



2017 ADVERTISING  
MEDIA KIT

EnCompass  
MAGAZINE



AAA.com

# CIRCULATION, REACH & ECONOMIC IMPACT

**CIRCULATION: 390,000+ COLORADO HOUSEHOLDS**  
**REACH: 645,000+ COLORADO AAA MEMBERS**  
**1 IN 5 FRONT RANGE HOMES**

## DENVER:

66%

250,000 homes

## FRONT RANGE:

83%

325,000 homes

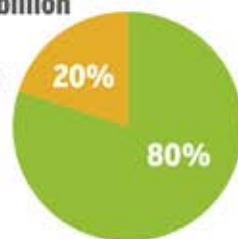


## DELIVERING COLORADO RESIDENTS

### TOTAL TRAVEL SPENDING IN COLORADO - OVERNIGHT VISITORS

2015 Total = \$12.5 billion

Colorado residents  
(\$2.9 billion)



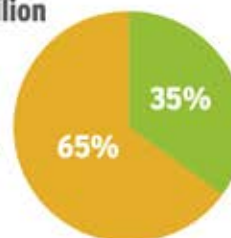
Out-of-state visitors  
(\$11.2 billion)



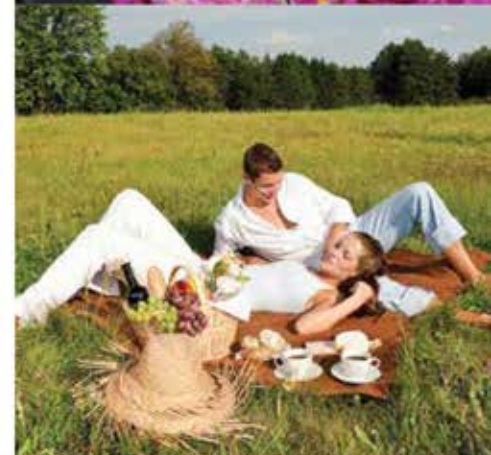
### TOTAL TRAVEL SPENDING IN COLORADO - DAY VISITORS

2015 Total = \$3.1 billion

Colorado residents  
(\$2.0 billion)



Out-of-state visitors  
(\$1.1 billion)





# DEMOGRAPHICS, READERSHIP, TRAVEL, INTERESTS & LIFESTYLES

## AGE:

Median age: **59** years  
**57%** are **35-67** years

## GENDER:

Female: **61%**  
Male: **39%**  
Married: **67%**

## EDUCATION:

4 yr. college degree+: **68%**

## ECONOMIC PROFILE:

Avg. HHI: **\$137k**

## HOME OWNERSHIP:

Own home: **86%**  
Avg. value: **\$410k**

## TRAVEL:

**60%** vacation in CO  
Avg. CO resort share: **19%**  
**87%** take a domestic trip  
Avg. trips per yr: **4.5**  
Avg. spending: **\$4.0k**

### Sources of information used for planning a trip:

Friends or relatives: **67%**  
Direct from advertiser: **27%**  
*EnCompass Magazine*: **26%**  
Television: **15%**  
Radio: **4%**

### Methods used to make reservations:

Direct from advertiser: **75%**  
On Line: **49%**  
Travel Agencies: **21%**

### Travel with:

Spouse: **65%**  
Children: **40%**  
Friends: **29%**  
Grandchildren/parents/  
grandparents: **24%**

## INTERESTS/LIFESTYLE:

**70%** dine out  
**53%** visit historic sites,  
National Parks, State Parks  
**47%** tour museums, cultural  
attractions  
**44%** hard/soft adventure  
**33%** shop  
**30%** attend theatre, concerts  
& festivals  
**29%** attend art galleries/art  
shows  
**26%** zoo/aquarium  
**24%** watersports  
**21%** snow sports  
**20%** spa/retreat  
**20%** sporting events  
**19%** casino gambling  
**10%** golf

## READERSHIP:

**73%** read **3-4** of **4** issues  
Take action: **72%**  
Travel to a destination  
advertised or written about: **17%**  
Make reservations: **15%**



3

Source: 2015 EnCompass Reader Profile Study, GFK MRI



# REGIONAL TRAVEL

**87.1%**

OF ENCOMPASS READERS TOOK AT LEAST ONE OVERNIGHT DOMESTIC TRIP IN THE PAST YEAR.



**CIRCULATION REGION: COLORADO**  
**CIRCULATION: 390,000+**

## REGIONAL AREAS VISITED IN THE PAST YEAR

61%	Denver
39%	Colorado Springs
30%	Ft. Collins/Greeley
29%	Estes Park/RMNP
26%	Breckenridge
26%	Glenwood Springs
22%	Vail
19%	Buena Vista/Salida/Canon City
17%	Summit County
17%	Winter Park
14%	Durango/Mesa Verde
13%	Steamboat Springs
12%	Aspen
12%	Grand Lake
11%	Alamosa/Sand Dunes
11%	Pueblo
10%	Colorado Eastern Plains
9%	Montrose/Black Canyon
8%	Telluride
8%	Gunnison/Crested Butte
7%	Leadville
6%	Pagosa Springs
6%	Colorado Wine Country

Source: 2015 EnCompass Reader Profile Study, GfK MRI

**COLORADO DESTINATIONS ARE THE MOST POPULAR READER VACATION SPOTS.**



# MAY/JUNE SUMMER FUN THEMED GATEFOLD ISSUE

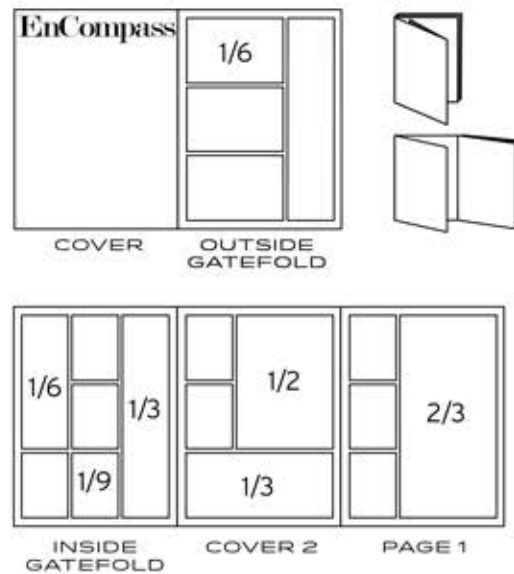
## MAY/JUNE COLORADO CO-OP GATEFOLD

## COLORADO SUMMER FUN 2017

The 10th annual May/June gatefold issue will provide readers opportunities for epic "living history" adventures, from an authentic powwow to a WWII-era ball to an 1880s baseball game.



MAY/JUNE GATEFOLD RATES (NET)	
Full Page	\$9,900
2/3 page	\$6,600
1/2 page	\$4,400
1/3 page	\$3,300
1/6 page	\$2,200
1/9 page	\$1,100



# OTHER COLORADO THEMED ISSUES

## JULY/AUGUST GREAT COLORADO GETAWAYS



## COLORADO GETAWAYS 2017

The 12th annual Colorado Getaways issues will lead readers to *EnCompass*-selected, one-of-a-kind and wondrous Colorado experiences that will delight and amaze.

## SEPTEMBER/ OCTOBER COLORADO GOLD RUSH



## GOLD RUSH 2017

Colorado is known around the world for its unparalleled autumn color, and *EnCompass* will present jaw-dropping experiences of peak color in this issue.

## COLORADO FIRST

Far forward editorial in every 2017 edition, *EnCompass* will lead readers to hidden gems and overlooked treasures in food, recreation, and attractions statewide.





# 2017 MAGAZINE ADVERTISING RATES

DISPLAY RATES 4-COLOR GROSS	1X	3X	6X
Full Page	\$11,350	\$10,800	\$10,250
2/3 page	\$7,900	\$7,500	\$7,150
1/2 page	\$6,800	\$6,450	\$6,150
1/3 page	\$4,350	\$4,150	\$3,950
1/6 page	\$2,600	\$2,450	\$2,350
Cover 2	\$11,850	\$11,250	\$10,700
Cover 3	\$11,850	\$11,250	\$10,700
Cover 4	\$12,450	\$11,850	\$11,250

TRAVEL GUIDE 4-COLOR NET	1X	3X	6X
6 inch	\$3,150	\$3,000	\$2,850
4 inch	\$2,150	\$2,050	\$1,950
3 inch	\$1,650	\$1,550	\$1,500
2 inch	\$1,200	\$1,150	\$1,100

ISSUE	AD CLOSE	MATERIAL DUE	IN HOMES
Jan/Feb	11/4/16	11/11/16	12/30/16
Mar/Apr	1/6/17	1/13/17	2/24/17
May/June	3/3/17	3/10/17	4/21/17
July/Aug	5/5/17	5/12/17	6/23/17
Sept/Oct	7/7/17	7/14/17	8/25/17
Nov/Dec	9/1/17	9/8/17	10/20/17

Reaching 1 in 5  
Front Range CO homes

**PUBLISHING  
6X PER YEAR**

**Circ: 390,000+**  
EACH ISSUE

**REACH: 645,000+**  
AAA CO Members

**83%**  
FRONT RANGE  
(325,000 HOMES)

**66%**  
METRO DENVER  
(250,000 HOMES)



# PRINT ADVERTISING SPECIFICATIONS

2017 Issue Dates	Space Close	Materials Due	First Possible In-House Dates
Jan/Feb	11/4/16	11/11/16	12/30/16
Mar/Apr	1/6/17	1/13/17	2/24/17
May/June	3/3/17	3/10/17	4/21/17
July/Aug	5/5/17	5/12/17	6/23/17
Sept/Oct	7/7/17	7/14/17	8/25/17
Nov/Dec	9/1/17	9/8/17	10/20/17

RUN OF BOOK			
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 by e-mail, via FTP site, 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://74.202.170.8/>  
 Login Name: ad  
 Password: ad38967

1. Create a folder identified with issue date, publication, ad name Example: JF17\_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.





# AAA PARTNER OPPORTUNITIES



## THE POWER, REACH AND RELEVANCE OF AAA

AAA has been the recognized leader in providing peace of mind to motorists on the go for more than 100 years. A motorist club serving more than 620,000 members in Colorado and 54 million members nationwide, AAA is one of the most trusted brands in the world, offering its members valuable benefits in roadside assistance, travel, insurance, discounts, and more.

## DISCOUNTS AT AAA

Today's economy has created a new frugal customer who is looking for a good value. Discounts & Rewards® is the exclusive discount program offering these values to AAA members.

This program is built on a mutually beneficial foundation of local, national and online partners such as: Beau Jo's Pizza, Grease Monkey, Hard Rock Café®, LensCrafters®, Hertz Car Rental, NAPA Auto Parts, Sprint, etc. These partnerships bring exclusive savings and benefits to AAA members while generating business growth for the Discounts & Rewards® partner.

*It Pays to Belong!*



# AAA PARTNERSHIP LEVELS



**SELECT FROM MULTIPLE LEVELS OF PARTICIPATION AS YOU LEVERAGE YOUR ASSOCIATION WITH THE HIGHLY TRUSTED AAA BRAND.**

BENEFIT	BASIC	PLUS	PREMIER [BEST VALUE]
Display the Discounts & Rewards Logo in all marketing materials, front doors, menu mentions, websites, etc.	■	■	■
Exposure and direct communications to promote your product with more than 645,000 members in Colorado via print, digital, and direct mail.	■	■	■
Receive credit towards purchase of an <i>EnCompass</i> print ad in a mutually agreed upon edition during the contract period.		\$750	\$1,000
Inclusion on featured category discount pages in Colorado's largest circulated member-only magazine, <i>EnCompass</i> .		■	■
Reduced advertising rates for additional <i>EnCompass</i> display ad placements.	■	■	■
Inclusion in local member savings brochures located within AAA retail locations throughout Colorado.	■	■	■
Partner supplied direct mail billing inserts to promote your product or service.		■	■
Mobile and web access for local and national members on AAA.com.	■	■	■
Option to participate in AAA Colorado monthly e-newsletter once per quarter.	■	■	■
Option to participate in new member exclusive monthly email when offering special new member only discounts.	■	■	■
Option for banner ad placement on Discounts & Rewards web pages once per year.			■
Free AAA Colorado membership for primary member.	BASIC	PLUS	PREMIER
<b>ANNUAL FEE</b>	\$250	\$500	\$1,000

**CONTACT:** Doug Hutton, Director Partnership Programs, 303-753-8800, ext 8149, dhutton@colorado.aaa.com



