



## The AAA brand influences both 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 Colorado.

**EnCompass** magazine is published six times per year and features travel, automotive, and lifestyle 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's simply no better time and place to influence their buying decisions than in **EnCompass** magazine.



# EnCompass

BY AAA COLORADO



# EnCompass

THE AAA COMPANION

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## 2014 EDITORIAL CALENDAR

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### January-February

**Bucket-list romantic cruise** Aboard the *Crystal Symphony* to Rome, Sicily, Mykonos, Santorini, Kusadasi and Istanbul

**Princess makeovers** Everybody's all smiles at Disney World's Bibbidi Bobbidi Boutique

**Lisbon** Café music, wine, rolling hills, trolley cars and an orange bridge. Remind you of someplace?

**Colorado First:** Colorado pie: The Humble Pie Store (Denver), The Walnut Café (Boulder), The Huckleberry (Louisville), Estes Park Pie Shop, The Corner Café (Colorado Springs), Loaf and Ladle (Longmont), Granny Scott's Pie Shop (Lakewood), Wednesday's Pie (Denver), and Stir Café (Colorado Springs)

**Insurance:** Post-holiday home inventory

**Auto Tech:** Prius engineers aim for 55 mpg

### March-April

**Hawaii** Ideas for choosing which island to visit

**Las Vegas** Slotzilla and the Neon and Mob museums make downtown an affordable and dynamic destination

**Music history road trip** Mississippi Delta landmarks offer unique new lodging and dining choices

**Colorado First:** Hotel art: Renaissance Denver Downtown, Oxford Hotel (Denver), SpringHill Suites (Denver), Broadmoor (Colorado Springs), Hotel Boulderado (Boulder), Devil's Thumb Ranch (Winter Park), Little Nell (Aspen), Hotel Jerome (Aspen), and The Sebastian (Vail)

**Insurance** Wildfire mitigation

**Auto Tech** 2014 Jeep Grand Cherokee diesel

### May-June

**Cycling for all ages** Scenic Colorado routes for the whole family: Blue River Bike Path in Breck/Frisco, Boulder Bike Path/Valmont Bike Park in Boulder, Fraser River Trail in Winter Park, Poudre River Bike Trail in Fort Collin, Purgatory Trails at Durango Mountain Resort, Glenwood Canyon Recreation Trail in Glenwood Springs

**Colorado mountain sym-fun-ies** River Songs in Salida, "Beer and Beethoven" in Crested Butte, Aspen: Cultural Heart of Alpine Summers, Rachmaninoff to Rodeo in Steamboat Springs, Musical Heights in Telluride, and Breckenridge to Vail: A Tale of Three Orchestras,

**Dino Dig** Going on a Grand Junction dinosaur dig is one of the author's childhood fantasies.

**Colorado First:** Five unique Colorado state parks

**Insurance** Hail season facts

**Auto Tech** 2014 Honda Accord hybrid

### July-August

**Colorado Getaways:** Picnic amid Crested Butte wildflowers, hot-air balloons in Steamboat Springs, Chautauqua in Boulder, Puebloan ruins of Ute Mountain Tribal Park, and on the grass of Denver's Civic Center Park

**Southeastern Colorado roadtrip** Grandmother shows granddaughter her favorite sites in Colorado's grasslands, Oklahoma, and New Mexico

**Colorado First:** Zip line best views

**Insurance** Flood insurance

**Auto Tech** 2014 Tesla Model S

### September-October

**Gold rush 2014** America's most beautiful drive offers Colorado's best aspen viewing

**Montrose/Olathe** Rich Colorado soil reaps excellent food, fine people, subtle wine, silky soap, aromatic oils and even some quirky fine times.

**Bora Bora** An award-winning Colorado photographer draws a plum assignment

**Colorado First:** Dog-friendly hikes

**Insurance** Medical Supplement (Obamacare)

**Auto Tech** 2014 Chevy Malibu stop-start

### November-December

**Denali** Improving your chances of seeing the elusive Mt. McKinley

**Quebec City** The most European of North American cities is beautiful year-round

**Cape Town, South Africa** Wine country and historic sites abound with discovery

**Colorado First:** Veterans Day sites

**Insurance** Automobile anti-theft measures

**Auto Tech** 2025 fuel economy study, or Hyundai hydrogen cell vehicle

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[EnCompassMag.com](http://EnCompassMag.com)

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***Editorial calendar is subject to change.***

# Audience Profile

# 2014

Circulation Region: Colorado

Circulation: 360,000 ♦ Audience: 828,000



- AAA Members in Colorado, on average, earn \$28,900 more per household than non-Members in Colorado
- AAA Members in Colorado are 49% more likely to have a post-graduate degree than the average Colorado adult



Colorado AAA Members		Audience	Composition	Coverage	Index
Men		406,000	49%	21%	100
Women		422,000	51%	21%	100
Married		555,000	67%	25%	123
Household Income					
\$60,000+		596,000	72%	27%	132
\$75,000+		497,000	60%	28%	137
\$100,000+		381,000	46%	32%	158
\$150,000+		215,000	26%	37%	179
\$200,000+		58,000	07%	26%	127
Mean HHI	\$106,800				
Median HHI	\$91,700				
Age					
18-34		224,000	27%	17%	85
35-54		331,000	40%	20%	98
55-64		132,000	16%	26%	129
65+		141,000	17%	23%	113
Median Age	47.8 years				
Education					
Attended college		662,000	80%	24%	119
Bachelor's degree+		505,000	61%	30%	139
Home					
Own Home		646,000	78%	24%	115
Mean Home Value	\$352,827				
Median Home Value	\$296,024				



# Readership

# 2014

Circulation Region: Colorado

Circulation: 360,000 ♦ Audience: 828,000

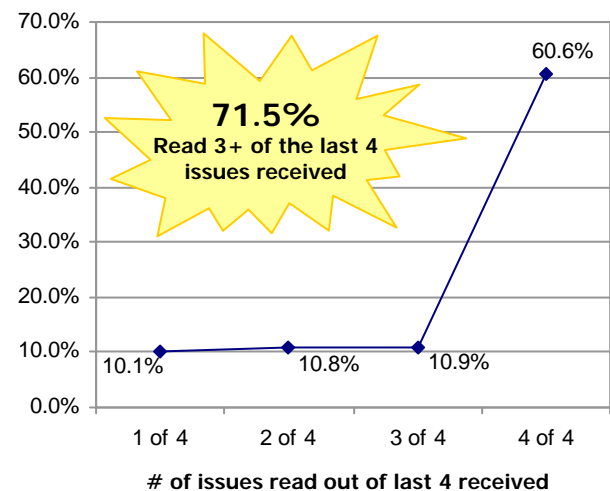
- ♦ Another glowing testimony to the editorial excellence of *EnCompass* is its unprecedented readership by AAA members who rarely miss an issue.
- ♦ **Readers take 26.4 minutes**, on average, out of their busy schedules to spend reading an issue.



## Actions taken as a result of reading EnCompass in the past year:

Took any action	74.8%
Became aware of AAA discount(s)	43.4%
Visited/contacted AAA office	27.3%
Traveled to a destination advertised or written about	18.7%
Visited AAA.com	18.0%
Used AAA Tour Book	17.3%
Made reservations or bought tickets	15.5%
Planned or modified existing plans for a trip	14.7%
Obtained information on a product or service advertised	10.4%
Visited an advertiser's web site	8.5%
Called a toll-free number	7.5%
Called or Visited AAA Travel Agent	6.5%
Visited AAA Magazine website	5.1%
Called an advertiser directly for information	4.4%
Sent for information using AAA Magazine Reader Service Card	3.1%

## EnCompass Readership



Source: 2013 EnCompass Reader Profile Study, GfK MRI



**EnCompass**  
BY AAA COLORADO

# Regional Travel

Circulation Region: Colorado

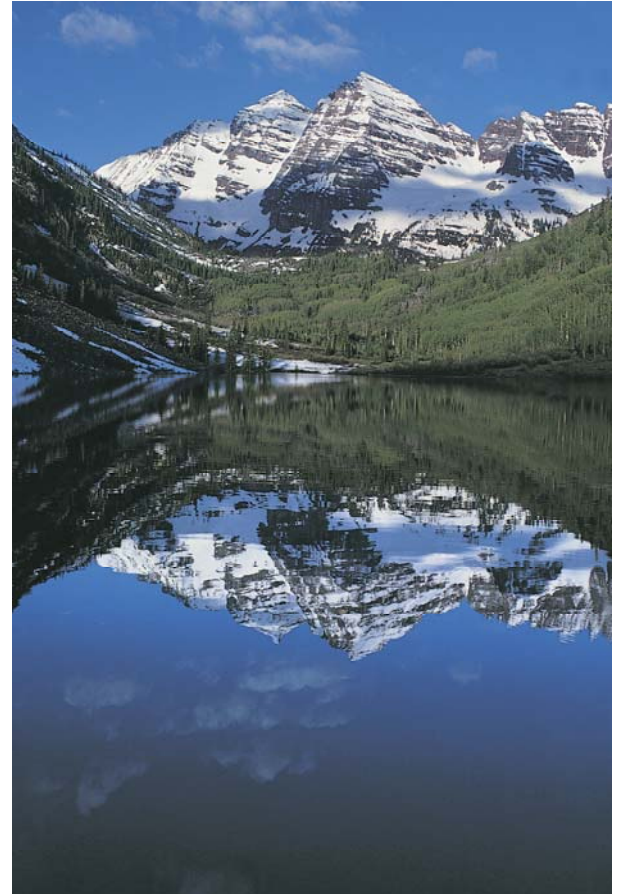
Circulation: 360,000 ♦ Audience: 828,000

# 2014

- ♦ **82.5% of EnCompass readers** took at least one overnight domestic trip in the past year.

## Regional areas visited in the past year

Denver	56.6%
Colorado Springs	36.8%
Estes Park/RMNP	29.3%
Breckenridge	25.6%
Ft. Collins/Greeley	25.6%
Glenwood Springs	22.3%
Buena Vista/Canyon City/Salida	20.6%
Summit County	20.5%
Vail	18.9%
Pueblo	15.0%
Steamboat Springs	14.2%
Winter Park	13.5%
Leadville	12.0%
Grand Lake	10.3%
Aspen	10.1%
CO Eastern Plains	9.4%
Durango/Mesa Verde	9.1%
Colorado Wine Country	8.2%
Gunnison/Crested Butte	7.7%
Alamosa/Sand Dunes	7.5%
Montrose/Black Canyon	6.8%
Pagosa Springs	6.5%
Telluride	4.4%



***Colorado* destinations are the most popular reader vacation spots.**

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Source: 2013 EnCompass Reader Profile Study, GfK MRI



# Travel Planning and Booking

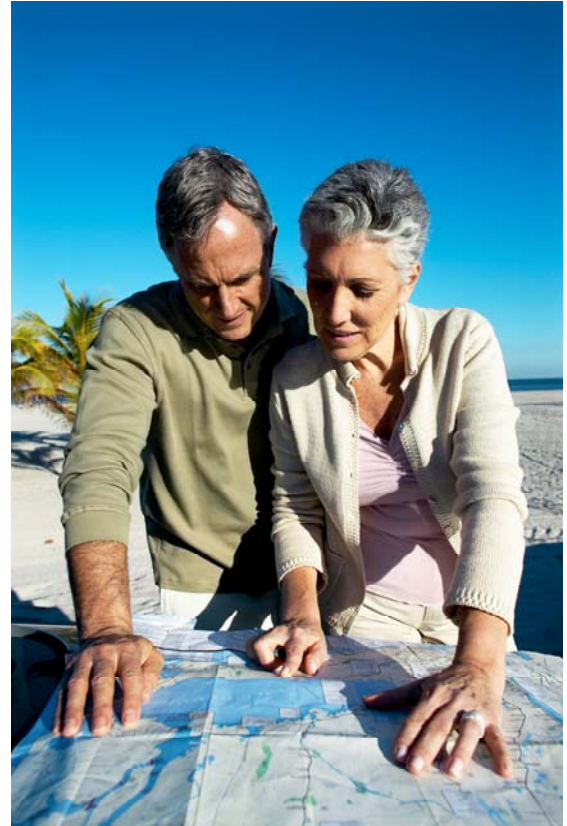
Circulation Region: Colorado  
 Circulation: 360,000 ♦ Audience: 828,000

# 2014

Readers of *EnCompass* most often look to their club magazine and other AAA sources for travel related information

## Sources of information when planning a trip:

Friends or Relatives	52.6%
<b>EnCompass Magazine</b>	<b>38.2%</b>
Direct from Accommodations/ Travel provider	24.6%
Other Magazines/Newspapers	23.5%
AAA Publications and Guides	20.2%
Books	18.8%
AAA Web Site	16.6%
AAA Travel Agency	16.2%
Television	12.8%



**Readers report turning to AAA sources nine out of 10 times when planning a trip**

Source: 2013 EnCompass Reader Profile Study, GfK MRI



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# General Advertising Rates

# 2014

All rates are gross

Rate Card #13  
Effective January 2014



Rate Base: 360,000 ♦ Total Readers: 828,000

Circulation Region: Colorado

	1X	3X	6X
<b>4 Color</b>			
Full Page	\$ 10,250	\$ 9,750	\$ 9,250
2/3 Page	7,150	6,800	6,450
1/2 Page	6,150	5,850	5,550
1/3 Page	3,950	3,750	3,550
1/6 Page	2,350	2,250	2,100
<b>B&amp;W</b>			
Full Page	\$ 8,200	\$ 7,800	\$ 7,400
2/3 Page	5,700	5,400	5,150
1/2 Page	4,900	4,650	4,400
1/3 Page	3,400	3,250	3,050
1/6 Page	1,900	1,800	1,700
<b>Cover 2</b>	\$ 10,750	\$ 10,200	\$ 9,700
<b>Cover 3</b>	10,750	10,200	9,700
<b>Cover 4</b>	11,250	10,700	10,150





# Travel Guide Rates

# 2014

All rates are NET

Rate Card #13  
Effective January 2014



Rate Base: 360,000 ♦ Total Readers: 828,000

Circulation Region: Colorado

	1X	3X	6X
<b>4 Color</b>			
6 inch	\$ 2,850	\$ 2,700	\$ 2,550
4 inch	1,950	1,850	1,750
3 inch	1,500	1,450	1,350
2 inch	1,050	1,000	950
<b>B&amp;W</b>			
6 inch	\$ 2,300	\$ 2,200	\$ 2,050
4 inch	1,600	1,500	1,450
3 inch	1,200	1,150	1,100
2 inch	800	750	700



# Ad Close Dates

# 2014

Rate Card #13  
Effective January 2014



Rate Base: 360,000 ♦ Total Readers: 828,000  
Circulation Region: Colorado

<b>Issue Date</b>	<b>Ad Close</b>	<b>Materials Due</b>	<b>In-Home</b>
January/February	11/08/13	11/15/13	12/27/13
March/April	01/03/14	01/10/14	02/21/14
May/June	03/07/14	03/14/14	04/25/14
July/August	05/02/14	05/09/14	06/20/14
September/October	07/04/14	07/11/14	08/22/14
November/December	09/05/14	09/12/14	10/24/14



2014 Issue Dates	Space Close	Materials Due	First Possible In-Home Dates
Jan/Feb	11/8/13	11/15/13	12/27/13
March/Apr	1/3/14	1/10/14	2/21/14
May/June	3/7/14	3/14/14	4/25/14
July/Aug	5/2/14	5/9/14	6/20/14
Sep/Oct	7/3/14	7/11/14	8/22/14
Nov/Dec	9/5/14	9/12/14	10/24/14

## RUN OF BOOK

Space Sizes	Bleed (W x H)	Trim (W x H)	Non-Bleed (W x H)
Full Page	8.25"W x 10.75"H	7.875"W x 10.5"H	-
Back Cover	8.25"W x 10.75"H	7.875"W x 10.5"H	-
Spreads	16.5"W x 10.75"H	15.75"W x 10.5"H	-
2/3 Page Vertical	-	-	4.5"W x 9.5"H
1/2 Page Horizontal	-	-	6.875"W x 4.625"H
1/2 Page Island	-	-	4.5"W x 7.125"H
1/3 Page Vertical	-	-	2.125"W x 9.5"H
1/3 Page Square	-	-	4.5"W x 4.625"H
1/6 Page Vertical	-	-	2.125"W x 4.625"H

Note: Live copy no less than .25" from trims

## TRAVEL GUIDE

6 Inch	2.125"W x 6"H
4 Inch	2.125"W x 4"H
3 Inch	2.125"W x 3"H
2 Inch	2.125"W x 2"H

### PRODUCTION SPECIFICATIONS

All ad submissions must be PDF/X1a files. All fonts and images MUST be embedded. PDF files must contain only 4-color process images (CMYK). Please convert all RGB images and spot colors to CMYK. All images for ads should be color corrected and provided at or above our minimum resolution requirement of 300 dpi.

Ads will be accepted via FTP site, by e-mail, or on a disk. The first two methods are strongly preferred.

### SHIPPING INSTRUCTIONS

All materials and any production questions to:  
 Keith Kaiser  
 Managing Editor, *EnCompass*  
 4100 E. Arkansas Ave.  
 Denver, CO 80222  
 Tel: 303-753-8800 ext. 8207  
 E-mail: [kkaiser@colorado.aaa.com](mailto:kkaiser@colorado.aaa.com)

### FTP SITE INFORMATION

FTP IP: ftp://12.155.153.216  
 Login Name: ad  
 Password: ad38967

1. Create a folder identified with issue date, publication, ad name Example: JF13\_EnCompass\_Hertz.
2. Stuff or zip the folder.
3. Place your folder in the ADVERTISERS folder on the FTP site.
4. Send confirmation e-mail to [kkaiser@colorado.aaa.com](mailto:kkaiser@colorado.aaa.com).

### DIGITAL AD SUPPLIED ON DISKS

Materials will be accepted on CD or DVD. See production specifications (left) for file requirements. Please include a hard copy color proof when sending your disk.

