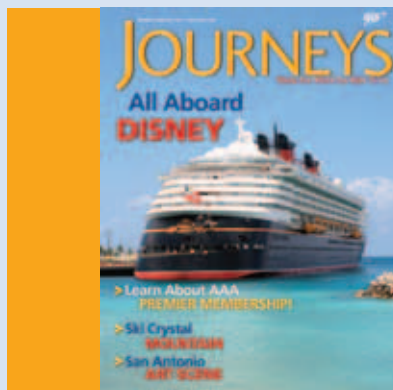
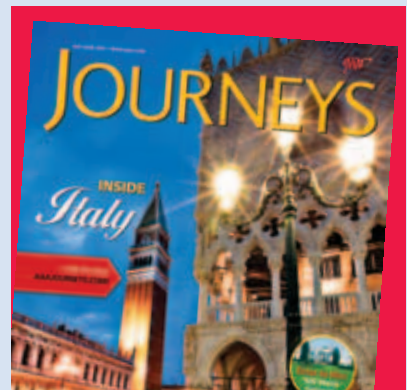


JOURNEYS

AAA Members spend an average of \$2,500 on their vacations.

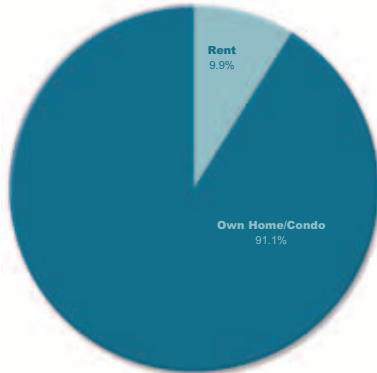


In 2011, 72 PERCENT of AAA Magazine readers took action after reading their AAA publication.



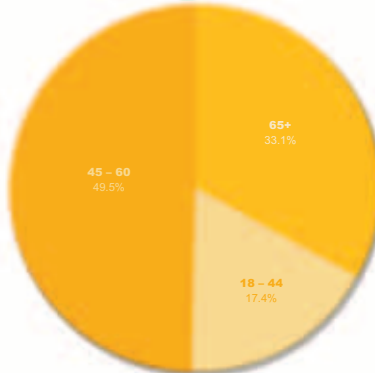
Our magazine takes you places.

reach an unbeatable market



MAIN RESIDENCE

\$266,400 Average Value
\$218,800 Median Value



AGE

58.3 Average Age
58.5 Median Age



HOUSEHOLD INCOME

\$99,200 Average Income
\$77,000 Median Income

MARITAL STATUS

66.5% Married
11.0% Widowed
12.8% Separated/Divorced
6.3% Single (never married)

OCCUPATION

53.3% Professional/Manager

GENDER

61.6% Female
38.4% Male



AAA Journeys readers are loyal and engaged.

- 67.7% Took some form of action
- 35.3% Visited AAA office
- 25.0% Visited magazine/club Web site (AAA.com)
- 10.4% Called a toll-free number
- 9.9% Planned/modified existing travel plans
- 8.3% Visited advertiser's Web site
- 8.1% Called AAA travel agent
- 4.4% Called advertiser directly
- 3.1% Submitted Reader Service card



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 relationship continues to mature and we find new ways to communicate our special offer. □

Source: 2011 GfK MRI "Subscriber Profile Study"

travel habits



TRIPS

- 98.3% Domestic trips
- 75.8% Vacation
- 28.6% Business
- 12.1% Business/vacation

- 84.4% Traveled by car
- 75.8% Took weekend trips
- 58.5% Traveled by plane

- 74.5% Stayed at a hotel
- 59.5% Went shopping
- 47.8% Visited historic sites
- 45.0% Went to the beach
- 33.6% Went to museums
- 29.6% Visited theme park
- 25.7% Participated in casino gambling
- 13.2% Played golf
- 12.3% Visited spa/retreat
- 7.0% Went snow skiing

\$2,500 Average spent on vacation

HOTELS/MOTELS

- 63.4% Vacation/Personal
- 9.4 Average number of nights per year

- 23.7% Business
- 10.4 Average number of nights per year

TRAVEL COMPARISONS

| (last 12 months) | US HH | JR HH | INDEX |
|------------------|-------|--------------|-------|
| Took trips | 53.3% | 75.8% | 142 |
| Personal car | 57.6% | 67.9% | 118 |
| Plane trips | 43.5% | 58.5% | 135 |
| Used rental car | 10.1% | 30.3% | 300 |
| Took a cruise | 8.5% | 19.3% | 228 |
| Bus trips | 2.6% | 8.2% | 317 |
| Train trips | 2.0% | 7.9% | 391 |
| Motor home | 1.8% | 4.5% | 242 |

CANADIAN AND FOREIGN

- 63.9% Own a valid passport
- 41.6% Took a foreign trip (last three years)

PLACES VISITED (last three years)

- 23.5% Canada
- 8.3% Ontario
- 9.5% Quebec
- 6.7% Atlantic Coast Provinces
- 3.3% Pacific Provinces
- 1.6% Heartland Provinces

- 36.8% Europe
- 35.6% Caribbean
- 16.9% Mexico
- 5.3% Asia

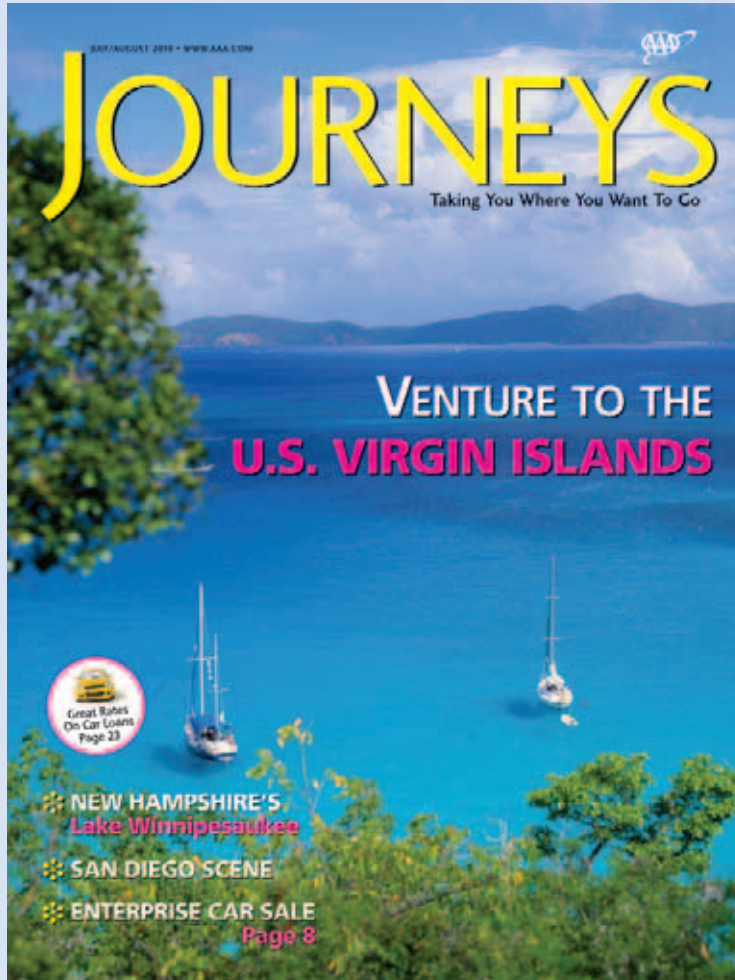
\$3,800 Average spent on foreign vacations

SOURCE OF INFORMATION WHEN PLANNING A DOMESTIC OR FOREIGN TRIP

- 53.5% Friends and family
- 22.8% Newspapers
- 22.2% AAA Travel Agency
- 18.6% AAA Magazines
- 16.8% Television



JOURNEYS



AAAJourneys.com
More of what makes the magazine so good is online.

AAA.com
America's largest travel services provider reaches out to millions with full-service site.

eJourneys Newsletter
Readers are always in the know when AAAJourneys has something to share.

