

WELCOME TO

 **Southern**
Traveler

We'll take you places.

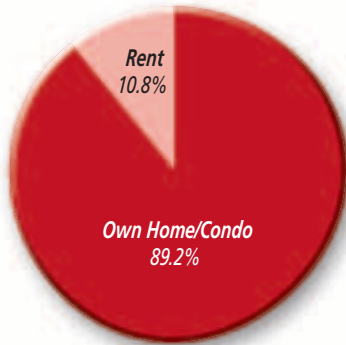
It's an age-old gathering: the vacation slide show. Friends and family convene to retake a beloved trip; some reminisce, some complain. As for us at AAA Southern Traveler—we're inspired.

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 AAA Southern Traveler, we love travel.
It's our business, and our pleasure.**

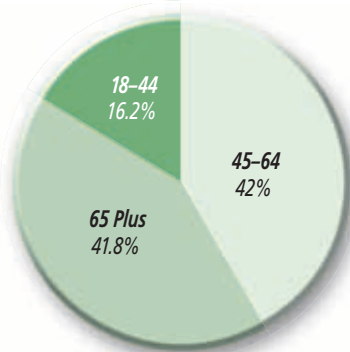


reach an unbeatable market



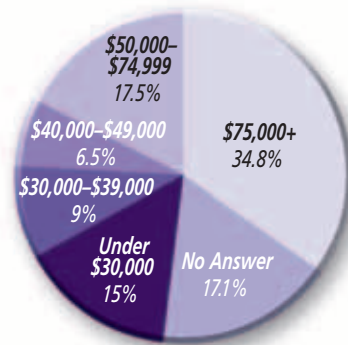
MAIN RESIDENCE

\$214,800 Average Value
\$174,400 Median Value



AGE

60.6 Median Age
62.4 Average Age



HOUSEHOLD INCOME

\$87,600 Average Income
\$64,900 Median Income

MARITAL STATUS

60.9% Married
16.0% Widowed
10.2% Separated/Divorced
9.1% Single (never married)

OCCUPATION

54.6% Professional/Manager

GENDER

62.9% Female • 37.1% Male



AAA Southern Traveler readers are loyal and engaged.

- 22.7% Visited magazine/club web site (AAA.com)
- 20.7% Visited AAA office
- 13.0% Planned/modified existing travel plans
- 12.4% Called a toll-free number
- 7.4% Called AAA travel agent
- 6.9% Visited advertiser's web site
- 4.4% Submitted Reader Service card
- 4.0% Called advertiser directly

travel habits



TRIPS

\$2,300 Average spent on vacation

- 93.7% Vacational/personal
- 80.7% Took weekend trips
- 80.1% Took domestic trips
- 33.1% Business
- 17.9% Business/vacation

- 88.2% Traveled by car
- 55.0% Traveled by plane

- 81.1% Stayed at a hotel
- 63.3% Went shopping
- 50.0% Visited historical sites
- 35.6% Went to beach
- 32.3% Went to museums
- 30.2% Participated in casino gambling
- 16.0% Visited theme park/attraction
- 11.7% Went to resort/spa
- 6.6% Played golf

HOTELS/MOTELS

67.1% Vacation/personal
9.0 Nights

33.2% Business
15.4 Nights

TRAVEL COMPARISONS

(last 12 months)	US HH	ST HH	INDEX
Personal car	57.6%	80.4%	128
Took trips	53.3%	80.1%	148
Plane trips	43.5%	55.0%	132
Rental car	10.1%	24.3%	316
Took a cruise	8.5%	19.7%	194
Bus trips	2.6%	5.8%	209
Motor home	1.8%	5.5%	228
Railroad trips	4.3%	3.8%	406

CANADIAN AND FOREIGN

- 53.1% Own a valid passport
- 32.5% Took a foreign trip (last three years)

PLACES VISITED (last three years)

- 34.1% Mexico
- 33.6% Caribbean
- 26.5% Europe
- 17.9% Hawaii
- 15.2% Canada
- 4.7% South America

\$3,000 Average spent on foreign vacation



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.

2012 editorial calendar



JAN/FEB

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

Cover Story: Romance of Disney

Food of Mardi Gras

Home on the Range in Arkansas

Tank Trip: Jackson, Miss.

Online Bonus: Disney Cruises, regional events and more.



MAR/APR

RESERVE SPACE BY JAN. 6, 2012
MATERIALS DUE BY JAN. 13, 2012

Cover Story: Louisiana: 200 years in the Union

Spring Festival Round-up

Hawaii on a Budget

Robert Trent Jones Golf Trail

Civil War: 150th Observance of Battle at Shiloh

Tank Trip: Baton Rouge, Louisiana

Online Bonus: Memphis, regional events and more.



MAY/JUNE

RESERVE SPACE BY FEB. 16, 2012
MATERIALS DUE BY FEB. 22, 2012

Cover Story: Protect Southern Beaches

His & Her Travel

Cabo (Mexico)

Harry Connick Jr.'s New Orleans

Civil War: Battle of Pea Ridge (Arkansas)

Tank Trip: Eufaula, Alabama

Online Bonus: Theme Park Round-up, regional events and more.

in every issue



In the News

Things happen fast in the traveling world. Attractions open, events are scheduled, rules change. We try to stay on top of it all and provide a snapshot of what's going on.



Travel Treasures

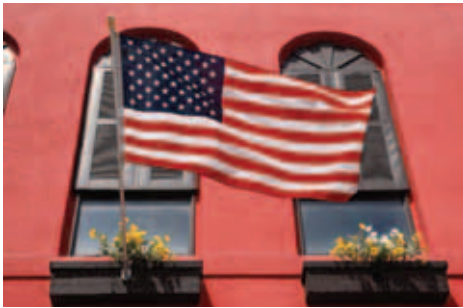
All across the South there are overlooked gems—places and festivals that must not stay hidden any longer. We bring them to light.



Card Tricks

Shopping. Playing. Traveling. Dining. Living life to its fullest and with savings galore! It's what the AAA card is all about. We keep Members updated on why it pays to belong to AAA.

Stories subject to change without notice.



JULY/AUG

RESERVE SPACE BY APRIL 30, 2012
MATERIALS DUE BY MAY 7, 2012

Cover Story: Best of the South

Caribbean Getaways

Patriotic Sites / Fourth of July

Tank Trip: Pocahontas, Arkansas

Online Bonus: Back to School, regional events and more.



SEPT/OCT

RESERVE SPACE BY JULY 2, 2012
MATERIALS DUE BY JULY 9, 2012

Cover Story: European Cruise Vacation

Arkansas State Parks' New Luxury Lodges

Tailgate Tales: New Orleans, Atlanta, Houston

Shopping weekender: Southern cities

Civil War: Oxford's Lamar House

Tank Trip: Jefferson, Texas

Online Bonus: Savannah, regional events and more.



NOV/DEC

RESERVE SPACE BY SEPT. 3, 2012
MATERIALS DUE BY SEPT. 10, 2012

Cover Story: Southern Presidential Libraries

Holiday Story: Sela Ward remembers home for the holidays

Dine in Italy

Tank Trip: St. Francisville & Christmas along the river

Online Bonus: Las Vegas, regional events and more.



Driver's Seat

Whether it's gadgets or fuel efficiency, there's plenty to talk about when it comes to our vehicles.



Tips on Travel

We strive to keep our readers up-to-date with the latest information. Travelers who know what to expect are sure to have a more carefree getaway.



Common Cents

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

AAA Southern Traveler

HEAD FOR THE WEB

Much more than a rehash of the magazine, AAA.com/Traveler contains content that complements our print component and stands on its own. Check out the regional calendar of events to spark an idea for your weekend getaway. Read Behind the Scenes, an online department profiling interesting people connected with popular regional attractions or festivals. Get the inside scoop about restaurants—old favorites and new choices—with Review from the Road. Look to AAA Southern Traveler, whether you're turning pages or making page views.



2012 advertising rates

RATE CARD 15

Rates effective with the Jan/Feb 2012 issue.

FULL CIRCULATION RATES

(Circulation 255,288)

Four-color

Full Page	\$7,709
2/3 Page	5,396
1/2 Page	4,240
1/3 Page	3,084
1/6 Page	1,542
1/12 Page	771

Black & White

Full Page	\$6,985
2/3 Page	4,889
1/2 Page	3,842
1/3 Page	2,794
1/6 Page	1,397
1/12 Page	699

Covers (Four-color)

2nd & 3rd	\$8,906
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TRAVEL DIRECTORY RATES

	B&W	4C
4 inches	\$1,077	\$1,240
2 inches	789	868
1 inch	428	492

Travel Directory 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.



Remainder of circulation goes to Texas.



AAA Southern Traveler 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"	—	—
1/12	2.25" x 2.234"	—	—

TRAVEL DIRECTORY

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

Travel Directory includes Reader Service, which runs in full circulation.

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

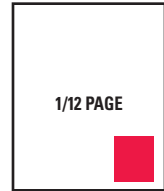
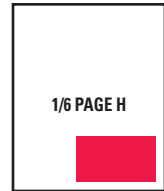
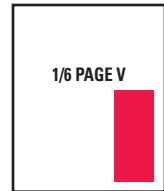
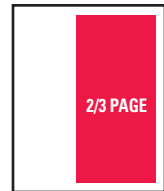
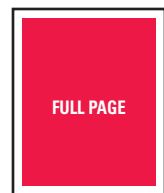
- Must be compressed or zipped.
- <http://ads.haMediaGroup.com>

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". 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.

For additional information call (402) 592-5000 ext. 294 or ext. 456.





AAA Southern Traveler

**AAA Southern Traveler is published bi-monthly on
January 1, March 1, April 15, July 1, September 1 and November 1.**

Closing dates are as follows:

JAN/FEB

Reserve space by Oct. 28, 2011
Materials due by Nov. 3, 2011

MAY/JUNE

Reserve space by Feb. 16, 2012
Materials due by Feb. 22, 2012

SEPT/OCT

Reserve space by July 2, 2012
Materials due by July 9, 2012

MAR/APR

Reserve space by Jan. 5, 2012
Materials due by Jan. 11, 2012

JULY/AUG

Reserve space by April 30, 2012
Materials due by May 7, 2012

NOV/DEC

Reserve space by Sept. 3, 2012
Materials due by Sept. 10, 2012

CANCELLATION

Cancellation will not be accepted by the publisher after Closing Date. Cancellation must be in writing.

made against the publisher. An advertisement which simulates editorial content will be prefaced by the word "Advertisement."

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.

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.

READER SERVICE

Available to all advertisers placing insertions in full circulation. Insertions received after Closing Date may not receive a listing.

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.

INSERTS

Rates quoted on request.

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

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

Use street address for overnight deliveries:

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

