

2012 MEDIA KIT: beyond print

HOME & AWAY



HomeAndAway Magazine.com averages MORE THAN 188,000 page views per month.



HomeAndAway Magazine.com has MORE THAN 40,000 visitors per month.



Our magazine takes you places.

think outside the mailbox

HomeAndAwayMagazine.com



DESTINATION SPOTLIGHT

Now, customized stories about your destination can be a part of AAA publication Web sites—some of the largest membership publication Web sites featuring travel in the country. Whether you want just a basic story written, or you want to arrange for a AAA writer to personally visit and experience your destination first-hand, you now have even more access to AAA Members.

Our top story garnered **MORE THAN 9,000 views.**



E-UPDATE BANNER

While AAA publication readers are known to be loyal, dedicated followers of the printed member magazine, it isn't the only method for creating and strengthening relationships with them.

Scheduled e-Updates are sent by e-mail to 100,000 AAA Members and prospects. Each e-Update is designed to be simple to read and easy-to-use—providing links to stories, contests and other special opportunities found at the AAA magazine Web site.

In the e-Update, there is a single advertising banner position that maximizes visibility for those organizations that choose to stand out to the people receiving the unique e-mail message.



WEB BANNER ADS

Communicate your branding or call-to-action message to AAA Members and prospects on one or more AAA-related Web sites.

HOME & AWAY



FREE for 12 months when making an advertising commitment.

EVENTSANDDESTINATIONS.COM

Today's traveler relies on the Internet to explore travel options and destination attractions. With its instantaneous availability and endless resources, it has become an indispensable travel-planning assistant.

We help harness the Internet's capability with EventsAndDestinations.com, a one-stop Web site designed to let travelers search exciting locales and related activities. Our advertisers are able to fill the site with information about their respective attractions, festivals or other points of interest—giving travelers plenty to choose from as they make their vacation decisions.

In addition to offering information online, EventsAndDestinations.com also gives travelers the ability to download related brochures.

It's one more way we share information in the ever-evolving information age.

