

AAA WORLD

2023 MEDIA KIT





Connect with the AAA Brand + our Members

- AAA is a federation of Member-owned Clubs serving more than **63 million Members** in the U.S. and Canada
- **More than 120 years** of reliable service and solutions for Members has made AAA one of the most loved and **trusted brands**¹
- **Desirable Demographics** combined with mass market penetration
- Deep knowledge of AAA Members and their lifestyles
- Loyal Members and strong retention rates
- **AAA Club Alliance** is one of the largest Clubs in the U.S. with 6.3m+ Members
- **AAA World** is among the **largest circulated publications** in the U.S.



AAA Members Travel More!

17%

of AAA Members take 3+ domestic
travel vacations annually
vs. 10% of non-Members²

AAA Members Stay Longer!

39%

of AAA Members stay
5+ nights per vacation
vs. 23% of non-Members²

AAA Members Spend More!

\$2,155

AAA Member average spend on
domestic travel vacation 16% higher
vs. \$1,863 for non-Members²

¹Source: Morning Consult, Most Trusted Brands, 2021

²Source: 2019 Doublebase GfK MRI, Domestic Travel -- vacation, honeymoon, personal

AAA
WORLD

Well-Traveled, Desirable Demographics
+ Reader Survey Information

62%

of readers take action
as a result of reading

2.55 Million

HH circulation per issue

79% of *AAA World* readers took a
vacation in the past 12 months

\$3100

average amount
spent on a trip by
AAA World readers.

67% two-thirds of *AAA World* primary
Members read every issue.

72% visited AAA.com

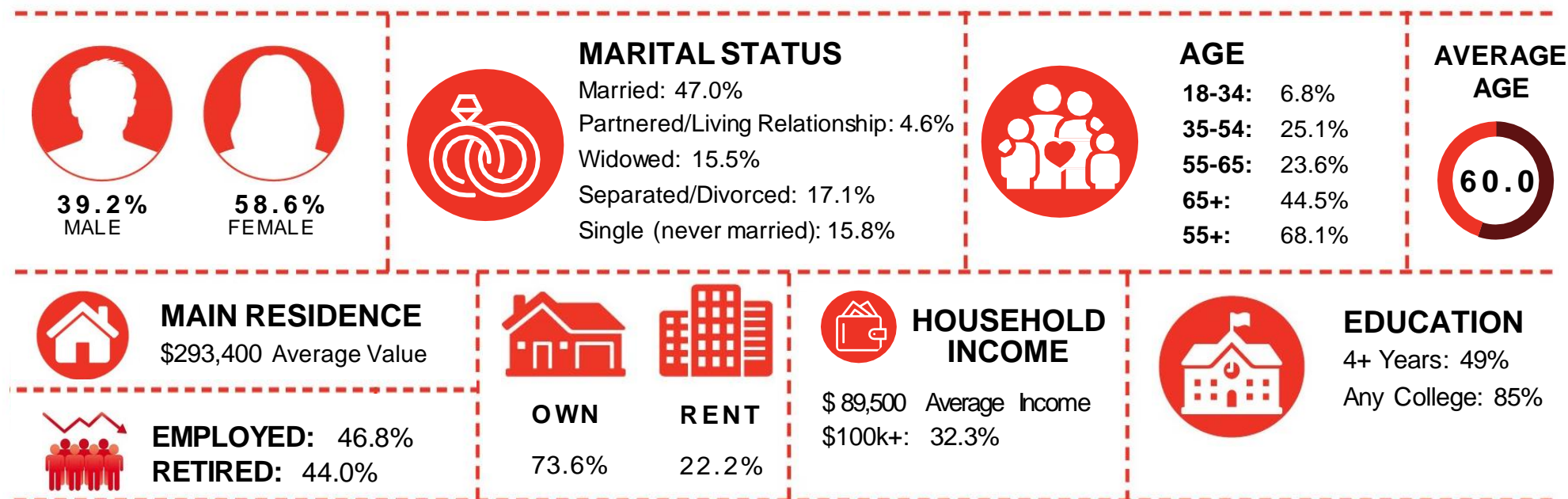
63%

of readers say *AAA World*
provides
relevant information.

40% of readers planned a trip because they read
about a destination in *AAA World* magazine.

TAP INTO A POWERFUL AUDIENCE

As one of America's most trusted brands and with more than seven million Members, our Club can provide your brand with unique access to a diverse and educated Membership base with disposable income.



FAST FACT: AAA IS ONE OF AMERICA'S MOST TRUSTED BRANDS

Data courtesy MRI-Simmons AAA World 2022 Reader Profile Study

Fast Fact courtesy of Morning Consult: AAA is the #18 Most Trusted Brand overall, and the #6 Most Trusted Brand with Boomers in 2020.



OUR CONTENT OFFERINGS

Real people helping real people have real experiences. That's the foundation of all the content we create, which allows us to empower and educate our Members, while elevating their experiences.

Our goal is to serve AAA Members and the general public with authentic and engaging content that demonstrates and enhances Member value through a multi-channel immersive content experience.

AAA WORLD

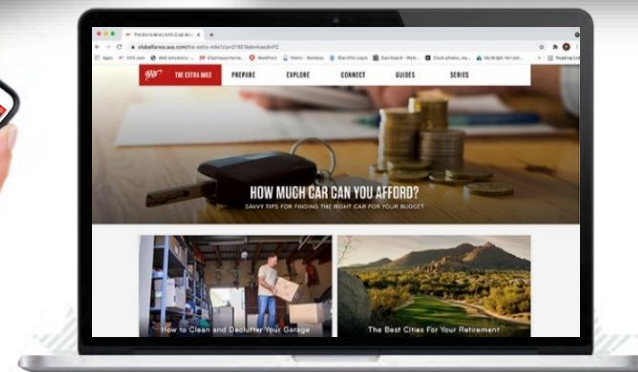
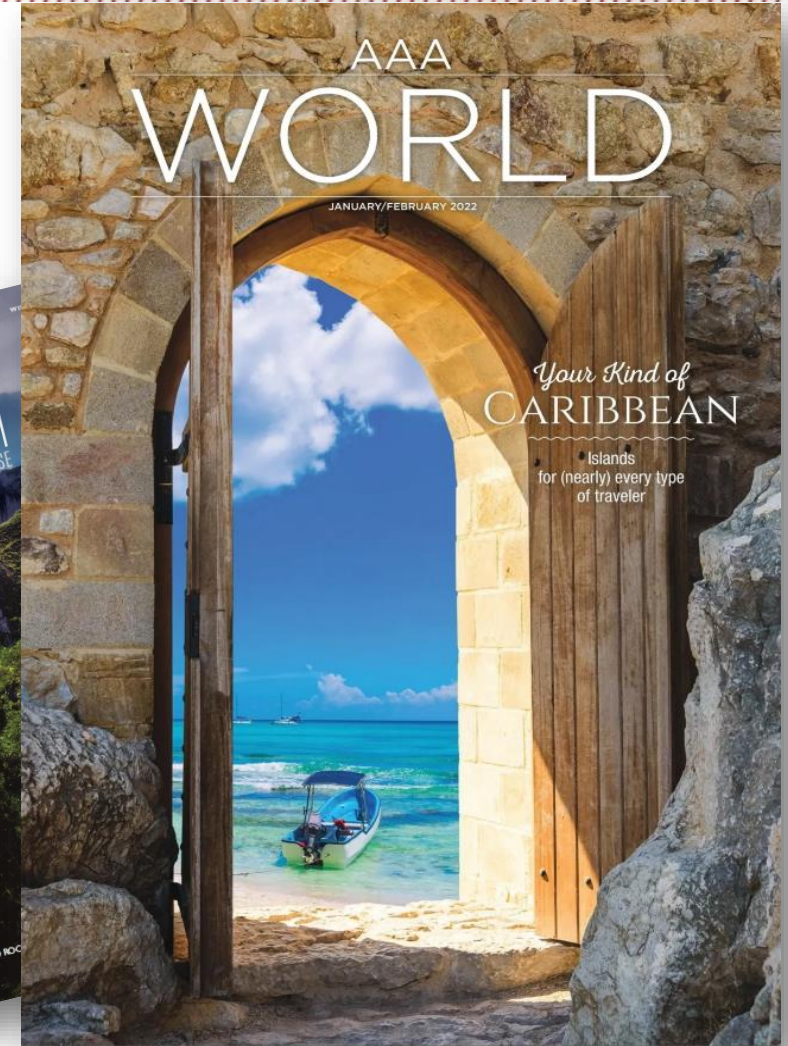
Our award-winning bi-monthly AAA Member magazine, *AAA World*, has a circulation of more than 2.55 million HH's reaching up to 6.3 million Members throughout our Club's territory. Produced in four regional editions, *AAA World* is our Member's guide and companion, offering both inspiration and intel to help them live an empowered life out on the open road and beyond.

AAA TRAVELER WORLDWISE

Connecting top travelers with top experiences, this highly targeted publication positions our brand and our trusted partners two to four times each year to help our Members plan the vacation of a lifetime. Sharing quality travel information, tips and destinations, *AAA Traveler* reaches 150,000+ targeted Member HH's of highly educated and higher-income travel enthusiasts.

THE EXTRA MILE

The Extra Mile, is our multiple award-winning online content hub to connect our digital users with the content they want on the device they prefer. With travel, finance, automotive, and lifestyle content, our loyal Members engage with The Extra Mile content hub at impressive numbers. Prominently featured throughout the AAA.com navigation experience.



AAA WORLD EDITORIAL CALENDAR*

JAN / FEB | (Common) Yucatan, Mexico; Agave Spirits in Mexico; Cambodia; Learning a Foreign Language (*NEA/SEA only.) (Regional Articles) NEA & SEA: Edna Lewis Food Trail in Virginia NEA: Culinary Scenes in Pittsburgh & Philadelphia PA SEA: Food & Wine Scene in Charlottesville, VA CEN: Speakeasies in Ohio, Kentucky, West Virginia. GP: Iconic Foods of Nebraska.

MAR / APR | (Common) AAA World Photo Contest Results; How to Take Better Smartphone Photos; Food Halls. (Regional Articles) NEA: Cape Cod & The Islands, Massachusetts SEA: South Carolina's Mount Pleasant/Charleston Area CEN: Greenbrier County, West Virginia GP: Sioux Falls, South Dakota.

MAY / JUN | (Common) *The Road Trip Issue*: AAA's Route 66 Road Fest; AAA's Trip Canvas; Driving The Grand Canyon Loop; Scenic Drives in the U.S: Oregon's Coast, Black Bear Scenic Byway in Florida; National Parks in the West (JBF); Healthier Eating on the Road; Apps for Electric Vehicles. (Regional Articles) NEA: Litchfield Hills, Connecticut Road Trip SEA: Ocean Drive in New Jersey Road Trip; CEN: Indiana Road Trip; GP: Colorado/Utah Road Trip (Dinosaur Diamond Scenic Byway)

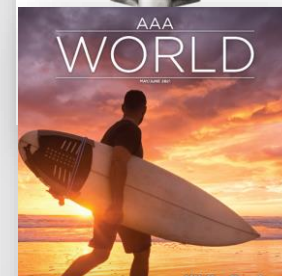
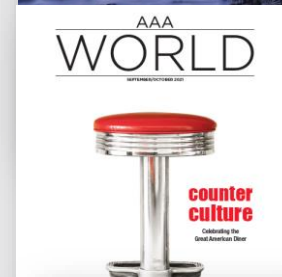
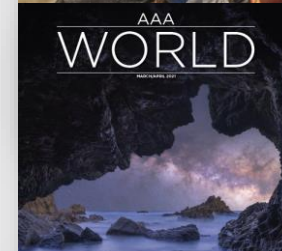
JUL / AUG | (Common) Travel Tips for LGBTQ+ Travelers; Prince Edward Island, Canada; Top Regional Theaters. (Regional Articles) NEA: 72 hours in Annapolis, MD with kids; SEA: 72 hours in Asheville, NC with kids; CEN: 72 hours in Chicago, IL with kids; GP: 72 Hours in Kansas City, MO & KS with Kids; Eastern (N/S) & Central: What's Trending: Centennial Smithsonian Museum of Asian Art, New Exhibits at Smithsonian Zoo (+ Additional Smithsonian Attraction TBD); The National Postal Museum.

SEP / OCT | (Common) *The Outdoors Issue*: Camping 101; Adventure Parks in the U.S.; (Regional Articles) NEA & SEA: Food Trails; What's Trending-Harford County Arts, MD; Biking the Great Allegheny Passage, PA/MD; Fly Fishing in Maryland CEN: Ohio Historic Restaurants; Daniel Boone Bike Route in Kentucky; What's Trending-Billy Ireland Cartoon Library at Ohio State University; GP: Black Mesa State Park in Oklahoma; Houston's (TX) Rising Black Chefs.

NOV / DEC | (Common); Atlanta, Georgia; Elevated Dining at Museums; (Regional Articles) Regional Holiday-Themed Lights and Parades; NEA: Winter Sports in the Pocono Mountains, PA; SEA & CEN: Winter Sports in West Virginia GP: Winter Sports in Colorado.

KEY: Common Features=Full Circ. Regional Articles: **(NEA)** N'East **(SEA)** S'East **(CEN)** Central **(GP)** Great Plains

***NOTE:** Proposed Editorial Calendar. Articles subject to change at any time. AAA World cannot guarantee all stories will be published.



Updated
6.1.23

AAA
WORLD

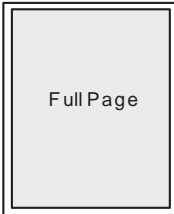
Rates, Specs
+ Integrated Media Advertising



Print Ad Sizes

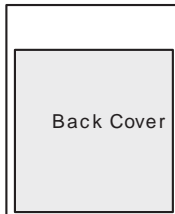
Magazine Trim Size:

7" wide x 10" height



FP Live Area:
6.5" w x 9.5" h

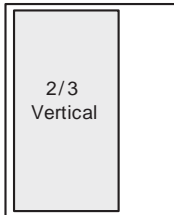
FP Bleed:
7" w x 10" h
Bleed .125"



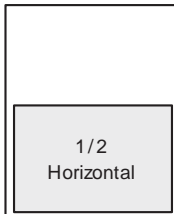
CV4 Trim Size:
7" w x 8" h

Bleed: .125"

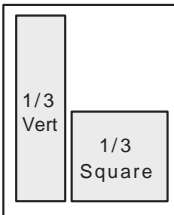
CV4 Live Area:
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2/3 VERT:
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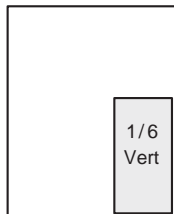


1/2 HORIZ:
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1/3 VERT:
2.125" w x 9.5" h

1/3 SQ:
4.25" w x 4.6875" h



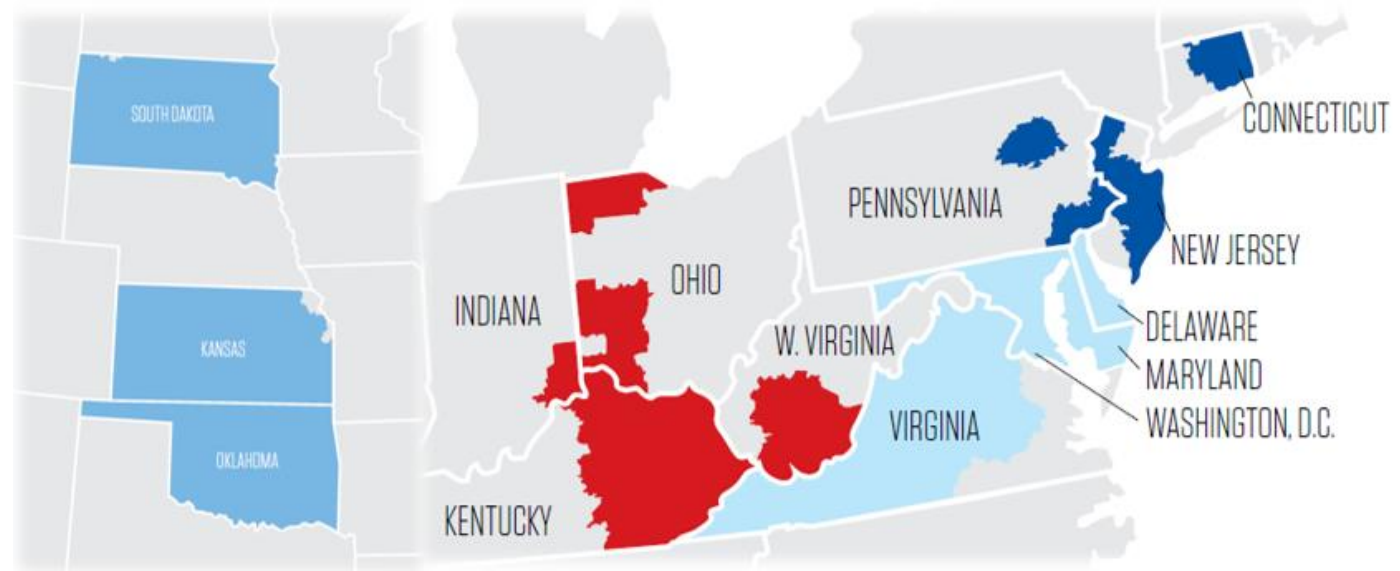
1/6 VERT:
2.125" w x 4.6875" h

Deadlines 2023

ISSUE	SPACE DEADLINE	AD MATERIALS DUE	FIRST IN-HOME DATES*
Jan/Feb '23	Nov 2, 2022	Nov 16, 2022	Dec 29, 2022
Mar/Apr '23	Jan 5, 2023	Jan. 19, 2023	Feb 21, 2023
May/June '23	Mar 3, 2023	Mar. 17, 2023	Apr 25, 2023
Jul/Aug '23	May 3, 2023	May 17, 2023	Jun 20, 2023
Sep/Oct '23	Jul 5, 2023	Jul 19, 2023	Aug 22, 2023
Nov/Dec '23	Sep 5, 2023	Sep 19, 2023	Oct 24, 2023
Jan/Feb '24	Nov 2, 2023	Nov 16, 2023	Dec 30, 2023

*Estimated In-Home Dates. Subject to Change.

Coverage Areas



Eastern Region-North

 HH Circulation: 962,322
 PA, NJ, CT

SPACE	1-2X	3-4X	5-6X
Full Page	\$24,058	\$22,855	\$21,652
2/3 Page	\$16,841	\$15,999	\$15,157
1/2 Page	\$14,435	\$13,713	\$12,991
1/3 Page	\$9,623	\$9,142	\$8,661
1/6 Page	\$5,052	\$4,800	\$4,547

Eastern Region-South

 HH Circulation: 846,664
 MD, DE, VA, DC

SPACE	1-2X	3-4X	5-6X
Full Page	\$21,167	\$20,108	\$19,050
2/3 Page	\$14,817	\$14,076	\$13,335
1/2 Page	\$12,700	\$12,065	\$11,430
1/3 Page	\$8,467	\$8,043	\$7,620
1/6 Page	\$4,445	\$4,223	\$4,000

Central Region

 HH Circulation: 417,264
 OH, KY, IN, WVA

SPACE	1-2X	3-4X	5-6X
Full Page	\$10,432	\$9,910	\$9,388
2/3 Page	\$7,302	\$6,937	\$6,572
1/2 Page	\$6,259	\$5,946	\$5,633
1/3 Page	\$4,173	\$3,964	\$3,755
1/6 Page	\$2,191	\$2,081	\$1,972

Great Plains Region

 HH Circulation: 323,749
 OK, KS, SD

SPACE	1-2X	3-4X	5-6X
Full Page	\$8,094	\$7,689	\$7,284
2/3 Page	\$5,666	\$5,382	\$5,099
1/2 Page	\$4,856	\$4,613	\$4,371
1/3 Page	\$3,237	\$3,076	\$2,914
1/6 Page	\$1,700	\$1,615	\$1,530





AAA DIGITAL SOLUTIONS



The Extra Mile Weekly Content Email

Average Open Rate: **28.97%**

Average Click Through Rate: **4.34%**



Monthly eSaver & eLodging Emails

Average Open Rate: **35.00%**

Average Click Through Rate: **2.20%**



AAA.com/TEM Banner Ads

Average Click Through Rate: **0.30%**



Quarterly Health & Wellness Email

Average Open Rate: **35.00%**

Average Click Through Rate: **2.20%**



The Extra Mile Content Hub Site

Average Unique Visits/Month: **117,876**

Average Time on Site: **2.3 minutes**



Social Media / Facebook

11,600+ Followers

Average Click Through Rate: **12.0%**





EMAIL SOLUTIONS

RATES & SPECS

THE EXTRA MILE - WEEKLY CONTENT EMAIL 52x / year

- Sponsored Banner Ad** with image & logo (600w x 270h) + ~95 character text + URL link
- Sponsored Content Feature Ad** with image (600w x 240h) + 2-3 lines of copy (~35 words) + URL link

REGION	AUDIENCE	CONTENT FEATURE	BANNER
Eastern Region (w/o CT)	168,000	\$4,200	\$2,520
Connecticut	34,000	\$1,190	\$714
Central Region (OH, KY, IN, WV)	50,000	\$1,500	\$900
Kansas	12,000	\$780	\$468
Oklahoma	30,000	\$1,050	\$630
South Dakota	6,000	\$390	\$234
Full Audience	300,000	\$7,200	\$5,400

E-SAVER EMAIL (MONTHLY DISCOUNTS PARTNER EMAIL) 12x / year

- Banner Ad** with image & logo only (600w x 270h) + ~95 character text + URL link

REGION	AUDIENCE	NET RATE PER INSERTION
Eastern	370,000	\$3,700
Central / Great Plains	180,000	\$2,160
Full Audience	550,000	\$4,400

LODGING EMAIL (MONTHLY LODGING PARTNER EMAIL) 8x / year FEB, APR-SEP, NOV

- Banner Ad** with image & logo only (600w x 270h) + ~95 character text + URL link

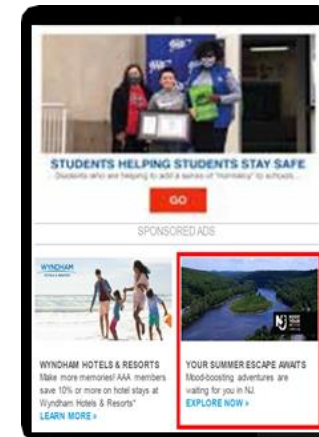
REGION	AUDIENCE	NET RATE PER INSERTION
Full Audience	300,000	\$3,000

HEALTH & WELLNESS EMAIL (QTLY PARTNER EMAIL) 4x / year JAN, APR, JUL, OCT

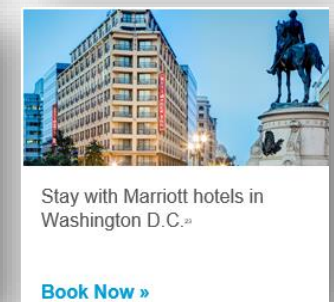
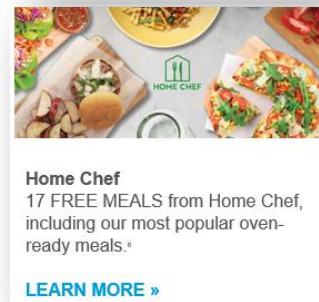
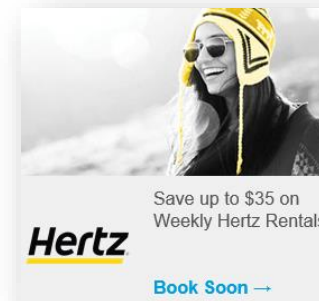
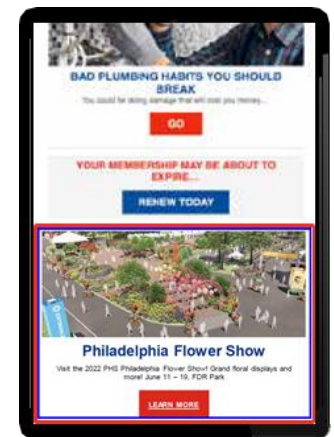
- Banner Ad** with image & logo only (600w x 270h) + ~95 character text + URL link

REGION	AUDIENCE	NET RATE PER INSERTION
Full Audience	335,000	\$3,200

EXAMPLE:
Email Banner Ad



EXAMPLE:
Content Feature Ad



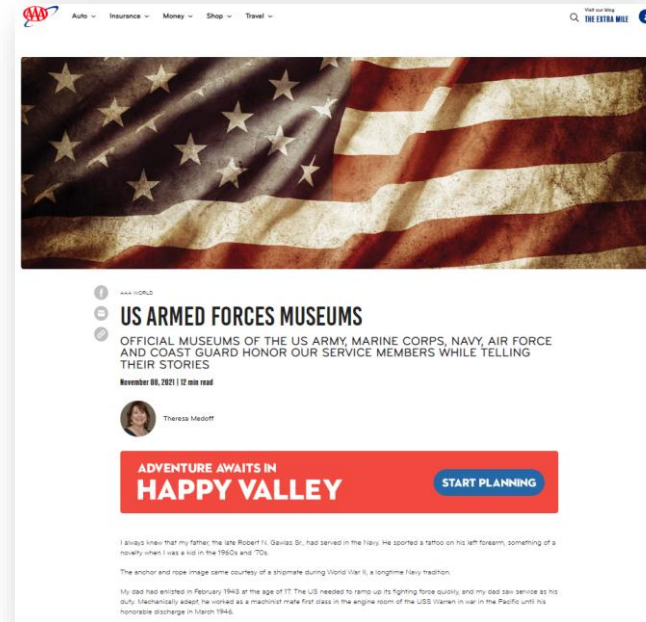
Digital advertising files, specifically banner ads and images, should be .jpg or .png formats with a max file size of 100 kb. Files and copy should be delivered to your AAA Representative ~3 weeks prior to asset deployment date, along with any url / tracking code. Audience sizes listed on this page are approximate and may vary by send and list pull. Weeks & Regions subject to availability.

AAA.com/TEM LEADERBOARD ADS

(958w x 136h) + URL Link



REGION	NET RATE
Eastern Region (w/o CT)	\$900
Connecticut	\$450
Central Region (OH,KY,IN,WV)	\$600
Great Plains	\$600
Full Audience	\$1,750



SPONSORED FACEBOOK POSTS

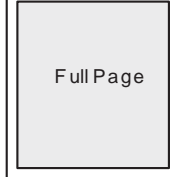
(1200w x 628h image) + text + URL Link



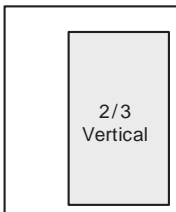
REGION	AUDIENCE	NET RATE
Full Audience	11,600+	\$750



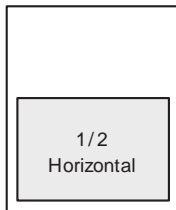
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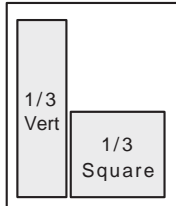
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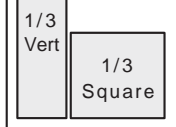
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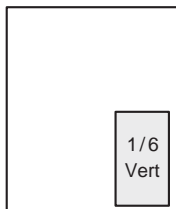
1/3 SQ:
4.25" w x 4" h



1/3 VERT:
2.125" w x 8.375" h



1/6 VERT:
2.125" w x 4" h



travel planner

VISIT AAA.COM/INFOCENTER TO FIND OUT MORE ABOUT THE OFFERS IN THIS ISSUE.

PENNSYLVANIA



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INN & SUITES

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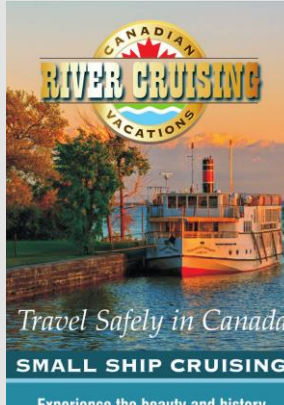
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CANADA



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AAA WORLD PROMO

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Eastern Region-North

Circulation: 962,322
PA, NJ, CT

Full Page	6.5"w x 8.375"h	\$11,400
2/3 Page	4.25"w x 8.375"h	\$8,300
1/2 Page	6.5"w x 4"h	\$6,900
1/3 Page Square	4.25"w x 4"h	\$4,800
1/3 Page Vertical	2.125"w x 8.375"h	\$4,800
1/6 Page	2.125"w x 4"h	\$2,600

Eastern Region-South

Circulation: 846,664
MD, DE, VA, DC

Full Page	6.5"w x 8.375"h	\$9,900
2/3 Page	4.25"w x 8.375"h	\$7,400
1/2 Page	6.5"w x 4"h	\$6,100
1/3 Page Square	4.25"w x 4"h	\$3,900
1/3 Page Vertical	2.125"w x 8.375"h	\$3,900
1/6 Page	2.125"w x 4"h	\$2,300

Central Region

Circulation: 417,264
OH, KY, IN, WVA

Full Page	6.5"w x 8.375"h	\$4,900
2/3 Page	4.25"w x 8.375"h	\$3,600
1/2 Page	6.5"w x 4"h	\$2,900
1/3 Page Square	4.25"w x 4"h	\$1,900
1/3 Page Vertical	2.125"w x 8.375"h	\$1,900
1/6 Page	2.125"w x 4"h	\$975

Great Plains Region

Circulation: 323,749
OK, KS, SD

Full Page	6.5"w x 8.375"h	\$3,900
2/3 Page	4.25"w x 8.375"h	\$2,900
1/2 Page	6.5"w x 4"h	\$2,400
1/3 Page Square	4.25"w x 4"h	\$1,600
1/3 Page Vertical	2.125"w x 8.375"h	\$1,600
1/6 Page	2.125"w x 4"h	\$875

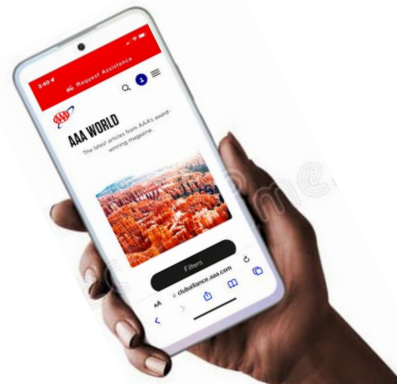
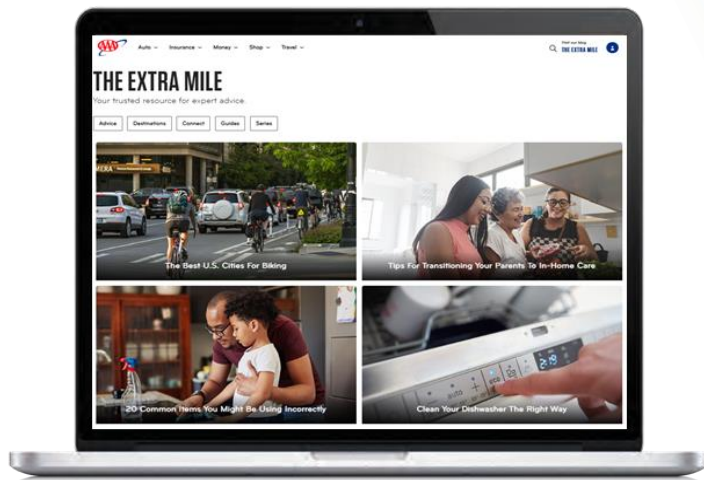


LET'S CHAT

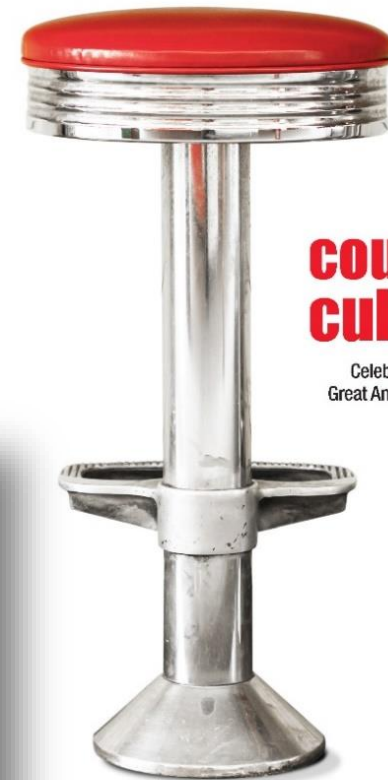
Enough about us. Let's hear about you!

Maybe you have a great content idea you want to share. Or maybe you're a brand that can provide our Members with great solutions that we should be aware of.

Let's start a conversation.



AAA
WORLD
SEPTEMBER/OCTOBER 2021



**counter
culture**

Celebrating the
Great American Diner

AAA is a federation of Member-owned Clubs located throughout North America. Additional AAA publications (including **SJ FIRST** – 130,000 HH's) available in other areas. Ask for details.

