



Via
THE AAA MAGAZINE



MEDIA KIT 2025-2026



TRUSTED WHEREVER You Go

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 and trust
- Via is the No. 1 source of travel advice for members after friends and relatives
- 74% of members took action after reading Via
- AAA was named the most trusted brand in the categories of Travel and Auto

OVER 1 MILLION READERS

CIRCULATION BREAKDOWN

Greater Portland	205,873
Willamette Valley	99,171
Southern Oregon	56,830
Central Oregon	36,750
Oregon Coast	27,489
Eastern Oregon	8,365
OREGON	434,478
SOUTHERN IDAHO	70,028
TOTAL	504,506



80%

HOMEOWNERS

AGE BREAKDOWN

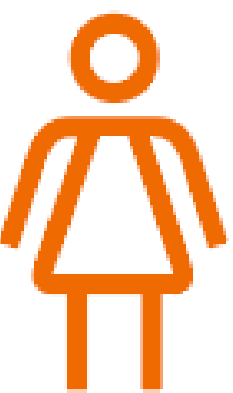
18-34	8%
35-54	30.7%
55-64	26.8%
65+	34.5%

AVERAGE AGE: 57

GENDER BREAKDOWN



36.4%



65.4%



STRONG ENGAGEMENT

73%

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

80%

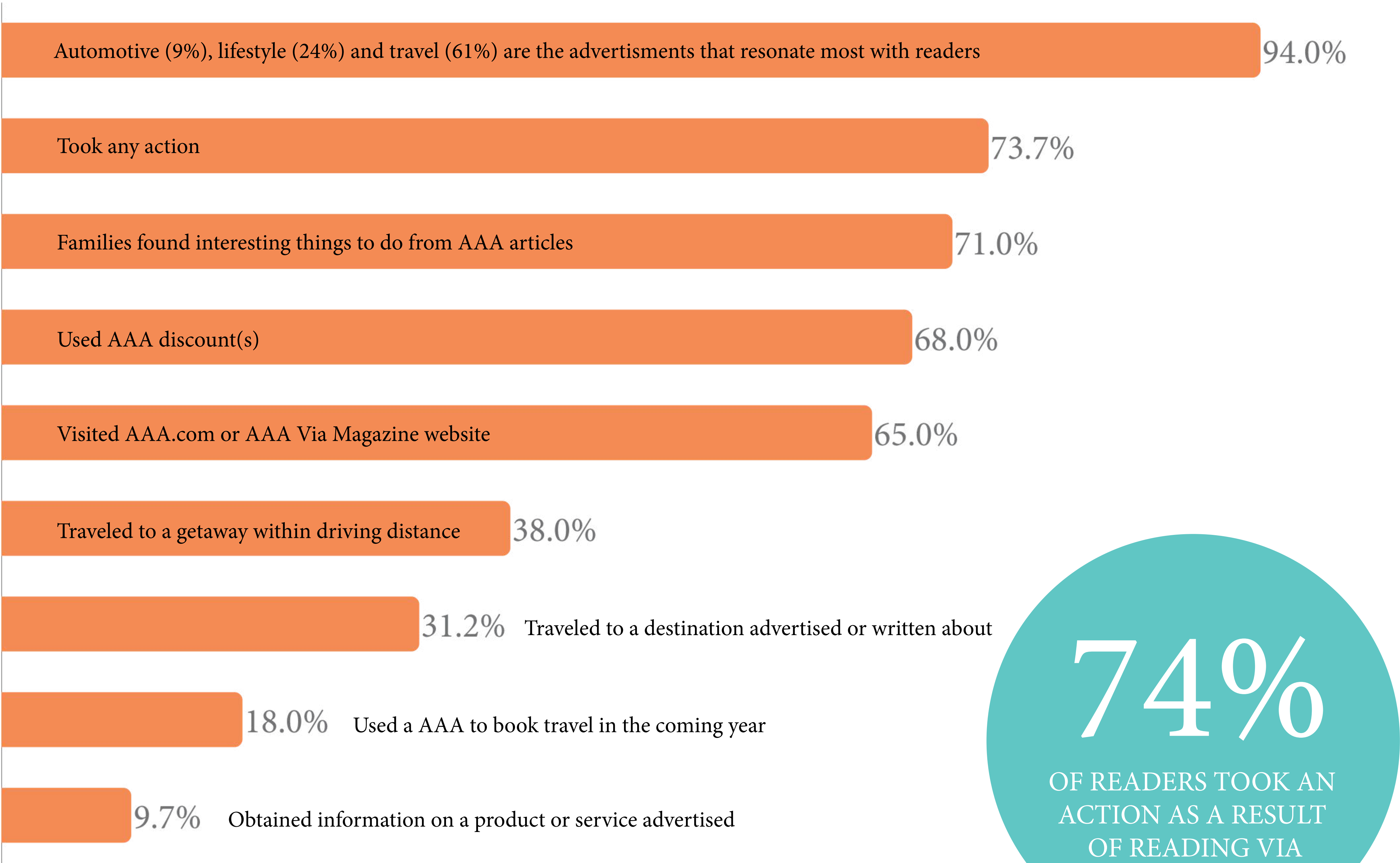
of Via readers prefer receiving the printed magazine in the mail.

29 MINUTES

Readers spend, on average, 29 minutes out of their busy schedules to read Via.

2.2 READERS PER COPY

Via enjoys pass along readership with an average of 2.2 readers per copy.



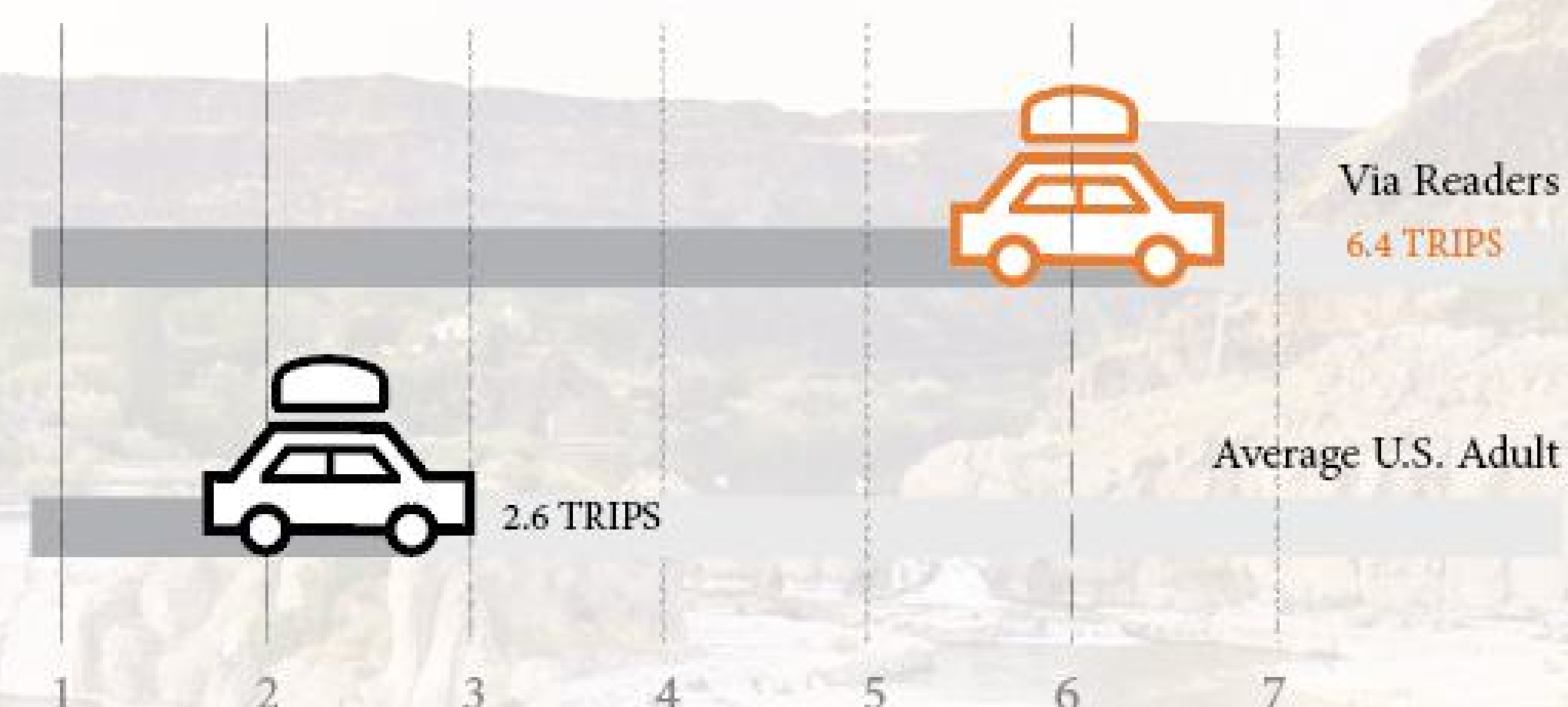
74%
OF READERS TOOK AN ACTION AS A RESULT OF READING VIA



VIA READERS... LOVE TO TRAVEL



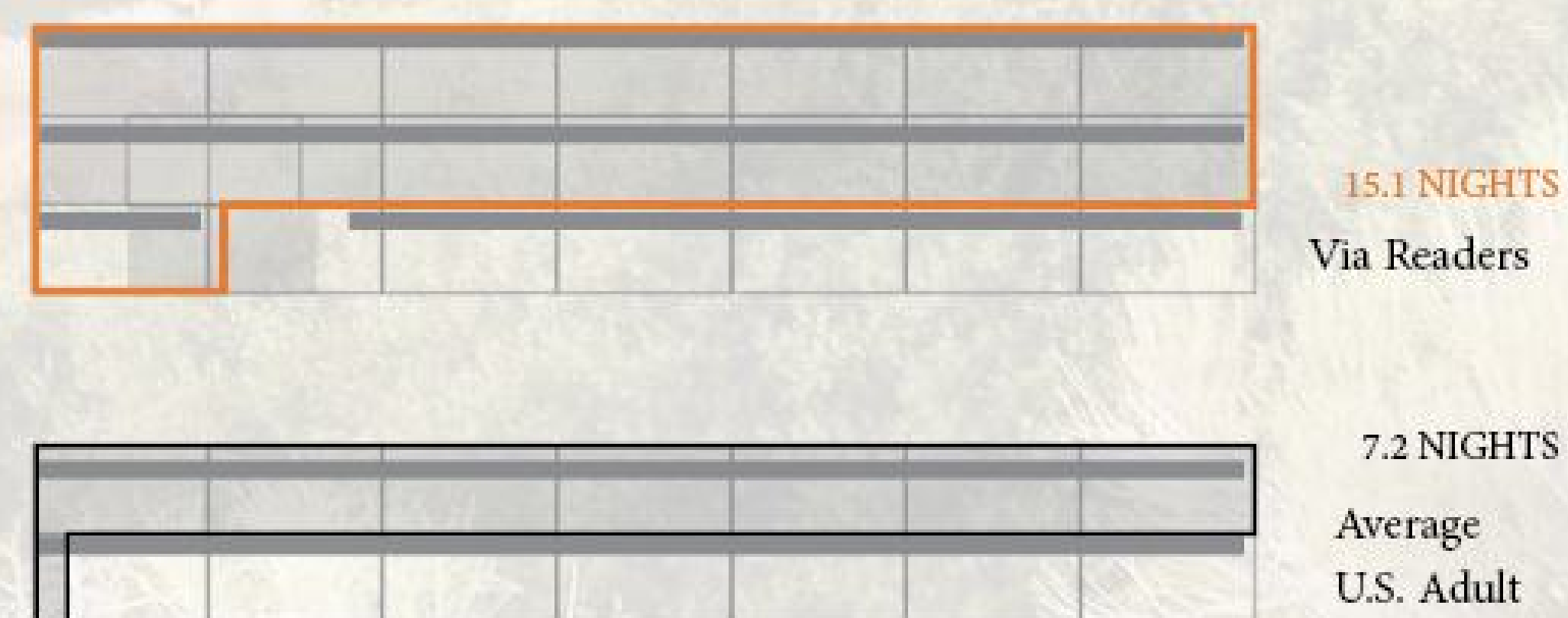
Via readers took an average of 6.4 trips lasting 1+ day in the past year, which is two and a half times more than the average U.S. adult.



Via readers spent 80% more than the average U.S. adult on domestic vacations.



Via readers paid for an average of 15+ nights of hotel or paid lodging in past year—more than 2x the national average for U.S. adults.



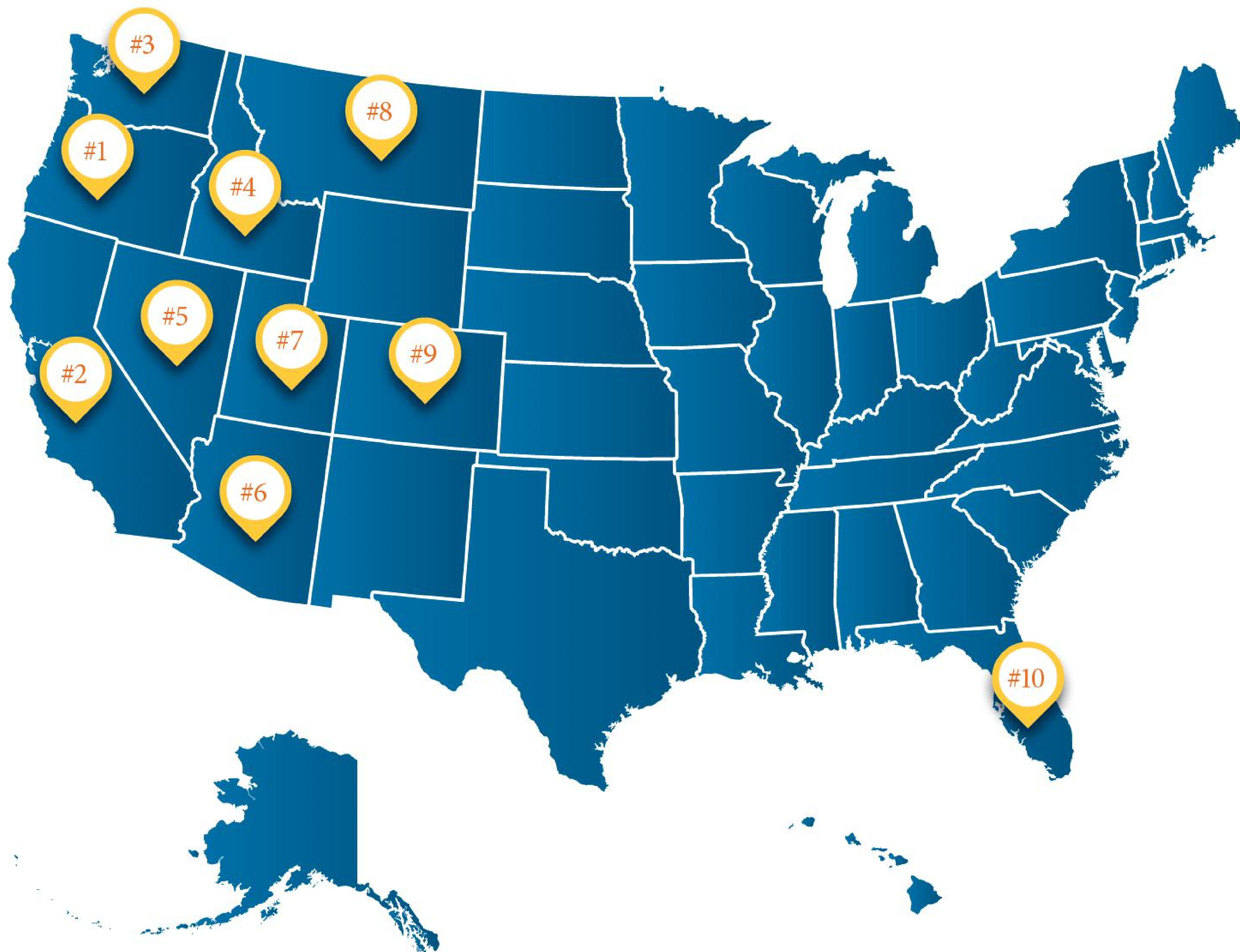
WHERE THEY TRAVEL



Oregon/Idaho Via readers, on average, travel more frequently than non-readers in the region.

89%

of Oregon/Idaho Via readers took at least one overnight domestic trip in 2018.



TOP 10 STATES VISITED (%)

Oregon	60.2
California	55.9
Washington	46.1
Idaho	27.3
Nevada	21.1
Arizona	16.3
Utah	14.2
Montana	11.6
Colorado	11.3
Florida	8.8

WHERE THEY TRAVEL

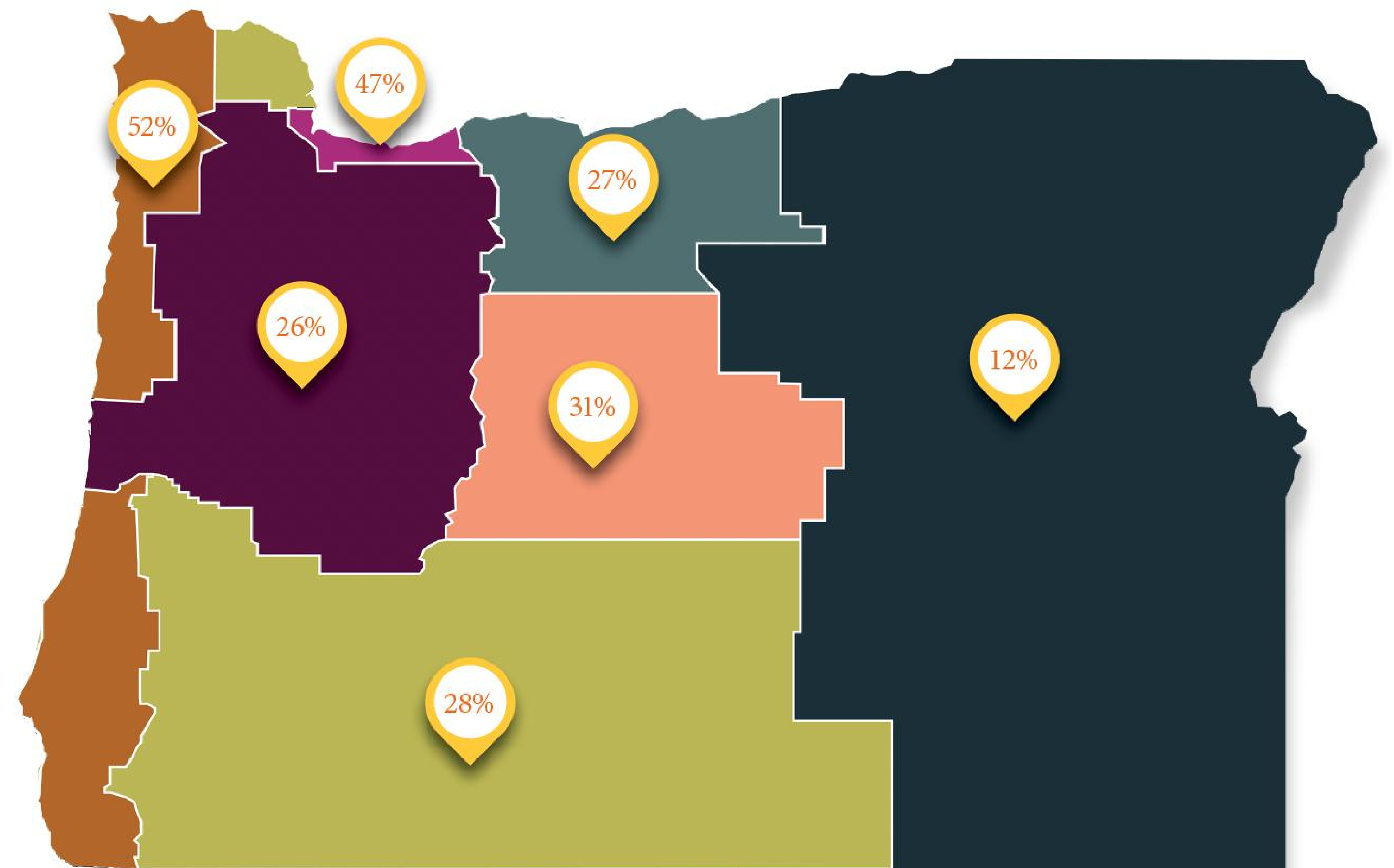
THE MOST VISITED LOCATIONS

TOP AREAS VISITED WITHIN OREGON (%)*

Oregon Coast	52
Portland	47
Central Oregon	31
Southern Oregon	28
Columbia River Gorge	27
Willamette Valley	26
Eastern Oregon	12

TOP AREAS VISITED (%)

Oregon	47.3
Seattle, Wash.	27.5
Washington	17.2
Los Angeles Area	16.2
San Francisco Bay Area	12.3
California Wine Country	11.1
Phoenix/Scottsdale, Ariz.	8.6
Salt Lake City, Utah	8.3
Sacramento/Central Valley, Calif.	7.8
Orange County, Calif.	8.8
Palm Springs, Calif.	7.2
Shasta/Cascades	6.9
Reno/Lake Tahoe, Nev.	6.7



RATES & DATES

6x Issues Per Year

Ads	1-3x	4-5x	6x
1/4 Page	\$3,690	\$3,325	\$2,955
1/2 Page	\$6,350	\$5,715	\$5,075
Full Page	\$11,545	\$10,390	\$9,235
Inside Covers	\$15,010	\$15,010	\$15,010

Issue	Reserve	Materials Due	In Home
Nov+Dec 2025	9/12/25	9/19/25	11/1/25
Jan+Feb 2026	10/24/25	11/7/2025	1/1/26
Mar+Apr 2026	1/9/26	1/16/26	3/1/26
May+Jun 2026	3/6/26	3/13/26	5/1/26
Jul+ Aug 2026	5/8/26	5/15/26	7/1/26
Sept+Oct 2026	7/10/2026	7/17/2026	9/1/2026
Nov+Dec 2026	9/11/2026	9/18/2026	11/1/2026



For premium placements, inserts and design assistance, please contact your sales representative.
Our professional graphic design team offers ad builds for an additional fee.



TRAVEL PLANNER GUIDE

- Via Readers took an average of 6.4 trips lasting 1+ day in the past year — two and a half times more than the average U.S. adult.
- Readers spent 80% more than the average U.S. adult on domestic vacations.
- Readers paid for an average of 15+ nights of hotel or lodging in the past year — more than two times the national average for U.S. adults.

Pricing

Regular Listing:

\$1,195 per issue (6 issue commitment)

\$1,495 per issue (4 issue commitment)

Featured Listing:

\$1,795 per issue

Requirements

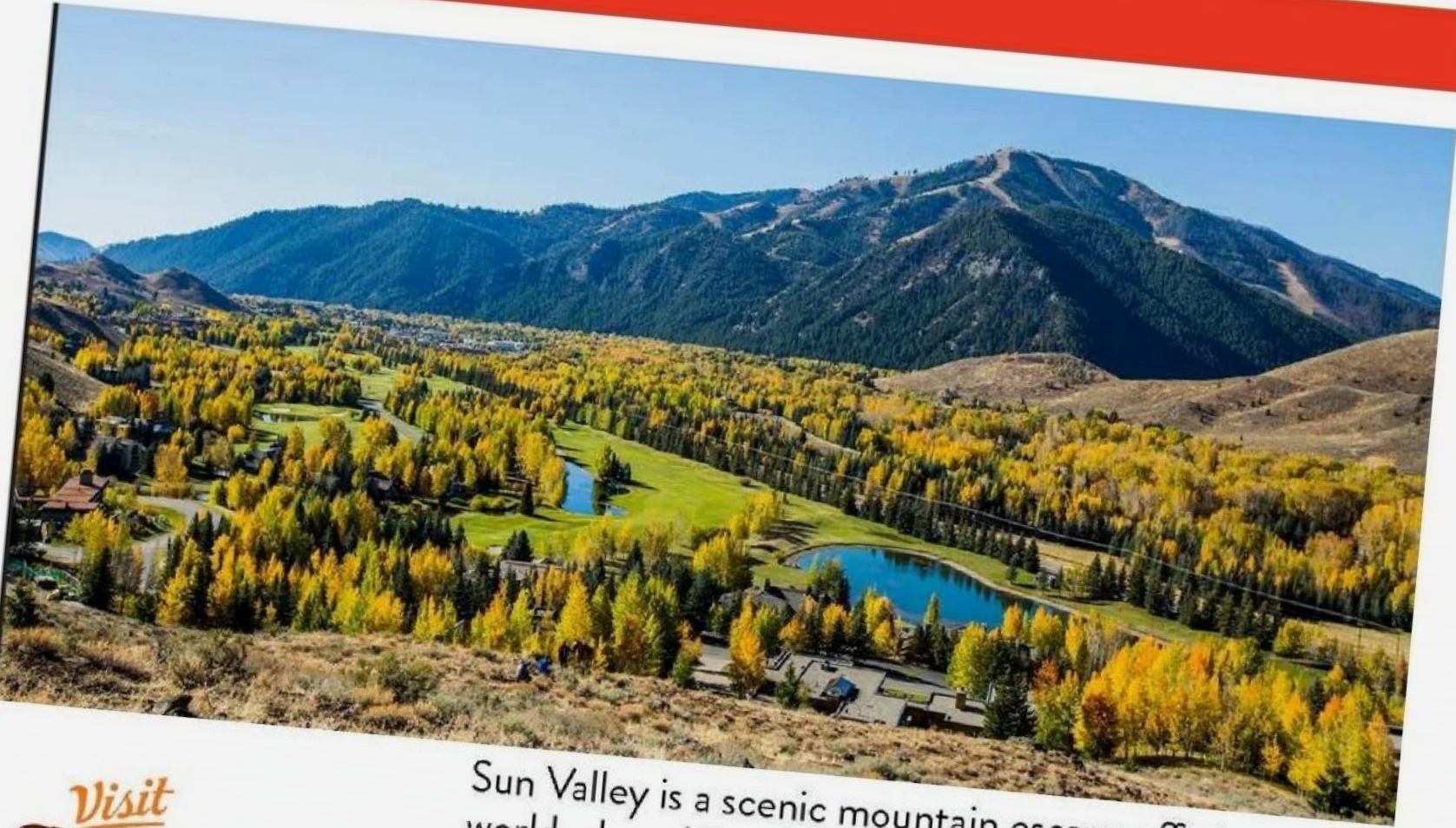
- High resolution photo
- 15-20 word description of your business
- Website OR Instagram/ Facebook handle

TRIP PLANNER

FEATURED DESTINATIONS

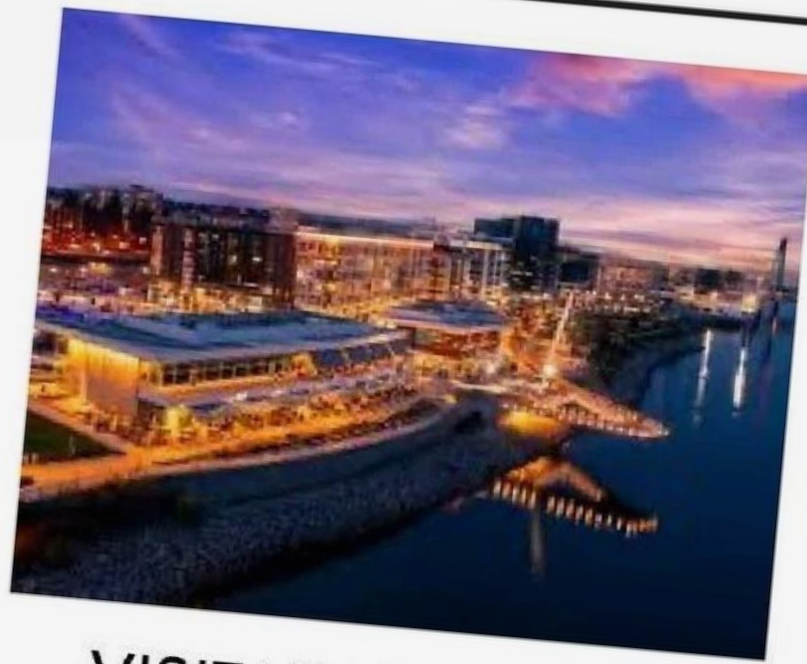
Traveling to featured destinations brings adventure, culture, and unforgettable sights. Each place offers unique charm and stories, creating lasting memories and a deeper connection to the world's beauty and diversity.

Whether you are considering a trip to Oregon, Washington or Idaho, find the perfect destination for your travels.



Visit SunValley


Sun Valley is a scenic mountain escape offering world-class skiing, hiking, and a thriving arts scene. With charming villages, rich history, and year-round adventure, it's perfect for both outdoor lovers and relaxation seekers. [VISITSUNVALLEY.COM](https://visitsunvalley.com)



VISIT VANCOUVER WASHINGTON

Vancouver is a vibrant city offering mountain adventures, coastal beauty, and urban culture. Perfect for outdoor lovers and city explorers.

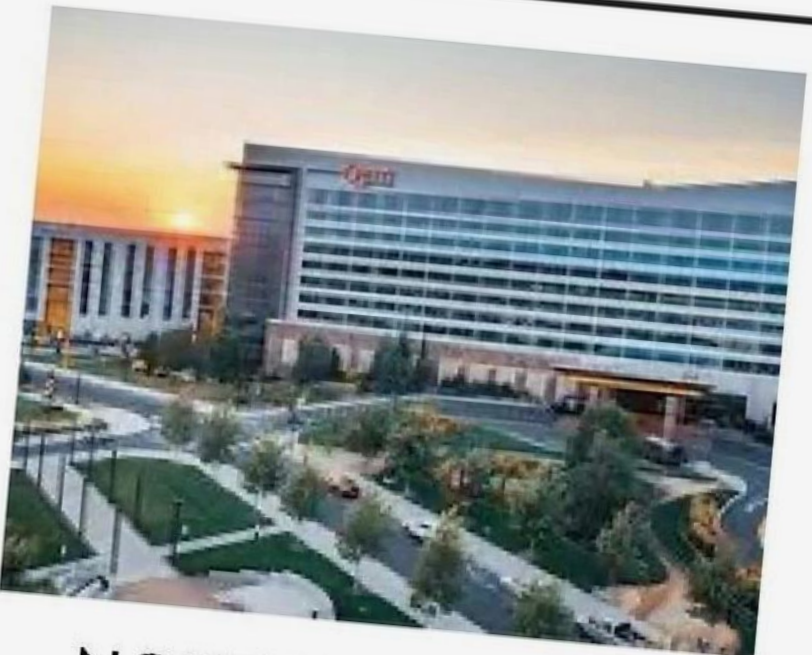
[DESTINATIONVANCOUVER.COM](https://destinationvancouver.com)



ALBANY VISITORS ASSO. WILLAMETTE VALLEY

Albany, Oregon offers historic charm, unique architecture, and vibrant farm-to-table dining in the heart of the Willamette Valley.


[ALBANYVISITORS.COM](https://albanyvisitors.com)



NORTHERN QUEST RESORT & CASINO SPOKANE

Northern Quest Resort & Casino offers luxurious stays and top entertainment for your Washington getaway.


[NORTHERNQUEST.COM](https://northernquest.com)



FIVEPINE LODGE CENTRAL OREGON

FivePine Lodge in Sisters, Oregon is a romantic getaway offering luxurious cabins, a serene spa, and endless outdoor adventures.


[FIVEPINE.COM](https://fivepine.com)



DESTINATION MISSOULA MONTANA

Missoula, Montana is a vibrant mountain town offering abundant outdoor adventures, a thriving arts scene, and unique local flavors.

[DESTINATIONMISSOULA.ORG](https://destinationmissoula.org)



EXPLORE KIRKLAND WASHINGTON

Kirkland, Washington is your perfect lakeside escape with unique shops, great restaurants, and plenty of outdoor fun awaits.

[EXPLOREKIRKLAND.COM](https://explorekirkland.com)

50 March + April 2019

EDITORIAL CALENDAR

2025-2026

January + February

Getaway: Storm Watching on the Oregon Coast
Discover: Travel Packing Guide
Destination: Puerto Vallarta
Weekender: Bend, OR

March + April

Getaway: National Monument Tour in Oregon and Idaho
Discover: Thematic Cruises
Destination: Scottsdale, AZ
Weekender: Twin Falls, ID

May + June

Getaway: Waterfalls of Oregon and Idaho
Discover: Solo Travel
Destination: Amsterdam from PDX
Weekender: Ashland, OR

July + August

Getaway: Day Cruises
Discover: Marquee Travel
Destination: Japan
Weekender: Stanley, ID

November + December

Getaway: Hawaiian Islands
Discover: Train Routes
Destination: London
Weekender: Tualatin, OR

September + October

Getaway: Best of Fall Festivals: Food. Wine, Music (and pumpkin patches)
Discover: Slow Travel: Mindful travel focused on learning more about a place/culture
Destination: Alaskan Cruises
Weekender: Astoria, OR

PRINT AD SPECIFICATIONS

Ad Size	Non-Bleed	Bleed	Live Area
Travel Guide	Travel Guide Ads Are Created In-House And Include A Logo, Business Name, 60 Words And A Website.		
1/4 Page	3.375"W X 4.625"H	--	--
1/2 Page Horizontal	7"W X 4.625"H	8.25"W X 5.3125"H	7"W X 4.625"H
1/2 Page Vertical	3.375"W X 9.5"H	4"W X 10.75"H	3.375"W X 9.5"H
Full Page	--	8.25"W X 10.75"H	7"W X 9.5"H
Inside Front & Back Covers	--	8.25"W X 10.75"H	7"W X 9.5"H
Back Cover	--	8.25"W X 10.75"H	7"W X 9.5"H

Ad Submission

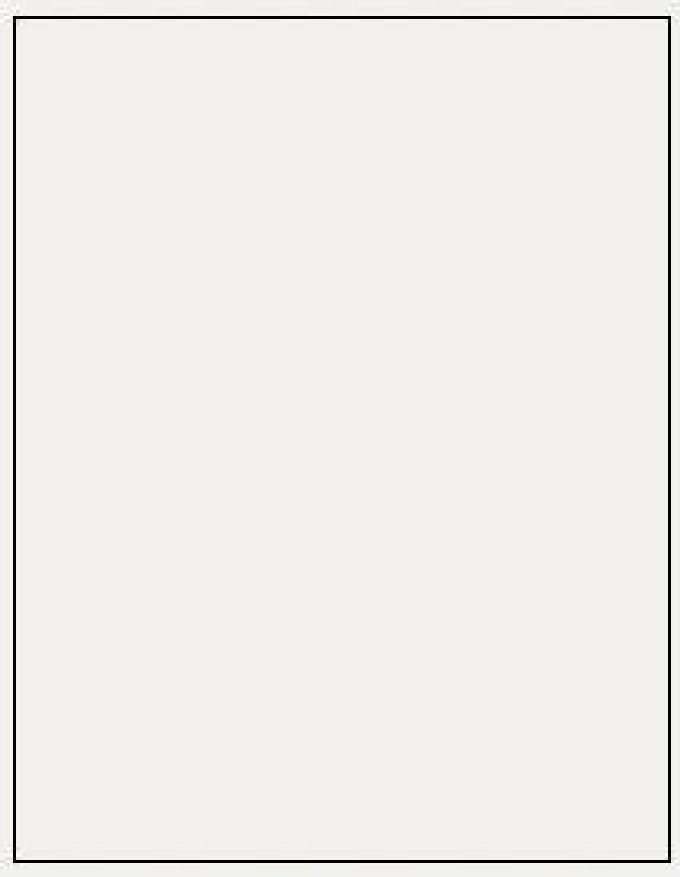
Please use our transfer site: oregonmedia.wetransfer.com

Email: art@oregonmedia.com

All images must be high resolution for print quality (300 dpi). Images and logos copied from websites are not usable.

CMYK process colors only (no RGB files accepted.) Color accuracy is the responsibility of the advertiser and will be held to SWOP standards. Do not use ICC or spot color profiles.

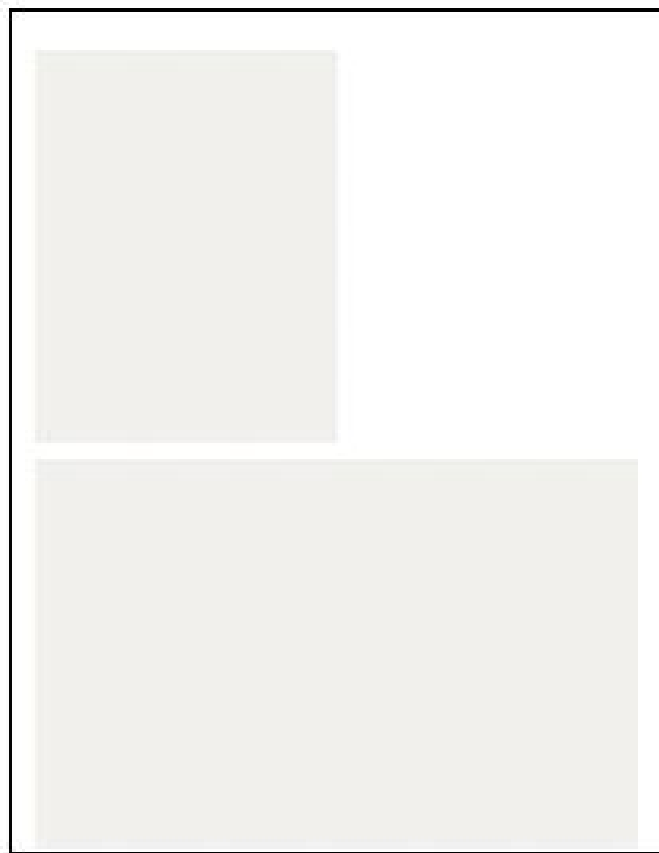
all ad files must be submitted as a single page, high-resolution PDF/x-4



FULL PAGE
including covers



1/2 PAGE
vertical



1/4 PAGE
1/2 PAGE
horizontal

For premium placements, inserts and design assistance please contact your sales representative. Our professional graphic design team offers ad builds for an additional fee.

CONNECTIONS NEWSLETTER

Digital Advertising Placement Opportunity

The AAA Connections Newsletter provides up-to-date member news, events, discounts, special offers and more on a monthly basis. Promote your products and services through one of the most recognized brands to high loyalty and trusted AAA Members. AAA members opting into the Connections Newsletter are particularly interested in travel, auto, and special offers. Don't miss your chance to connect with this highly engaged audience through this exclusive opportunity with Oregon Media and AAA.

Distribution

23,000 AAA members
throughout Oregon and Idaho

Performance Metrics

Open rate: 45%

Ad Specs

660x250 pixels
JPG is the desired format


Cost: \$4,995

*Limited availability as advertising is only available to one Oregon Media partner per month.

2025 Calendar


ISSUE	ART DUE DATE	PUBLISH DATE
January	1/13/25	1/27/25
February	2/10/25	2/24/25
March	3/10/25	3/24/25
April	4/7/25	4/21/25
May	5/12/25	5/26/25
June	6/9/25	6/23/25
July	7/7/25	7/21/25
August	8/11/25	8/25/25
September	9/8/25	9/22/25
October	10/13/25	10/27/25
November	11/10/25	11/24/25
December	12/8/25	12/22/25

Your ad here



KEEP
LIFE
GOING®

CONNECTIONS



AAA Diamonds: Travel With Someone You Trust

Now more than ever, you want peace of mind when choosing where to stay. We've enhanced our inspections with ATP surface testing, the same technology used to verify cleanliness in the healthcare industries. Inspected Clean hotels have passed inspections with ATP surface testing so you can rest assured your room is as clean as possible.

AAA Diamond Approved restaurants must pass an on-site evaluation with 13 minimum requirements to be approved as a Diamond property. There are 57 elements included in the score that determines a property's Diamond level.

[Learn More About AAA Diamonds](#)

Have it All in Europe!



Celebrate Holland America's 150th year with over 45 unique Europe itineraries including in-depth EXC Talks, Port to Table cooking demonstrations, and immersive culinary shore excursions. Enjoy overnight stays in some of Europe's landmark cities, including Barcelona, Istanbul, and Reykjavik. Book before February 28th and receive a \$500 flight credit, up to 30% off cruise fares, a Free Balcony Upgrade, Bonus Onboard Credit and more!

[EXPLORE EUROPE →](#)

Tax Season Is Right Around the Corner


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Smart Luggage & Packing Tips For Your Next Cruise

Cruising is a popular style of travel for many. No matter if you prefer to explore the world by ocean or river, cruises provide the unique opportunity to visit multiple destinations in one trip. The best part? You only have to unpack once! Travel Expert, Anne McAlpin, shares tips on selecting the right luggage for your next cruise adventure.

[GET DETAILS →](#)



Is Your Car Battery Ready for the New Year?

When we think about the things we just can't live without, car batteries don't normally come to mind. Car batteries last, on average, 3 to 5 years. Depending on certain conditions, like weather and how you drive your car, some batteries can last up to 6 years! So how can you help your car battery last longer? We have 5 tips to help extend your battery's life.

[GET TIPS →](#)