

WELCOME TO

# JOURNEYS

*We'll take you places.*

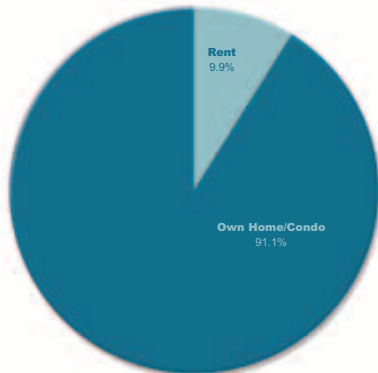
It's an age-old gathering: the vacation slide show. Friends and family convene to retake a beloved trip; some reminisce, some complain. As for us at JOURNEYS — we're inspired.

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 JOURNEYS, we love travel.  
It's our business, and our pleasure.**

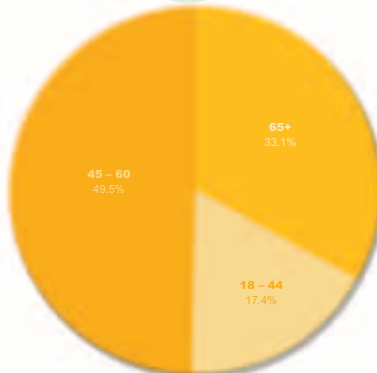


# reach an unbeatable market



## 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 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

- 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%	<b>75.8%</b>	142
Personal car	57.6%	<b>67.9%</b>	118
Plane trips	43.5%	<b>58.5%</b>	135
Used rental car	10.1%	<b>30.3%</b>	300
Took a cruise	8.5%	<b>19.3%</b>	228
Bus trips	2.6%	<b>8.2%</b>	317
Train trips	2.0%	<b>7.9%</b>	391
Motor home	1.8%	<b>4.5%</b>	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

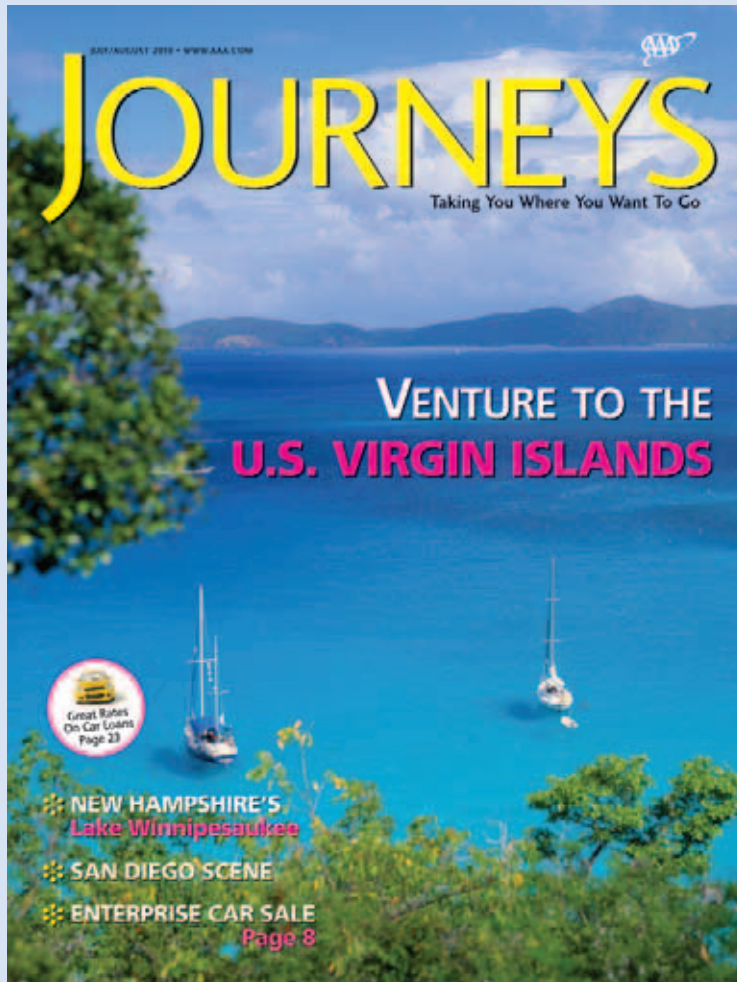
\$3,800 Average spent on foreign vacations

## 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.*



# 2012 editorial calendar



## JAN/FEB

RESERVE SPACE BY OCT. 28, 2011  
MATERIALS DUE BY NOV. 4, 2011

**Cover Story:** Disney

**Hartford:** Saratoga Springs, N.Y.;  
A Taste of Rhode Island

**Kansas:** Napa Valley; Unusual  
Museums in Kansas

**Cincinnati:** Southern and Eastern  
Kentucky Wine and Cuisine; Indi-  
anapolis

**Miami Valley:** Dayton's Oregon Dis-  
trict; Indianapolis

**Bluegrass/SWV:** Southern and  
Eastern Kentucky Wine and Cuisine;  
Indianapolis



## MAR/APR

RESERVE SPACE BY JAN. 4, 2012  
MATERIALS DUE BY JAN. 11, 2012

**Cover Story:** Hawaii

**Hartford:** South Dakota; Free Attrac-  
tions in Connecticut

**Kansas:** South Dakota; Free Attrac-  
tions in Kansas

**Cincinnati:** South Dakota; Free Attrac-  
tions in Cincinnati/Northern Kentucky

**Miami Valley:** South Dakota; Free  
Attractions in Miami Valley

**Bluegrass/SWV:** South Dakota; Free  
Attractions in Bluegrass, KY/Free  
Attractions in SWV



## MAY/JUNE

RESERVE SPACE BY FEB. 24, 2012  
MATERIALS DUE BY MAR. 2, 2012

**Cover Story:** Africa

**Hartford:** New England National  
Parks Sites; Utah

**Kansas:** St. Louis, Missouri; Flint Hills  
National Scenic Byway

**Cincinnati:** Ancient Ohio Trail; Utah

**Miami Valley:** Ancient Ohio Trail;  
Hatfields and McCoys

**Bluegrass/SWV:** Ancient Ohio Trail;  
Hatfields and McCoys in Bluegrass,  
KY/Interstate 77 Attractions in SWV

## departments

### Car Doctor

Our readers want to keep their cars in tip-top shape. We have the prescription for keeping cars on the roads and taking our readers where they need to go.

### Behind the Wheel

Mobility is a cherished right for our readers, but it comes with responsibility. Our responsibility is to help our

readers stay safe and informed about driving-related information from across the country.

### Dollars & Sense

Money is important to our readers. We offer them advice on shopping smartly, adhering to a budget and other ways to keep financially stable.

### Here & There

Travel is always changing. Let JOURNEYS update you with travel trends and news outside your area.

### Insurance Adviser

Like everyone, our readers cannot predict the future and the pitfalls it can bring. But we can show them how to protect themselves.

Stories subject to change without notice.



## JULY/AUG

RESERVE SPACE BY APRIL 27, 2012  
MATERIALS DUE BY MAY 4, 2012

**Cover Story:** Central America

**Hartford:** Mid-coast Maine (featuring Camden, Searsport, Belfast); Summer on the Sound in Connecticut

**Kansas:** Utah; Hitting the Bike Trail in Kansas (sidebar: Katy Trail in Missouri)

**Cincinnati:** Indiana Wineries; Upper Peninsula, Michigan

**Miami Valley:** Miami Valley State Parks; Utah

**Bluegrass/SWV:** Lexington, KY; Upper Peninsula



## SEPT/OCT

RESERVE SPACE BY JUNE 29, 2012  
MATERIALS DUE BY JULY 9, 2012

**Cover Story:** British Isles

**Hartford:** Adventurous Connecticut (ballooning, skydiving, charters); Atlantic City, N.J.

**Kansas:** Lebanon, Missouri; Texas story

**Cincinnati:** Chasing the Pattersons; Texas story

**Miami Valley:** Chasing the Pattersons; Texas story

**Bluegrass/SWV:** Chasing the Pattersons; Texas story



## NOV/DEC

RESERVE SPACE BY AUG. 27, 2012  
MATERIALS DUE BY SEPT. 4, 2012

**Cover Story:** Romantic City Getaways

**Hartford:** Massachusetts Holiday Scene; Texas story

**Kansas:** Boulder, Colorado; Kansas Frontier Military Scenic Byway

**Cincinnati:** Lexington, KY; Gateway to Freedom: Underground Railroad Highlights in the Ohio River Valley

**Miami Valley:** Lexington, KY; Gateway to Freedom: Underground Railroad Highlights in the Ohio River Valley

**Bluegrass/SWV:** Utah; Gateway to Freedom: Underground Railroad Highlights in the Ohio River Valley

## head for the web

### Out & About

Read about a list of events in your area.

### Travel Talk

We stay up to date on travel trends and great getaways, and we share that information with our readers.



Much more than a reproduction of the magazine, **AAAJourneys.com** contains content that not only complements our print component, but stands on its own as well. 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 JOURNEYS.

# 2012 advertising rates

## RATE CARD 11

Rates effective with  
the Jan/Feb 2012 issue

### FULL CIRCULATION RATES

(Circulation 796,278)

#### Four-color

Full Page	\$31,420
2/3 Page	21,994
1/2 Page	17,281
1/3 Page	12,569
1/6 Page	6,284

#### Black & White

Full Page	\$26,164
2/3 Page	18,315
1/2 Page	14,390
1/3 Page	10,465
1/6 Page	5,232

#### Covers (Four-color)

2nd & 3rd	\$32,991
4th (back)	36,290

### TRAVEL GUIDE RATES

4 inches	\$3,515
3 inches	2,640
2 inches	1,760
1 inch	882

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**

## 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.



### OHIO/CINCINNATI (Circulation 195,859)

#### Four-color

Full Page	\$11,912
2/3 Page	8,338
1/2 Page	6,551
1/3 Page	4,765
1/6 Page	2,382

#### B&W

Full Page	\$9,637
2/3 Page	6,746
1/2 Page	5,300
1/3 Page	3,855
1/6 Page	1,928

#### 2012

#### TRAVEL GUIDE

#### Four-color

4-inch	\$869
3-inch	651
2-inch	434
1-inch	218



### OHIO/MIAMI VALLEY (Circulation 130,450)

#### Four-color

Full Page	\$7,689
2/3 Page	5,382
1/2 Page	4,229
1/3 Page	3,076
1/6 Page	1,538

#### B&W

Full Page	\$5,991
2/3 Page	4,194
1/2 Page	3,295
1/3 Page	2,396
1/6 Page	1,198

#### 2012

#### TRAVEL GUIDE

#### Four-color

4-inch	\$962
3-inch	723
2-inch	482
1-inch	241



### LEXINGTON/SW VIRGINIA (Circulation 100,620)

#### Four-color

Full Page	\$5,856
2/3 Page	4,099
1/2 Page	3,221
1/3 Page	2,343
1/6 Page	1,171

#### B&W

Full Page	\$4,984
2/3 Page	3,489
1/2 Page	2,741
1/3 Page	1,994
1/6 Page	997

#### 2012

#### TRAVEL GUIDE

#### Four-color

4-inch	\$449
3-inch	337
2-inch	225
1-inch	113



### HARTFORD (Circulation 271,283)

#### Four-color

Full Page	\$12,010
2/3 Page	8,407
1/2 Page	6,606
1/3 Page	4,804
1/6 Page	2,402

#### B&W

Full Page	\$10,209
2/3 Page	7,146
1/2 Page	5,615
1/3 Page	4,083
1/6 Page	2,042

#### 2012

#### TRAVEL GUIDE

#### Four-color

4-inch	\$1,073
3-inch	806
2-inch	539
1-inch	269



### KANSAS (Circulation 98,066)

#### Four-color

Full Page	\$4,604
2/3 Page	3,223
1/2 Page	2,532
1/3 Page	1,842
1/6 Page	921

#### B&W

Full Page	\$3,912
2/3 Page	2,739
1/2 Page	2,153
1/3 Page	1,566
1/6 Page	782

#### 2012

#### TRAVEL GUIDE

#### Four-color

4-inch	\$378
3-inch	285
2-inch	191
1-inch	96

# AAA Journey 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 GUIDES

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

## E-MAIL DELIVERY

- E-mail to: ataylor@haMediaGroup.com

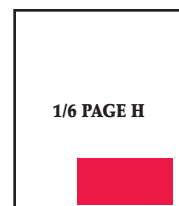
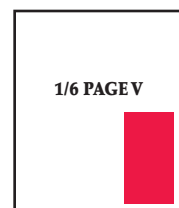
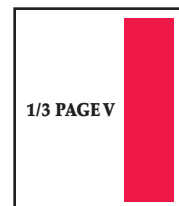
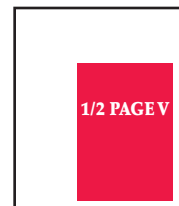
## UPLOAD INSTRUCTIONS

- 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". Must be specially designated on the ad insertion order and in instructions when ad materials are submitted.

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



## 2012 MEDIA KIT: rate card

**JOURNEYS is published bimonthly on  
January 1, March 1, May 1, July 1, September 1 and November 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

**MARCH/APRIL**  
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%. 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. 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



H&A Media Group / 10703 J Street, Suite 100 / Omaha, NE 68127  
402.384.4702 / Fax 402.331.5194 / [www.haMediaGroup.com](http://www.haMediaGroup.com)



think outside the mailbox



# AAAJourneys.com



**eJourneys newsletter has an average open rate of more than 20%**

## eJOURNEYS 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 eJourneys are sent by e-mail to AAA Members and prospects. Each eJourneys 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 eJourneys, there are advertising banner positions that maximizes visibility for those organizations that choose to stand out to the people receiving the unique e-mail message.



## 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.

## WEB BANNER ADS

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



# custom-created integrated promotions

## CAMPAIGN RESULTS

The success of your campaign is important to us, and we want you to have that information in a timely manner. At the end of your campaign, you will receive a full report detailing every piece of your advertising. The campaign report includes number of impressions, as well as open rates and click-throughs for your electronic media. It will also tell you the number of leads that your campaign generated.

Media Type	Impressions	Clicks	Click Throughs	Page Views
AAA Media Group Advertisements	264,674	412,050	155.68%	1,000
Harris & Frye radio (1)	46,800	107,340	229.36%	1,000
Harris & Frye radio (2)	276,750	1,090,360	393.91%	1,000
AAA radio (1)	2,070	421,110	203,435%	1,000
AAA radio (2)	22,230	1,000	4.50%	1,000
<b>Total</b>	<b>315,584</b>	<b>1,610,860</b>	<b>510.75%</b>	<b>1,000</b>

## E-MAIL BROADCASTS

Information that includes a clear, desirable offer, has an attractive design and is communicated to the right audience, should provide a favorable response. Take that same information, utilize e-mail as the communication medium and the response becomes more powerful.

Using our e-mail marketing technology, which focuses on deliverability straight to the inboxes of our AAA Members and prospects, your message is not only delivered more reliably more often, but reporting is more robust. Within 72 business hours, you can know how many people opened your message and how many people clicked through to your Web site.



## PROMOTIONAL WEB SITES

Custom-created micro Web sites are perfect for customer data collection using contests, surveys and general information delivery as the draw. They can be multipage and feature streaming audio/video, banners and online fulfillment.



# JOURNEYS



**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.

