTERN PENNSYLVANIA - 6X PER YEAR	155,828	JAN., FEB., MAY, AUG., OCT., NOV.
SOUTHERN OH/WV/KY - 6X PER YEAR	98,556	JAN., MAR., MAY, JULY, SEPT., NOV.
EAST CENTRAL OHIO - 10X PER YEAR	83,708	MONTHLY, EXCEPT COMBINED AUG./SEPT.; NOV./DEC.
OH/WV/KY/STUEBENVILLE - 6X PER YEAR	75,597	JAN., MAR., MAY, JULY, SEPT., NOV.
ERIE, PA - 10X PER YEAR	55,322	MONTHLY, EXCEPT COMBINED AUG./SEPT.; NOV./DEC.
WESTMORELAND, PA - 10X PER YEAR	51,585	MONTHLY, EXCEPT COMBINED AUG./SEPT.; NOV./DEC.
BEAVER/LAWRENCE, PA - 10X PER YEAR	43,021	MONTHLY, EXCEPT COMBINED AUG./SEPT.; NOV./DEC.
SUSQUEHANNA VALLEY, PA - 6X PER YEAR	17,696	JAN., MAR., MAY, JULY, SEPT., NOV.
NIAGARA/ORELANS, NY - 6X PER YEAR	17,858	JAN., MAR., MAY, JULY, SEPT., NOV.
BLAIR COUNTY, PA - 10X PER YEAR	14,251	MONTHLY, EXCEPT COMBINED AUG./SEPT.; NOV./DEC.
JAMESTOWN, NY - 10X PER YEAR	10,456	JAN., MAR., MAY, JULY, SEPT., NOV.

TOTAL CIRCULATION - 1,464,119

ADVERTISING RATES

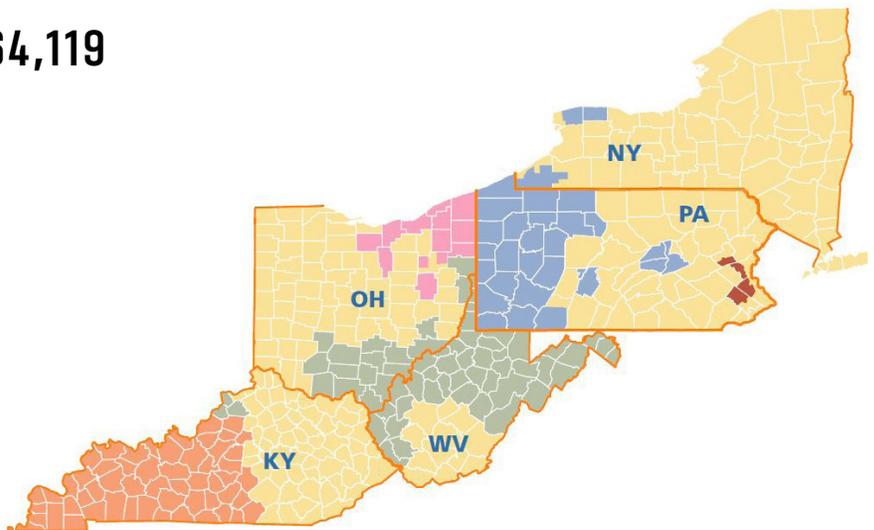
FOR FULL CIRCULATION

FULL PAGE - \$36,895

HALF PAGE - \$22,123

QUARTER PAGE - \$13,265

EIGHTH PAGE - \$8,097



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. 10	Nov. 24	Dec. 30 - Jan 3
February	Dec. 8	Dec. 29	Feb. 4-8
March	Jan. 12	Jan. 28	Mar. 4-7
April	Feb. 9	Feb. 25	Apr. 1-5
May	Mar. 9	Apr. 1	Apr. 30 - May 5
June	Apr. 13	Apr. 29	June 2-5
July	May 11	May 27	July 1-6
Aug./Sept.	June 8	July 1	Aug. 3-6
October	Aug. 10	Aug. 26	Sept. 30 - Oct. 4
Nov./Dec.	Sept. 8	Sept. 30	Nov. 3-6