

 **Midwest**
Traveler

AAA Members spend an average of \$2,100 on their vacations.

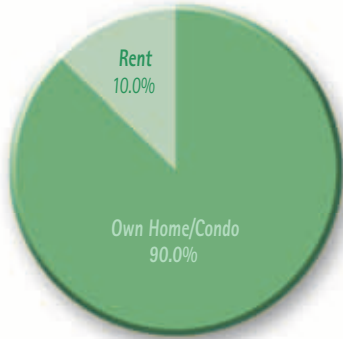


In 2011, 72 PERCENT of AAA Magazine readers took action after reading their AAA publication.



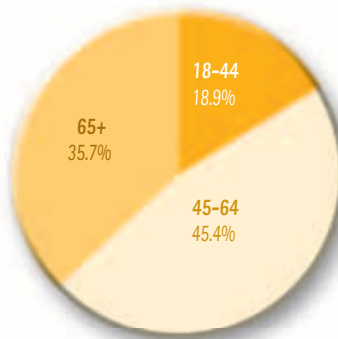
Our magazine takes you places.

reach an unbeatable market



MAIN RESIDENCE

\$230,700 Average Value
\$176,200 Median Value



AGE

58.4 Average Age
60.0 Median Age



HOUSEHOLD INCOME

\$92,400 Average Income
\$67,000 Median Income

MARITAL STATUS

65.1% Married
13.5% Widowed
10.2% Separated/Divorced
7.2% Single (never married)

OCCUPATION

50.9% Professional/Manager

GENDER

59.9% Female
40.1% Male



AAA Midwest Traveler readers are loyal and engaged.

- 29.3% Visited a AAA office
- 23.7% Visited a magazine/club Web site (AAA.com)
- 13.6% Planned/modified existing travel plans
- 9.1% Visited advertiser's Web site
- 8.0% Called a toll-free number
- 8.0% Called a AAA travel agent
- 6.3% Sent in a Reader Service card
- 4.0% 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

\$2,100 Average spent on vacation

- 97.3% Domestic trips
- 95.3% Vacation
- 29.2% Business
- 18.3% Business/vacation

- 85.7% Traveled by car
- 77.4% Weekend trips
- 58.2% Traveled by plane

- 76.6% Stayed at a hotel
- 54.7% Went shopping
- 51.3% Visited historic sites
- 34.1% Visited museum
- 33.1% Visited theme park/attractions
- 29.9% Went to beach
- 25.1% Participated in casino gambling
- 10.4% Visited resort/spa
- 8.1% Played golf

CANADIAN AND FOREIGN

- 57.7% Own a valid passport
- 36.4% Took a foreign trip (last three years)

PLACES VISITED (last three years)

- 35.0% Caribbean
- 31.0% Europe
- 28.3% Mexico
- 18.5% Canada
- 17.8% Hawaii
- 6.8% Middle East
- 3.8% South America

\$3,100 Average spent on foreign travel

HOTELS/MOTELS

61.9% Vacation/Personal
8.7 Nights

27.8% Business
19.1 Nights

NUMBER OF TRIPS (last 12 months)

6.2% Vacation/Personal
2.8% Business

TRAVEL COMPARISONS

| (last 12 months) | US HH | MT HH | INDEX |
|------------------|-------|--------------|-------|
| Took trips | 53.3% | 78.6% | 148 |
| Personal car | 57.6% | 70.5% | 128 |
| Plane trips | 43.5% | 58.2% | 132 |
| Rental car | 10.1% | 35.2% | 316 |
| Took a cruise | 8.5% | 15.0% | 194 |
| Bus trips | 2.6% | 5.2% | 209 |
| Railroad trips | 2.0% | 4.3% | 206 |
| Motor home | 1.8% | 3.6% | 228 |

SOURCE OF INFORMATION WHEN PLANNING A DOMESTIC OR FOREIGN TRIP

- 4.5% AAA Travel Agency
- 1.9% AAA Magazines



 **Midwest**
Traveler



OurAAA.com/Traveler
More of what makes the magazine so good is online. We go everywhere.

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

