

2017 Media Kit



HIGHROADS

Print and Online Editions



THERE WHEN YOU NEED US MOST®





The AAA Brand Impacts Readership and Buying Habits

AAA is one of the most recognized brands in the world. Now you can put that power to work for you by going directly into the homes of all AAA members in Arizona. *Highroads* magazine is published six times per year and features travel and automotive editorial.

The key to AAA's high-return advertising programs is trust. Because active, affluent members trust AAA's reliable, high-quality service, they use it to make their travel plans, insure their cars and homes, and to help when they are stranded on the side of the road. There is simply no better time and place to influence buying decisions than in *Highroads* magazine.

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Audience Profile

When compared to the average Arizona adult, *Highroads* readers spend more, travel more often, and live more active lifestyles. Desirable audience characteristics, exceptional reach, and low CPMs make *Highroads* a smart buy.

Circulation Region: Arizona | Circulation: 535,000 | Audience: 1,284,000 readership
 (Source: 2016 *Highroads* distribution)

AGE AND GENDER

Men	34.1%
Woman	65.9%
18-34	3.7%
35-54	22.7%
55+	73.6%
65+	48.9%
Average Age	62.9%
Median Age	64.7%

MARITAL STATUS

Married	67.8%
Separate/Divorced	9.9%
Single (never married)	5.0%
Widowed	11.4%
Partnered Relationship	5.8%

HOUSEHOLD INCOME

Average	\$86,500
Median	\$68,700
Employed	46.7%
Retired	46.6%

PRIMARY RESIDENCE

Average Value	\$322,600
Median Value	\$255,100
Own	85.3%
Rent	14.7%

EDUCATION

Any College	85.4%
4 Years+	46.5%
Bachelors Degree	27.6%
Graduate Degree	18.8%

Source: 2015 Highroads Reader Profile Study, GfK MRI

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2017 Editorial Calendar

January/February

Arizona: Seven Rock Art Sites of Arizona

Domestic: American River Cruise Snake/Columbia

International: Victoria and Vancouver Island

Plus: 10 Historic U.S. Road Trips; Pop Culture Travel; Douglas, Arizona; Edward Abbey Road (Weaver's Needle, Aravaipa Creek, Oracle, and Tucson); Nellie E. Saloon; Valley of the Moon in Tucson

Auto Features: Peterson Auto Museum in Los Angeles and New Cars Worth the Wait

Traveler Spotlight: Cruise Ships in Their Inaugural Seasons

March/April

Arizona: Camp in Style/interesting ways to camp in Arizona

Domestic: 7 Other Reasons to Visit Vegas

International: Belize

Plus: The World's Greatest Cathedrals; 100 Different Ways to Cruise; Best Places to Off Road; Bisbee 1,000; Route 66 Fun Run; Turquoise Room in La Posada Hotel; Chocolate Falls

Auto Feature: Is Your Car Pet-Friendly? And AAA Top Picks for 2017

Traveler Spotlight: Give the Gift of Travel

May/June

Arizona: Frank Lloyd Wright AZ Spots (150th B-day)

Domestic: Rose Parade and Summer Getaways to: Flagstaff; LA Beach Cities; Estes Park, Colorado; and Cody, Wyoming and Yellowstone

Round Up: Best Places for a Family Reunion

Plus: The Popularity of Pilgrimages; Meow Wolf in Santa Fe; Meteor Crater; Pizzeria Mimosa; Arcosanti
Auto Feature: The World's Most Expensive/Over the Top New Cars and Arizona's Best Places to Off Road

Traveler Spotlight: Interesting U.S. Islands

July/August

Arizona: Arizona's Best Photo Ops

Domestic: Legends of the West: Arizona Creed, Colorado; Santa Fe; Lookout Mountain, Colorado

Plus: Tips for Traveling With an Anxious Pet; Albuquerque With The Family; Fort Apache, Elote Café in Sedona; Muffler Men in the Southwest

Auto Feature: Mini Van vs. SUV for families

Traveler Spotlight: Travels in Africa

September/October

Arizona: Best of Arizona

Domestic: Hawaiian Islands Round Up

International: New Zealand

Round Up: Balloon Festivals of the Southwest

Plus: Arizona Ziplines; Humboldt Redwoods State Park, California; Road Trip to Crown King; Antelope Canyon

Auto Feature: How to Read Your Tire Sidewall and Taking the Mystery Out of Resale Values

Traveler Spotlight: Caribbean for the Holidays

November/December

Arizona: Arizona's Hot Springs

Domestic: Palm Springs for the Holidays

International: Touring the European Christmas Markets

Plus: Mesa's Fresh Foodie Trail; Best Friends Animal Sanctuary in Kanab, Utah; The Copper Trail; Oatman, Arizona

Auto Feature: Future Classics (Current Models That Could Become Classic Cars)

Traveler Spotlight: Value of Luxury Cruising

Editorial topics are subject to change without notice.

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Market Penetration and Circulation

Print Circulation by Geographic Area

Highroads reaches AAA Arizona members in every corner of the state.

1 in 5 Arizona households receive *Highroads*

Total Households 535,000

Total Audience 1,284,000

Circulation Breakdown

- Phoenix Metro Area: 329,029 (63%)
- Tucson Metro Area: 85,731 (17%)
- Other Areas: 106,141 (20%)

Source: September/October 2016 mailing list



64.8%

of primary members report passing *Highroads* on to at least one other person

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Travel Planning and Booking

Readers of *Highroads* most often look to our magazine as a primary source of travel information and guidance. This is evident from the high percentage of readers who use our magazine when planning a trip.

Highroads also is a respected and helpful travel companion, accompanying many members on trips with plenty of recommendations on sights to see and adventures to experience.



Sources of information when planning a trip:

Friends or relatives	59.5%
Highroads magazine	41.1%
Other websites	40.5%
Direct from accommodations/travel provider	29.1%
Other magazines/newspapers	21.7%
AAA website	16.7%
AAA travel agency	15.2%
Television	16.3%
Social media	9.2%
Other travel agency	14.0%

Methods readers use to make reservations or buy tickets for a trip:

Direct from travel provider	70.1%
Other websites	44.5%
AAA travel agency	14.8%
Other travel agency	16.1%
AAA website	10.2%

Source: 2015 *Highroads* Reader Profile Study, MRI GfK Market Solutions



Readership

Highroads is among the best read AAA titles in the United States and maintains a loyal and involved audience.

Another glowing testimony to the editorial excellence of *Highroads* is its unprecedented readership by AAA members who rarely miss an issue. This attentive audience is what produces results for *Highroads* advertisers.

Readers take 29.1 minutes, on average, out of their busy schedules to read an issue.

Circulation region: Arizona | Circulation: 535,000 | Audience: 1,284,000
(Source: 2016 *Highroads* distribution)

Actions taken as a result of reading *Highroads* in the past year:

Took any action	74.3%
Became aware of AAA discount(s) or used/received AAA discount(s)	41.2%
Visited/contacted a AAA office	27.5%
Used a AAA TourBook®	16.6%
Visited AAA.com	20.8%
Traveled to a destination advertised or written about	20.6%
Made reservations or bought tickets	17.2%
Planned or modified existing plans for a trip	14.2%
Obtained information on a product or service advertised	8.2%
Called a toll-free number	6.8%
Visited an advertiser's website	10.5%
Called or visited a AAA Travel professional	8.3%
Visited <i>Highroads</i> ' website	6.7%
Called an advertiser directly for information	3.4%

79.9%
Read 3+ of the last 4 issues received



Source: 2015 *Highroads* Reader Profile Study, MRI GfK Market Solutions

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Regional Travel

- 79.7% of *Highroads* readers took at least one overnight domestic trip in the past year.
- California, Arizona, and Nevada are the most popular reader vacation spots.



Most popular states visited in the past year:

California	61.3%
Arizona	58.1%
Nevada	29.7%
Colorado	22.9%
New Mexico	24.5%
Texas	17.6%
Florida	15.9%
Washington	13.5%
New York	12.3%
Utah	11.4%

Most popular cities visited in the past year:

Flagstaff, Arizona	32.7%
Sedona/Oak Creek Canyon, Arizona	33.4%
Las Vegas, Nevada	27.6%
Los Angeles, California	22.1%
White Mountains, Arizona	17.5%
Grand Canyon, Arizona	17.3%
Orange County, California	15.3%
Mongollon Rim, Arizona	14.8%
Denver, Colorado	12.1%
Laughlin, Nevada	11.4%
Albuquerque, New Mexico	11.1%
Palm Springs, California	10.2%
Pacific Northwest	9.8%
Colorado River	8.8%
Lake Havasu, Arizona	8.0%
Napa Valley, California	5.7%
Lake Powell, Utah/Arizona	4.9%
Colorado Springs, Colorado	4.1%
Lake Mead Recreation Area, Nevada	3.9%
Durango/Mesa Verde, Colorado	3.8%
Monterey/Carmel, California	2.7%
Catalina Island	2.7%
Canyon de Chelly, Arizona	2.3%

Source: 2015 *Highroads* Reader Profile Study, MRI GfK Market Solutions

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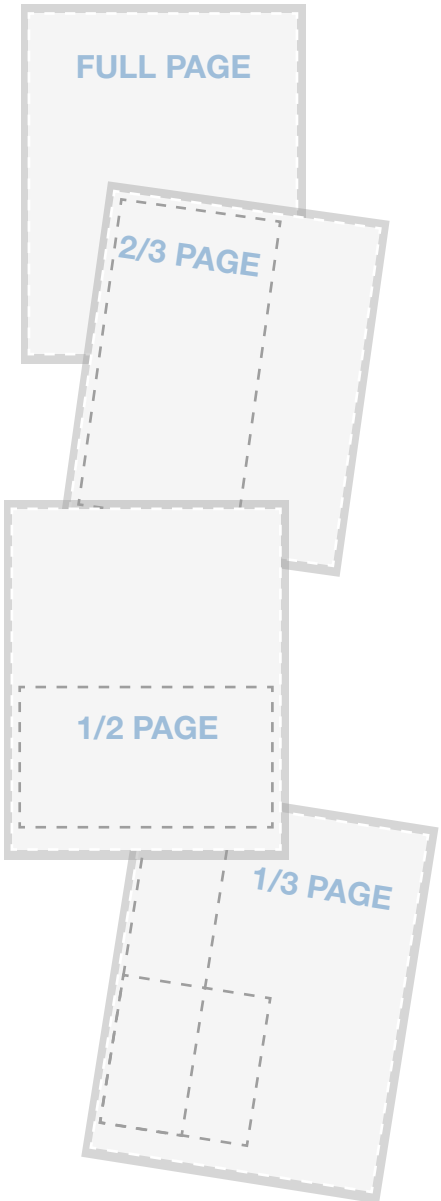
General Ad Rates 2017*

	1x	3x	6x
4 Color			
Full Page	\$10,890	\$10,350	\$9,800
2/3 Page	\$8,080	\$7,674	\$7,272
1/2 Page	\$6,471	\$6,148	\$5,819
1/3 Page	\$4,222	\$4,007	\$3,759
Black and White			
Full Page	\$9,128	\$8,671	\$8,515
2/3 Page	\$6,383	\$6,063	\$5,745
1/2 Page	\$5,137	\$4,876	\$4,622
1/3 Page	\$3,318	\$3,148	\$2,989

*All rates are gross.
All advertising placed in *Highroads* is subject to a 0.5% Arizona sales tax.

Ad Close Dates 2017

Issue Date	Ad Close	Materials Due
January/February	11/01/16	11/07/16
March/April	01/03/17	01/06/17
May/June	03/01/17	03/07/17
July/August	05/01/17	05/05/17
September/October	07/03/17	07/07/17
November/December	09/01/17	09/07/17



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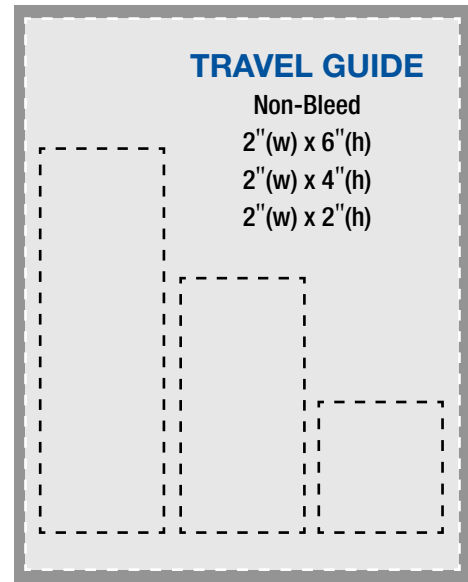


Travel Guide Ad Rates 2017*

4 Color	1x	3x	6x
6 inch	\$3,252	\$3,085	\$2,926
4 inch	\$2,183	\$2,078	\$1,961
2 inch	\$1,102	\$1,049	\$996

Black and White	1x	3x	6x
6 inch	\$2,613	\$2,480	\$2,353
4 inch	\$1,753	\$1,664	\$1,579
2 inch	\$893	\$848	\$806

*All rates are net.
All advertising placed in *Highroads* is subject to sales tax where applicable.



Ad Close Dates 2017

Issue Date	Ad Close	Materials Due
January/February	11/01/16	11/07/16
March/April	01/03/17	01/06/17
May/June	03/01/17	03/07/17
July/August	05/01/17	05/05/17
September/October	07/03/17	07/07/17
November/December	09/01/17	09/07/17

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Print Ad Specifications

FULL PAGE
 Trim Size 8" (w) x 10.5" (h)
 Non-Bleed 7.0625" (w) x 9.1875" (h)
 Bleed 8.5" (w) x 11" (h)

TWO PAGE SPREAD
 Trim Size 16" (w) x 10.5" (h)
 Non-Bleed 15.25" (w) x 9.1875" (h)
 Bleed 16.5" (w) x 11" (h)

2/3 PAGE
 Non-Bleed
 4.5" (w) x 9.25" (h)
 Bleed
 5.125" (w) x 11" (h)

1/2 PAGE
 Non-Bleed 7.0625" (w) x 4.5" (h)
 Bleed 8.5" (w) x 5.3" (h)

bleed trim keep live matter 1/4" from trim

1/3 PAGE
 Horizontal
 4.5" (w) x 4.5" (h)
 Vertical
 2.3125" (w) x 9.25" (h)

TRAVEL GUIDE
 Non-Bleed
 2" (w) x 6" (h)
 2" (w) x 4" (h)
 2" (w) x 2" (h)

Ad Materials Deadline 2017

Issue Date	Materials due
January/February	11/07/16
March/April	01/06/17
May/June	03/07/17
July/August	05/05/17
September/October	07/07/17
November/December	09/07/17

AD SUBMISSION PROCESS

URL: Visit aaaofarizona.sharefile.com/r-r7fde7e858ff47ffa

Step 1: Fill out your contact info, and click "Continue."

Step 2: Drag and drop your file into pop-up window, click "Upload."

Step 3: Wait until you see a green check mark indicating successful upload. You also will receive an email confirmation that your image was uploaded successfully.*

* An email notification will be sent to the AAA Highroads team once upload is complete.

FILE REQUIREMENTS

Digital File Format: PDF/X-1a high-resolution .pdf files only

PDF/X-1a must be made by doing the following:

- Export your file using the Adobe [PDF/X-1a:2001]* preset from Adobe InDesign, Illustrator CS2, or higher.
- Make sure all fonts and links are updated before export.
- Check that all images, logos, and artwork are CMYK and at least 250 – 300 dpi.
- No Spot colors - CMYK process only

* Highroads will not accept TIFF/IT-P1, PDF/X-1a files converted from TIFF/IT-P1, and its suppliers will not be responsible for files that do not comply with the above specifications.

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AAA PRESENTS
HIGHROADS
with Dan Davis



TV show: As a complement to *Highroads* magazine, AAA partners with host Dan Davis on a weekly, 30-minute TV show called *AAA Presents Highroads with Dan Davis*, which airs in northern Arizona, Phoenix, and Tucson. The travel and lifestyle TV show, now in its sixth season, has increased viewership each year and reports an audience of 100,000 each week. It also has earned three Rocky Mountain Emmy Awards as well as eight Telly Awards.

AAA Presents Highroads with Dan Davis airs on Saturday nights (8 p.m.) on KTVK TV in Phoenix with “Jeopardy” as our lead in. In Tucson we air at 10:35 p.m. on Sundays, following KOLD TV’s top-rated newscast. Shows run twice in each market and are seen by an estimated 60,000 viewers in first run and more than 90,000 for all runs of the show. Shows are also viewed on AAAHighroads.com.

Viewer Demographics: The target demographic is adults from age 35 to 64, with an emphasis on women. The largest cell is female from age 50 to 64, with a strong presence of those 25 to 54. There are two viewers in most households.

Viewer Income, occupation, and education: Income can exceed \$75,000, with the emphasis from \$33,000 to \$57,000. Employment ranges from blue collar to retired, and education level features high school graduates with some college.

*The *Highroads* TV team wants to produce sponsorships and advertising packages that meet the needs of its sponsors and partners. Please contact Dan Davis at 602-617-6841 to explore sponsorship and advertising options.

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