

Winery



AAA Members in Texas are passionate wine drinkers and enthusiasts

Texas Journey readers consumed 2,253,000 glasses of domestic wine in the last 7 days

Texas Journey readers consumed 668,000 glasses of imported wine in the last 7 days

Texas Journey readers are (78%) more likely to drink domestic wine than non-readers in Texas

AAA Members in Texas are (66%) more likely to drink imported wine than non-AAA Members

AAA Members in Texas are (63%) more likely to drink champagne or sparkling wine than non-AAA Members

On average, 4.7 glasses of domestic wine per week are consumed by AAA Members living in Texas

Texas Journey provides high readership (90.1%)

Readers take 26.2 minutes, on average, out of their busy schedules to spend reading an issue

76% took some type of action after reading Texas Journey

On average, Texas Journey reader households earn \$33,300 more than non-reader households in Texas

When compared to the average Texan, Texas Journey readers spend more, travel more often, and live more active lifestyles



Texas Journey is delivered to over 880,000 households with over 1.8 million readers

Source: 2011 Doublebase, prototype; GfK MRI

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