



ARIZONA

via

2019 Media Kit



Content

Evolving to include broader solutions for life

Consumer

Expanding offers to appeal to Members today and tomorrow

Media Mix

Investing in broadening channels for content distribution



Tap Into a Powerful Audience



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 1.1 million readers



Circulation Breakdown

Phoenix metro area	320,725
Tucson metro area	77,594
Other areas	118,978
TOTAL	517,297



\$86,500
Average income



85.3%
Homeowners

Average home value
\$322,600

Age Breakdown

18-34	3.7%
35-54	22.7%
55-64	24.7%
65+	48.9%
AVERAGE AGE	62



34.1%



65.9%

Via's audience is engaged



80%

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.

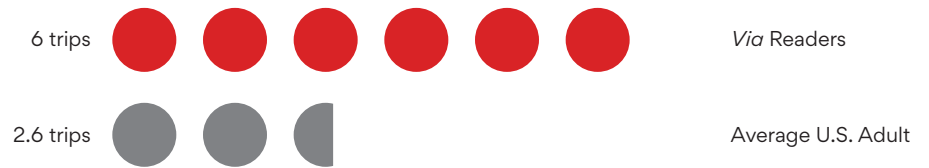
74% of readers took an action as a result of reading *Via*. Actions included ↓



Via readers love to travel

They travel more

Via readers took an average of **6 trips** lasting 1+ day in the past year, which is two and a half times more than the average U.S. adult.



They spend more

Via readers spent **90% more** than the average U.S. adult on domestic vacations.



They stay longer

Via readers paid for an average of **13+ nights** of hotel or paid lodging in past year—**nearly 2x** the national average for U.S. adults.



Via Arizona readers, on average, travel more frequently than non-readers in the region.

79% of Via Arizona readers took at least one overnight domestic trip in the past year.

Most popular cities visited in the past year (%)

Sedona/Oak Creek Canyon, Arizona	31.5
Flagstaff, Arizona	29.7
Las Vegas, Nevada	27.6
Los Angeles, California	17.7
Mongollon Rim, Arizona	14.5
Grand Canyon, Arizona	13.9
Orange Country, California	10.8
Laughlin, Nevada	9.5
Albuquerque, New Mexico	8.4
Palm Springs, California	8.1
Denver, Colorado	7.8
Pacific Northwest	6.9
Lake Havasu, Arizona	6.8
Durango/Mesa Verde, Colorado	5.0
Colorado Springs, Colorado	4.8
Napa Valley, California	3.8
Lake Powell, Utah/Arizona	3.6
Colorado River	3.3
Catalina Island	2.5
Canyon de Chelly, Arizona	1.9



Top 10 states visited in the past year (%)

California	61.3
Arizona	58.1
Nevada	29.7
Colorado	22.9
New Mexico	24.5
Texas	17.6
Florida	15.9
Washington	13.5
New York	12.3
Utah	11.4

Print & Online



Spring 2019

The West's Best State Parks

Highway 101

Hawaii

Cottonwood, AZ

Disneyland

Close: 12/14/18

Material due: 12/21/18

In-home February 19-23



Summer 2019

Summer Pleasures

Roller coasters, beach boardwalks, baseball, and more

Solo Travel Trend

Pinetop-Lakeside, AZ

Jamaica

Close: 2/14/19

Material due: 2/21/19

In-home May 5-8



Fall 2019

Fire Recovery

California's Wine Country
Oregon's Columbia Gorge

Food Face-off: San Francisco vs. Portland

River Cruising with the Family

Wilcox, AZ

Cabo San Lucas, Mexico

Close: 6/14/19

Material due: 6/21/19

In-home August 20-24



Winter 2020

City Parks

San Francisco's Presidio, Portland's Forest Park, and other great urban green spaces.

Where to Go in 2020

The year's top destinations around the West, the United States, and the rest of the world. Also: the rise of "voluntourism."

Flagstaff, AZ

Germany

Close: 10/15/19

Material due: 10/22/19

In-home December 21-26



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

Rates & Specs



Via magazine

RATE BASE
500,000

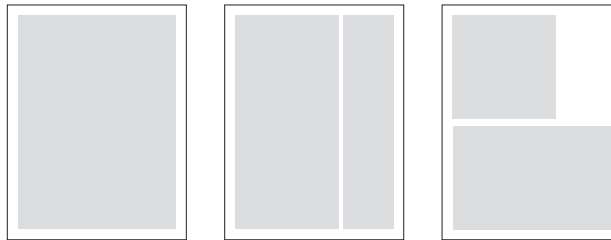
TOTAL READERS
1,100,000

CIRCULATION REGION
Arizona

	1x	2x	4x
4 COLOR			
Full Page	\$10,890	\$10,350	\$9,800
2/3 Page	8,080	7,674	7,272
1/2 Page	6,471	6,148	5,819
1/3 Page	4,222	4,007	3,759
B&W			
Full Page	\$9,128	\$8,671	\$8,515
2/3 Page	6,383	6,063	5,745
1/2 Page	5,137	4,876	4,622
1/3 Page	3,318	3,148	2,989

All rates are gross

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