



2018 MEDIA KIT

PRINT | ONLINE

Home & Away

Akron | Columbus | Hudson Valley
Indiana | Southern Pennsylvania

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The AAA Brand



As a federation of affiliated motor clubs serving more than 57 million members in North America, AAA ranks among the most trusted brands in the world.

AAA leverages the strength of this national organization to serve local AAA members with relevant advice and valuable benefits.

Our members have confidence in the AAA brand and depend on the club for assurance, enjoyment and valuable savings. AAA's core values are unwavering: Integrity, Advocacy, Diversity, Social Responsibility and Service. AAA will always do what is right for its members. AAA will serve as their most trusted advisor while they enjoy the freedom of mobility and the use of their automobiles.

Home & Away

AAA members travel **more**, stay **longer** and spend **more**.

WHAT OUR BEST CUSTOMERS ARE SAYING

*"We at Georgetown/Scott County Tourism Commission **truly appreciate the excellent service** provided by Matt Robertson at AAA. Matt is always professional and friendly when he visits our office. He **takes the time to identify our needs and offers solutions** that work for our budget and goals. We continue to advertise in AAA because **we see results**. Visitors call and say they've seen our ads in AAA publications and our hoteliers frequently mention that their guests have seen our ads as well.*

Georgetown/Scott County Tourism Staff



*"We have been advertising in the club publications for **over 20 years** and we look forward to **continuing to do so**."*



*"The club publications are the **best way** to reach the **largest number of members**."*

*"The club publications are a **key channel** in our marketing strategy for AAA."*

Hope Effross, Associate Manager at Hertz



"AAA – the ultimate advertising road trip for my destination marketing firm clients! Along the way, we've experienced placement alongside relevant content, multi-faceted online integration and tangible ROI!"

Shar Scanlon, AD-SUCCESS Travel

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AAA Member Demographics

AAA magazines readers have a high interest in travel.

- **98%** of those travelers traveled for leisure reasons
- **87%** took a road trip vacation
- **79%** took weekend getaways
- **78%** stayed at a hotel
- **74%** of our reader households took a domestic vacation*

Our members turn to their magazines for getaway ideas and destinations. Our magazines support and inspire overnight travel.

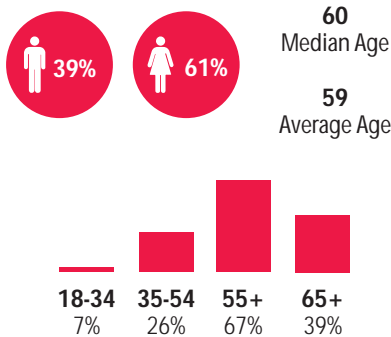
- **81%** prefer travel information from AAA in print over online
- **66%** read 3 or 4 out of 4 issues
- **65%** took action as a result of reading a AAA publication



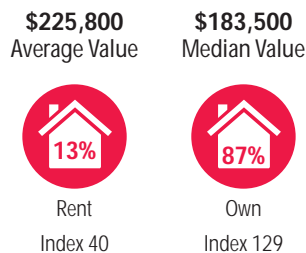
AAA is one of America's most trusted brands

*Domestic vacation defined as 1+ overnights and getaways defined as 2-4 overnights

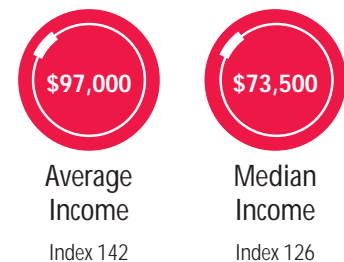
Age and Gender



Main Residence



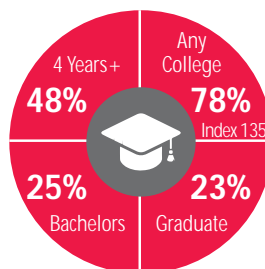
Household Income



Marital Status



Education



Occupation



Source: 2015 GfK MRI Subscriber Study

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AAA Member Travel Habits

How Long Before Traveling Do You Typically Book Your Trip

- 27% 6-12 months
- 70% 6 months or less
- 40% 3-6 months
- 30% Less than 3 months, more than one week

Source of Influence

AAA members use their magazine as a *primary* source of information for travel planning.

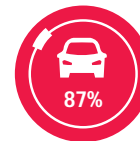
- 70% Friends and family
- 24% **AAA member magazine**
- 18% Other magazines/newspapers
- 20% Other websites (non-AAA)
- 15% TV
- 14% AAA websites
- 13% Social media
- 4% Radio

Travel Comparison

	us hh	h&a hh	index
Took Trips	51.3%	74.1%	144
Plane Trips	40.2%	54.9%	137
Rental Car	11.5%	26.5%	230
Casino Gambling	14.3%	28.0%	196
Cruises	8.1%	17.0%	210
Bus Trips	2.9%	6.8%	234
Motor Home	1.8%	6.1%	339
Railroad Trips	2.0%	5.3%	265



Average amount spent on trip
Index 178



Traveled by car
Index 136



Traveled by plane
Index 137

Source: 2015 GfK MRI Subscriber Study

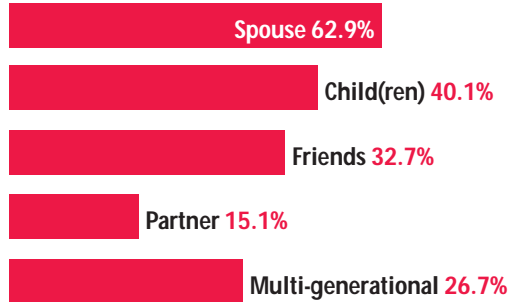
Home & Away

AAA members travel **more**, stay **longer** and spend **more**.

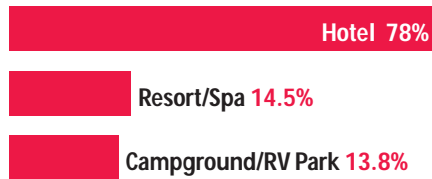


AAA Travel Planning and Booking

Who do AAA members travel with:

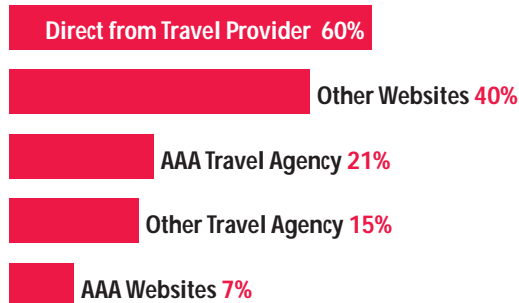


Where do AAA members stay when traveling:



Average number of nights' stay at a hotel in the last 12 months is 11.3 nights

Method readers use to make reservations or buy tickets for Trip:



Source: 2015 GfK MRI Subscriber Study

Top U.S. areas visited in the past year by Home & Away readers (Based on Circulation).

Arizona	Phoenix/Scottsdale	3.6%	45,126
California	Los Angeles	3.8%	52,375
	San Francisco	2.9%	40,000
	San Diego	1.4%	19,300
Florida	Orlando	9.6%	132,320
	Florida Gulf Coast	5.7%	92,340
	Fort Myers/Naples	5.4%	74,430
	Miami/Ft. Lauderdale	3.9%	53,755
Illinois	Chicago	9.4%	129,560
Indiana	Indianapolis	10.3%	141,965
Maryland	Baltimore	4.1%	56,510
Massachusetts	Boston	3.7%	51,000
Michigan	Detroit	3.4%	46,860
	U.P. of Michigan	4.0%	55,130
Minnesota	Minneapolis/St. Paul	2.4%	33,100
Missouri	Kansas City	1.9%	26,190
	St. Louis	5.4%	74,430
New York	Adirondacks	8.4%	115,777
	Catskills	3.1%	42,730
	Finger Lakes	3.1%	42,730
	New York City	6.6%	90,970
Ohio	Niagara Falls	3.7%	51,000
	Columbus	17.0%	234,310
	Cincinnati	12.2%	168,150
Oklahoma	Cleveland	8.7%	119,915
	Oklahoma City	7.9%	108,890
	Tulsa	6.5%	89,590
	Norman	3.1%	42,730
Pennsylvania	Stillwater	3.3%	45,485
	Lancaster	6.4%	88,210
South Carolina	Myrtle Beach	3.6%	49,620
	Hilton Head	1.3%	41,350
Tennessee	Great Smoky Mountains	3.0%	55,130
	Nashville	4.0%	68,110
Texas	Dallas/Fort Worth	5.0%	31,700
	San Antonio	2.3%	75,810
Washington D.C.		6.7%	83,985

Home & Away

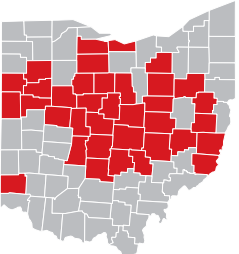
AAA members travel **more**, stay **longer** and spend **more**.

Coverage of Home & Away Publication

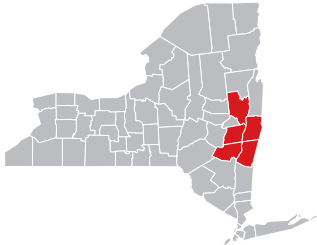
Full Circulation: 972,500



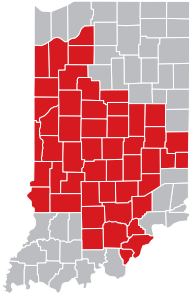
Akron, Ohio
Circulation: 61,000



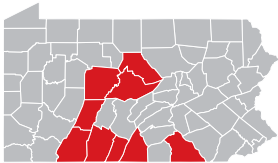
Columbus, Ohio
Circulation: 457,000



**Hudson Valley
(Albany, New York)**
Circulation: 86,000



Indiana
Circulation: 225,500



Southern Pennsylvania
Circulation: 143,000

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Digital Options

eUpdate Newsletter (email)

Sent out monthly to 50,000 AAA members and prospects in New York, Ohio, Indiana and Southern Pennsylvania

Medium rectangle banner \$750/per edition - 300 x 250 pixels (One available)

Small rectangle banner \$600/per edition - 180 x 150 pixels (Two available)

HomeAndAwayMagazine.com

Rotating banners on Home & Away's website

Top banner \$500/month - 728 x 900 pixels (.jpg or .gif format)

Medium rectangle* \$400/month - 300 x 250 pixels (.jpg or .gif format)

Small rectangle \$300/month - 180 x 150 pixels (.jpg or .gif format)

Website averages 40,000 page views per month

*Medium rectangle runs on homepage only

Video of the Week \$500/week

Runs for one week on the homepage, archived for 51 weeks

Results vary

Destination Spotlight (Sponsored Content)

Online article written by an H&A Media Group writer;

Basic \$1,765/month

(1,000 words of copy and up to three client-supplied photos.)

Homepage link on *HomeAndAwayMagazine.com* for one month and archived for five months

Premium \$3,500/month

(2,000 words of copy and up to six client-supplied photos. This package includes transportation for H&A Media Group writer; lodging and meals to be provided by the client.)

Homepage link on *HomeAndAwayMagazine.com* for two months and archived for 10 months

EventsAndDestinations.com

With *EventsAndDestinations.com*, a one-stop website designed to let travelers search exciting locales and related activities, our advertisers are able to fill the site with information about their respective attractions, festivals or other points of interest—giving travelers plenty to choose from as they make their vacation decisions.

eUpdate



Home & Away Homepage



Destination Spotlight



Home & Away

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Online Reader Service Options

Be the **Featured** or Premier Advertiser on our Online Reader Service page.
 (<http://homeandaway.ai-dsg.com>)

Online Reader Service Featured Advertiser

Featured position on the landing page -
\$471/issue *One available each issue*

This spot on the landing page includes:

- Image/logo – 229 x 172 pixels (.jpg or .gif format)
- Header
- Brief paragraph – 3 to 5 sentences
- URL to link to website*

*This URL can either link to your website, or link to a microsite where you can supply video.

Landing page



Microsite with video

If you choose to have the URL link to a microsite page with a video, you will need to include the following (in addition to above):

- Header
- Video – 450 x 300 pixels (.jpg or .gif format)
- Description – 3 to 4 paragraphs
- URL to link to website

If you have any questions, please contact
 Connie Colletta-Zoucha at ccolleta@aidsg.com



Online Reader Service Options

Be the Featured or **Premier** Advertiser on our Online Reader Service page.
(<http://homeandaway.ai-dsg.com>)

Online Reader Service Premier Advertiser

Premier Advertiser position on the landing page -
\$236/issue *Four available each issue*

This spot on the landing page includes:

- Image/logo – 230 x 130 pixels (.jpg or .gif format)
(Your image/logo will appear in one of the four places listed at the bottom of the landing page.)
- URL to link to website*

*This URL can either link to your website, or link to a microsite where you can supply video.

Landing page



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Home & Away Advertising Rates

Full Circulation Rates

All rates are gross

Rate Card 43

Rates effective with the January/February 2018 Issue

Full Circulation (Each Issue)	972,500
FOUR COLOR	
Full Page	\$35,365
2/3 Page	24,756
1/2 Page	21,219
1/3 Page	14,146
1/6 Page	7,073
COVERS	
2nd & 3rd Cover	\$37,133
4th Cover (Back)	38,990

Travel Directory

4 Inch	\$5,305
3 Inch	3,979
2 Inch	2,653
1 Inch	1,326

Regional Rates



Akron, OH

Circulation (Each Issue)	61,000
Full Page	\$2,720
2/3 Page	1,904
1/2 Page	1,632
1/3 Page	1,088
1/6 Page	544



Columbus, OH

Circulation (Each Issue)	457,000
Full Page	\$20,938
2/3 Page	14,656
1/2 Page	12,563
1/3 Page	8,375
1/6 Page	4,188



Hudson Valley (Albany, NY)

Circulation (Each Issue)	86,000
Full Page	\$4,034
2/3 Page	2,824
1/2 Page	2,421
1/3 Page	1,614
1/6 Page	807



Indiana

Circulation (Each Issue)	225,500
Full Page	\$9,925
2/3 Page	6,948
1/2 Page	5,955
1/3 Page	3,970
1/6 Page	1,985



Southern Pennsylvania

Circulation (Each Issue)	143,000
Full Page	\$7,025
2/3 Page	4,917
1/2 Page	4,215
1/3 Page	2,810
1/6 Page	1,405

Travel Directory

4 Inch	\$408	\$3,141	\$605	\$1,489	\$1,054
3 Inch	306	2,356	454	1,117	790
2 Inch	224	1,570	303	744	527
1 Inch	102	785	151	372	263

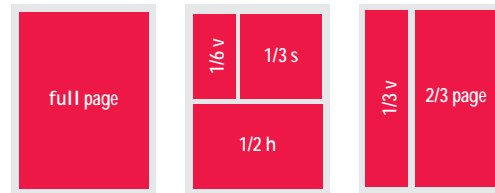
Available upon request: Reprints, Inserts, Business Reply Cards, Gatefolds, Cover Wraps and Polybags

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Home & Away Specifications and Material Closings

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"
1/3 Square	4.625" x 4.75"		
1/3 Vertical	2.25" x 9.625"		
1/6 Vertical	2.25" x 4.75"		
Travel Directory			
1 inch	2.25" x 1"		
2 inch	2.25" x 2"		
3 inch	2.25" x 3"		
4 inch	2.25" x 4"		



JANUARY/FEBRUARY

Reserve Space By Oct. 27, 2017
Materials Due By Nov. 3, 2017
In home Jan. 2, 2018

MARCH/APRIL

Reserve Space By Dec. 22, 2017
Materials Due By Jan. 5, 2018
In home March 1, 2018

MAY/JUNE

Reserve Space By Feb. 27, 2018
Materials Due By March 6, 2018
In home May 1, 2018

JULY/AUGUST

Reserve Space By April 27, 2018
Materials Due By May 4, 2018
In home July 2, 2018

SEPTEMBER/OCTOBER

Reserve Space By June 28, 2018
Materials Due By July 6, 2018
In home Sept. 4, 2018

NOVEMBER/DECEMBER

Reserve Space By Aug. 29, 2018
Materials Due By Sept. 6, 2018
In home Nov. 1, 2018

AD POLICIES

Cancellation

Cancellations will not be accepted by the publisher after the closing date. Cancellation must be in writing.

Commissions/Credit

Agency Commission: 15 percent 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.

Reader Service

Available to all advertisers. Insertions received after closing date may not receive a listing.

Inserts

Rates quoted on request.

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 made against the publisher. Any advertisement that simulates editorial content will be labeled as advertisements. 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. 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.

AD SPECIFICATIONS

Mechanicals

Printing Process: Web Offset
Trim Size: 7.875" x 10.5"
Binding: Saddle-stitched (jogged to the head)

Supported Software

- PDF files must be PDF/X-1a
- QuarkXpress
- Adobe Creative Cloud

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%
 - Four color process, CMYK

DELIVERY OPTIONS

Email Delivery

Email to: ads@haMediaGroup.com

-OR-

Upload Instructions

<http://ads.haMediaGroup.com>

Advertising specifications can also be found at www.haMediaGroup.com/ratecards
For additional information, call 402.592.5000 ext. 294 or ext. 456

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Publications Presented by H&A Media Group

AAA GO Magazine

North and South Carolina

AAA Living North

North Dakota, Minnesota, Nebraska, Iowa, Wisconsin, Illinois/Northern Indiana and Michigan

AAA Living South

Florida, Georgia, Tennessee

AAA Midwest Traveler

Missouri, Southern Indiana, Southern Illinois and Eastern Kansas

AAA North Penn News

Northern Pennsylvania

AAA Southern Traveler

Arkansas, Louisiana and Mississippi

AAA World

Eastern Connecticut, Eastern Kentucky, Southern West Virginia, Kansas, Cincinnati and Miami Valley (Dayton) Ohio, Oklahoma, South Dakota, New Jersey, Maryland, Delaware, Metro D.C. and Pennsylvania

Alabama Journey

Alabama

Home & Away

Columbus and Akron Ohio, Indiana, Southern Pennsylvania and Hudson Valley (Albany, NY)

Live|Play|AAA

Minneapolis, MN (Hennepin County)

Member Connection

Western and Central New York

New Mexico Journey

New Mexico

Northern New England Journey

Vermont, New Hampshire and Maine

Texas Journey

Texas

Tidewater

Virginia

VIA

Northern California, Utah, Nevada, Wyoming, Montana and Alaska

VIA Arizona

Arizona

VIA Oregon/Idaho

Oregon and Idaho

Westways

Southern California

Your AAA

New York, New Jersey, Massachusetts, Rhode Island and Western Connecticut

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