

WELCOME TO

HOME & AWAY

We'll take you places.

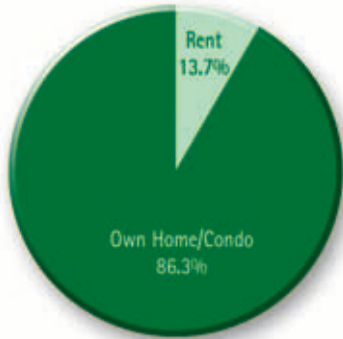
It's an age-old gathering: the vacation slide show. Friends and family convene to retake a beloved trip; some reminisce, some complain. As for us at Home & Away—we're inspired.

We know every trip taken merits a slide show of memories, a list of recommendations, a lasting favorite spot to revisit again and again. We know every trip taken creates a story for our friends, family and readers alike. We know every destination is as important as the journey to it.

**At Home & Away, we love travel.
It's our business, and our pleasure.**

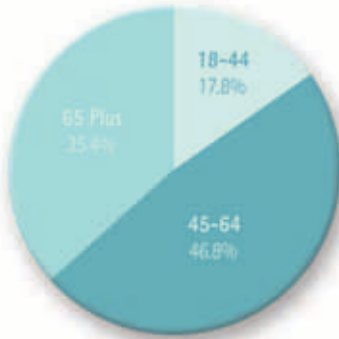


reach an unbeatable market



MAIN RESIDENCE

\$198,900 Average Value
\$155,300 Median Value



AGE

60 Median Age
59 Average Age



HOUSEHOLD INCOME

\$85,300 Average Income
\$66,300 Median Income

MARITAL STATUS

62.9% Married
12.8% Widowed
11.0% Separated/Divorced
10.6% Single (never married)

OCCUPATION

53.0% Professional/Manager

GENDER

59% Female
41% Male



Home & Away readers are loyal and engaged.

- 37.9% Visited AAA office
- 26.4% Visited magazine/club Web site (or AAA.com)
- 12.6% Planned/modified existing travel plans
- 10.7% Called AAA travel agent
- 9.9% Called a toll-free number
- 8.8% Visited advertiser's Web site
- 6.4% Used Reader Service card
- 3.9% Called advertiser directly

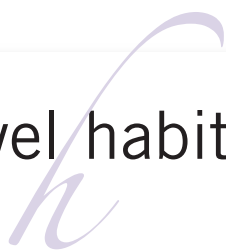


DirecTV: inserts and coverwraps

"The AAA Partnership has proven to be win/win for both DIRECTV and AAA. AAA's Member base of homeowners making over \$75,000 is an ideal new customer target for us. We see significant growth potential as the relationship continues to mature, and we find new ways to communicate our special offer."

Michael Rudich, Director Business Development and Affinity Marketing, DIRECTV Inc.

travel habits



TRIPS

\$2,300 Average spent on vacation

- 93.8% Domestic trips
- 74.4% Vacation
- 24.6% Business
- 16.3% Business/vacation

- 87.7% Traveled by car
- 78.4% Take weekend trips
- 59.4% Traveled by plane
- 76.6% Stayed at a hotel
- 50.5% Visited historic sites
- 35.8% Visited a national park
- 35.2% Went to the beach
- 27.0% Visited a theme park/attraction
- 19.2% Visited art galleries/shows
- 12.4% Played golf
- 9.6% Visited spa/retreat

HOTELS/MOTELS

76.6% Business and Vacation
12.5 Average number of nights per year

63.0% Vacation
8.2 Average number of nights per year

26.1% Business
15.0 Average number of nights per year

TRAVEL COMPARISONS

(last 12 months)	US HH	H&A HH	INDEX
Took trips	53.3%	74.4%	140
Plane trips	43.5%	59.4%	137
Used rental car	10.1%	29.8%	296
Casino gambling	15.4%	28.8%	188
Took a cruise	8.5%	15.5%	183
Bus trips	2.6%	7.2%	278
Motor home	1.8%	5.1%	279
Railroad trips	2.0%	4.9%	243

TRAVEL OUTSIDE CONTINENTAL U.S.

- 54.2% Own a valid passport
- 33.8% Took a foreign trip (last three years)

PLACES VISITED (last three years)

- 23.4% Canada
- 13.6% Ontario
- 4.9% Pacific Provinces
- 4.2% Atlantic Coast Provinces
- 3.8% Heartland Provinces
- 2.0% Quebec

- 32.0% Europe
- 28.6% Caribbean
- 10.5% Asia

- 28.6% Mexico
- 11.9% Hawaii
- 11.1% Alaska

SOURCE OF INFORMATION WHEN PLANNING A DOMESTIC OR FOREIGN TRIP

- 53.8% Friends and family
- 42.3% Home & Away Magazine**
- 27.6% AAA Travel Agency**
- 19.0% Television
- 9.5% Other



2012 editorial calendar



JAN/FEB

CLOSING DATE: OCT. 28, 2011
MATERIALS DUE BY: NOV. 4, 2011

Indiana: Cruising Alaska with Disney; St. Augustine, Fla.; Historical Portugal; Outdoor Fun in Fiji; Closer Look: Arizona's Lost Dutchman Mine

Minneapolis: Cruising Alaska with Disney; St. Augustine, Fla.; Historical Portugal; Closer Look: Arizona's Lost Dutchman Mine; AAA Traveler: Minneapolis Theater Scene

Ohio/Columbus: Cruising Alaska with Disney; Outdoor Fun in Fiji; AAA Celebrity Travel Series; Ohio Quick Trip: 10 Valentine's Day Getaways; Art of Solstice Class Cruising with Celebrity

Oklahoma: Cruising Alaska with Disney; Outdoor Fun in Fiji; Closer Look: Arizona's Lost Dutchman Mine; Cities of the Big XII South series (CBTS)—Austin; Ennis, Fredericksburg and Graham, Texas; Claremore, Okla.

South Dakota: Cruising Alaska with Disney; Historical Portugal; Minnesota North Shore—Duluth to Grand Portage; Archery Assn. HQ (Yankton)



MAR/APR

CLOSING DATE: JAN. 4, 2012
MATERIALS DUE BY: JAN. 11, 2012

Indiana: London; Chicago's Architecture with JW Marriott and Chicago Architecture Foundation; New Mexico's Santa Fe School of Cooking; Closer Look: Independence, Mo.'s, Truman Presidential Library; Touring New York with New Technology

Minneapolis: London; Chicago's Architecture with JW Marriott and Chicago Architecture Foundation; Closer Look: Independence, Mo.'s, Truman Presidential Library; Touring New York with New Technology; AAA Traveler: Minnesota Mappies

Ohio/Columbus: London; Waterfalls of the Hocking Hills; AAA Celebrity Travel Series; Mexican and Caribbean All-Inclusives

Oklahoma: London; Chicago's Architecture with JW Marriott and Chicago Architecture Foundation; New Mexico's Santa Fe School of Cooking; Closer Look: Independence, Mo.'s, Truman Presidential Library; CBTS—Lubbock, Texas; Denver to San Francisco on Amtrak; Albuquerque Balloon Fiesta; When OK was Young (Oklahoma City, Kingfisher and Sod House)

South Dakota: London; Chicago's Architecture with JW Marriott and Chicago Architecture Foundation; Rapid City; Palisades State Park (near Sioux Falls)



MAY/JUNE

CLOSING DATE: FEB. 24, 2012
MATERIALS DUE BY: MARCH 2, 2012

Indiana: Italy with Insight Vacations; The Birding Trail (main focus on Texas); Anna Maria Island, Fla.; Closer Look: Boston's Fenway Park; In the City: Toronto

Minneapolis: Italy with Insight Vacations; The Birding Trail (main focus on Texas); Anna Maria Island, Fla.; Closer Look: Boston's Fenway Park; AAA Traveler: Milwaukee Versus Madison

Ohio/Columbus: Italy with Insight Vacations; AAA Celebrity Travel Series; Closer Look: Sawmill Creek and the Lake Erie Island Region; Lobstering Maine; Feature TBD; Traveling with Parents Results

Oklahoma: Italy with Insight Vacations; The Birding Trail (main focus on Texas); Anna Maria Island, Fla.; Closer Look: Boston's Fenway Park; CBTS—Norman, Okla.; South Padre Island; Route 66 from Joplin, Mo., north; OK: Saddle Up (Tiger Mountain Ranch, Roman Nose, Beavers Bend, Meadowlake Ranch); Central Oklahoma Water Gardens

South Dakota: Italy with Insight Vacations; Anna Maria Island, Fla.; In the City: Toronto; Enchanted Highway (N.D. CR 2117 & 4531 from Regent north to I-94); Harney Peak (Black Hills)



JULY/AUG

CLOSING DATE: APRIL 27, 2012
MATERIALS DUE BY: MAY 4, 2012

Indiana: Journey Through Hallowed Ground—Gettysburg to Monticello; Ohio's Amish Cheese-and-Wine Trail; Eastern Canada with Brendan Vacations; Central & Eastern Europe with AAA Member Choice/Collette Vacations (focus on Germany); Pleasant Holidays at Disney's Aulani Resort on Oahu, Hawaii

Minneapolis: Journey Through Hallowed Ground—Gettysburg to Monticello; Ohio's Amish Cheese-and-Wine Trail; Eastern Canada with Brendan Vacations; Central & Eastern Europe with AAA Member Choice/Collette Vacations (focus on Germany); Pleasant Holidays at Disney's Aulani Resort on Oahu, Hawaii;

Ohio/Columbus: Pleasant Holidays at Disney's Aulani Resort on Oahu, Hawaii; Eastern Canada with Brendan Vacations; AAA Celebrity Travel Series; Gervasi and Beyond: Northeast Ohio's Wineries and Culinary Finds

Oklahoma: Journey Through Hallowed Ground—Gettysburg to Monticello; Ohio's Amish Cheese-and-Wine Trail; Central & Eastern Europe with AAA Member Choice/Collette Vacations (focus on Germany); Pleasant Holidays at Disney's Aulani Resort on Oahu, Hawaii; CBTS—College Station, Texas; Louisiana Bicentennial; Oklahoma Burgers

South Dakota: Journey Through Hallowed Ground—Gettysburg to Monticello; Eastern Canada with Brendan Vacations; South Dakota's Interstate 29 Cultural Corridor (Vermillion to Sisseton)



SEPT/OCT

CLOSING DATE: JUNE 29, 2012
MATERIALS DUE BY: JULY 9, 2012

Indiana: Cruising New Zealand with Princess; Western Caribbean on *Carnival Magic*; Closer Look: Maui, Hawaii's, Whale-watching Festival; Fall for Foliage in Portland, Maine; Cruising for Fall Color in Southwest Utah

Minneapolis: Cruising New Zealand with Princess; Western Caribbean on *Carnival Magic*; Closer Look: Maui, Hawaii's, Whale-watching Festival; Fall for Foliage in Portland, Maine; AAA Traveler: Eating a Path Across Arrowwood County

Ohio/Columbus: Cruising New Zealand with Princess; Ohio's Amish Cheese-and-Wine Trail; Fall for the Blue Ridge Parkway; Cruising Portland, Maine, and Beyond: Views of Coastal Autumn

Oklahoma: Cruising New Zealand with Princess; Western Caribbean on *Carnival Magic*; Cruising for Fall Color in Southwest Utah; CBTS – Stillwater, Okla.; North Texas History; Myriad Gardens re-opening in downtown Oklahoma City

South Dakota: Cruising New Zealand with Princess; Closer Look: Maui, Hawaii's, Whale-watching Festival; Cruising for Fall Color in Southwest Utah; South Dakota Political Places (Hubert Humphrey—Huron, SD; George McGovern—Mitchel museum)



NOV/DEC

CLOSING DATE: AUG. 27, 2012
MATERIALS DUE BY: SEPT. 4, 2012

Indiana: Reader's Pick Favorite Island (focus on Roatan, Honduras); Christmas-time in Vegas; Cruising the Galapagos with Disney; Belgium & the Netherlands with Uniworld; In the City: New Orleans

Minneapolis: Reader's Pick Favorite Island (focus on Roatan, Honduras); Christmastime in Vegas; Cruising the Galapagos with Disney; In the City: New Orleans; AAA Traveler: Getaway in Great Exuma, Bahamas

Ohio/Columbus: Great Inns for the Holidays; In the City: New Orleans; AAA Celebrity Travel Series; New York Holiday Shopping

Oklahoma: Reader's Pick Favorite Island (focus on Roatan, Honduras); Belgium & the Netherlands with Uniworld; In the City: New Orleans; Racing (Texas Motor Speedway, new Austin racetrack); Dueling Chihulys (Oklahoma City's versus Indianapolis' glass sculptures); Oklahoma Holiday Dance (*Nutcracker* and other public performances)

South Dakota: Reader's Pick Favorite Island (focus on Roatan, Honduras); Christmastime in Vegas; South Dakota Bed-and-Breakfasts (east—Springfield; central—Herrick Elevator B&B; western—Custer Mansion B&B)

HOME & AWAY



NORTH AMERICAN TRAVEL JOURNALISTS ASSOCIATION AWARDS

Category 105: Travel Series – Magazine

Silver: William Purpura, AAA Celebrity Travel Series, Home & Away Magazine, AAA Ohio



Home & Away Magazine is AWARD WINNING.



HEAD FOR THE WEB

Much more than a reproduction of the magazine, HomeAndAwayMagazine.com contains content that not only complements our print component but also stands on its own. From blogs to columns to full features, we publish a wide range of online information to give visitors more to enjoy. Whether you're turning pages or surfing the Web, look to Home & Away.



2012 advertising rates

RATE CARD 37

Rates effective with the Jan/Feb 2012 issue

FULL CIRCULATION RATES

(Circulation 1,075,201 million)

Four-color

Full Page	\$38,360
2/3 Page	26,852
1/2 Page	21,098
1/3 Page	15,344
1/6 Page	7,672

Black & White

Full Page	\$32,606
2/3 Page	22,824
1/2 Page	17,333
1/3 Page	13,042
1/6 Page	6,512

Covers (Four-color)

2nd & 3rd	\$39,384
4th (back)	40,896

TRAVEL GUIDE RATES

4 inches	\$4,795
3 inches	3,596
2 inches	2,398
1 inch	1,199

Travel Guide includes Reader Service and is only available in full circulation. (2.25" wide by size purchased)

**For more information,
call 402.384.4702
or fax 402.331.5194**

RATES BY REGION



OHIO/COLUMBUS (Circulation 474,172)

Four-color	B&W
Full Page \$19,400	Full Page \$14,744
2/3 Page 13,500	2/3 Page 10,321
1/2 Page 10,670	1/2 Page 8,109
1/3 Page 7,760	1/3 Page 5,898
1/6 Page 3,880	1/6 Page 2,949

Regional Travel Guide	
4"	\$2,425
3"	1,819
2"	1,213
1"	606



INDIANA (Circulation 223,483)

Four-color	B&W
Full Page \$10,114	Full Page \$8,597
2/3 Page 7,080	2/3 Page 6,018
1/2 Page 5,563	1/2 Page 3,628
1/3 Page 4,046	1/3 Page 3,439
1/6 Page 2,023	1/6 Page 1,719

Regional Travel Guide	
4"	\$1,264
3"	948
2"	632
1"	316



OKLAHOMA (Circulation 210,061)

Four-color	B&W
Full Page \$9,271	Full Page \$7,077
2/3 Page 6,490	2/3 Page 4,954
1/2 Page 5,099	1/2 Page 3,892
1/3 Page 3,708	1/3 Page 2,831
1/6 Page 1,854	1/6 Page 1,415

Regional Travel Guide	
4"	\$1,159
3"	869
2"	580
1"	290



MINNEAPOLIS (Circulation 117,866)

Four-color	B&W
Full Page \$5,935	Full Page \$4,254
2/3 Page 4,154	2/3 Page 2,978
1/2 Page 3,264	1/2 Page 2,340
1/3 Page 2,374	1/3 Page 1,702
1/6 Page 1,187	1/6 Page 851

Regional Travel Guide	
4"	\$742
3"	558
2"	372
1"	186



SOUTH DAKOTA (Circulation 49,619)

Four-color	B&W
Full Page \$2,968	Full Page \$2,523
2/3 Page 2,078	2/3 Page 1,766
1/2 Page 1,632	1/2 Page 1,388
1/3 Page 1,187	1/3 Page 1,009
1/6 Page 594	1/6 Page 505

Regional Travel Guide	
4"	\$371
3"	278
2"	186
1"	93

Newport Audiology Centers

"AAA Member magazines have become an integral marketing tool for Newport Audiology... we're seeing results monthly."

Lori Thompson, Director of Marketing
Newport Health Network Inc.

Home & Away specs

AD SIZES	Live Area (WxH)	Trim Size (WxH)	Bleed (WxH)
2 page spread	15" x 9.625"	15.75" x 10.5"	16" x 10.75"
Full Page	7" x 9.625"	7.875" x 10.5"	8.125" x 10.75"
2/3 Page with bleed	4.375" x 9.625"	5.125" x 10.5"	5.375" x 10.75"
2/3 Page without bleed	4.625" x 9.625"	—	—
1/2 Horizontal	7" x 4.75"	7.875" x 5.25"	8.125" x 5.5"
1/2 Vertical	4.625" x 7.187"	—	—
1/3 Square	4.625" x 4.75"	—	—
1/3 Vertical	2.25" x 9.625"	—	—
1/6 Horizontal	4.625" x 2.234"	—	—
1/6 Vertical	2.25" x 4.75"	—	—

TRAVEL DIRECTORY

1 Inch	2.25" x 1"	—	—
2 Inch	2.25" x 2"	—	—
3 Inch	2.25" x 3"	—	—
4 Inch	2.25" x 4"	—	—

MECHANICALS

Printing Process: Web Offset

Trim Size: 7.875" x 10.5"

Binding: Saddle-stitched (jogged to the head)

MACINTOSH SUPPORTED SOFTWARE

- PDF files **must be** version 1.3 (PDF/X-1a)
- QuarkXpress 8.5
- Creative Suite 5.0

FONTS

- Always use real typeface. Do not use application to apply styles (i.e. bold, italic, outline, shadow, underline).
- Black type should be 100% black.

FILE REQUIREMENTS

- High resolution of 300 dpi.
- LPI is 150.
- Maximum ink density is 280%.

E-MAIL DELIVERY

- E-mail to: ataylor@haMediaGroup.com

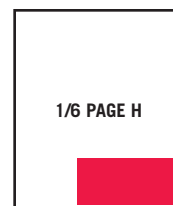
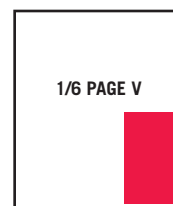
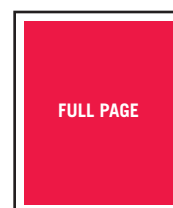
UPLOAD INSTRUCTIONS

- Must be compressed or zipped.
- <http://ads.haMediaGroup.com>

DISCLAIMER

- Any reflowing of text in layout because file was not ripped through a high-end output device, 600 dpi or above, will not be the responsibility of the magazine.
- White color is only available as a knock out.
- QR-Codes and Microsoft tags are accepted. QR Code should be 100% black and set to overprint. Background behind items must be white with minimum clear space of .125". Notification must be on insertion order and print instructions.

Complete advertising specifications can also be found at www.haMediaGroup.com/specs. For additional information call (402) 592-5000 ext. 294 or ext. 456.



HOME & AWAY

**Home & Away is published bimonthly on
Jan. 1, March 1, May 1, July 1, Sept. 1 and Nov. 1.**

Closing dates are as follows:

JAN/FEB

Reserve space by Oct. 28, 2011
Materials due by Nov. 4, 2011

MAY/JUNE

Reserve space by Feb. 24, 2012
Materials due by March 2, 2012

SEPT/OCT

Reserve space by June 29, 2012
Materials due by July 9, 2012

MAR/APR

Reserve space by Jan. 4, 2012
Materials due by Jan. 11, 2012

JULY/AUG

Reserve space by April 27, 2012
Materials due by May 4, 2012

NOV/DEC

Reserve space by Aug. 27, 2012
Materials due by Sept. 4, 2012

CANCELLATION

Cancellation will not be accepted by the publisher after closing date. Cancellation must be in writing.

COMMISSIONS/CREDIT

Agency Commission: 15 percent. Net in 30 days. First-time advertisers required to pay in advance. Publisher reserves the right to hold advertiser and/or advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

READER SERVICE

Available to all advertisers placing insertions in full circulation. Regional advertisers must run in three state/regional editions. Insertions received after closing date may not receive a listing.

INSERTS

Rates quoted on request.

ADVERTISING ACCEPTANCE

The publisher reserves the right to accept or decline any advertising. The advertiser assumes liability for all advertising content (including text, representations and illustrations of advertising printed) and also assumes responsibility for any claims arising thereof made against

the publisher. An advertisement which simulates editorial content will be labeled as advertisements.

When a change in copy is not received by the material due date, copy run in the previous issue will be inserted. Late fees may be assessed for copy received after the due date.

Publication of an advertisement demonstrates acceptance by the publisher. Prior to publication, there is no obligation or liability upon the publisher. No credit for positioning unless agreed to in writing.

MAILING AND SHIPPING INSTRUCTIONS

Send contracts, insertion orders, proofs and artwork to:
Ann Taylor
H&A Media Group
P.O. Box 3535
Omaha, NE 68103

Use street address for overnight deliveries:

Ann Taylor
H&A Media Group
10703 J St., Suite 100
Omaha, NE 68127-1026

