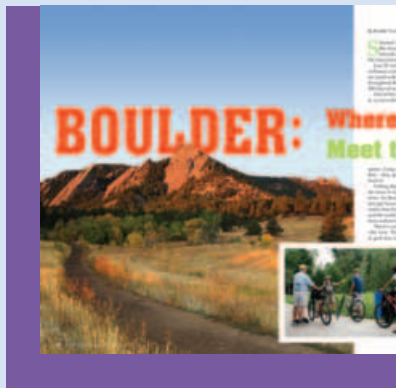


JOURNEYS

AAA Members spend an average of \$2,500 on their vacations.

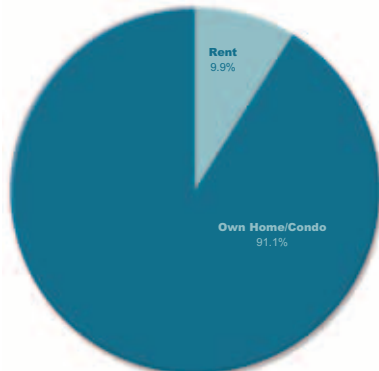


In 2011, 72 PERCENT of AAA Magazine readers took action after reading their AAA publication.



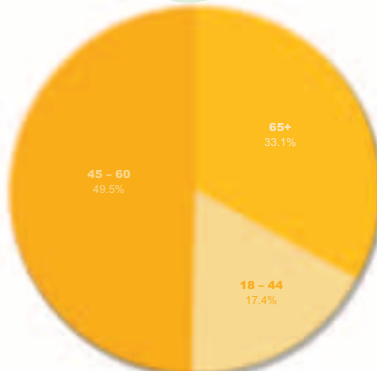
Our magazine takes you places.

Journeys reaches an unbeatable market



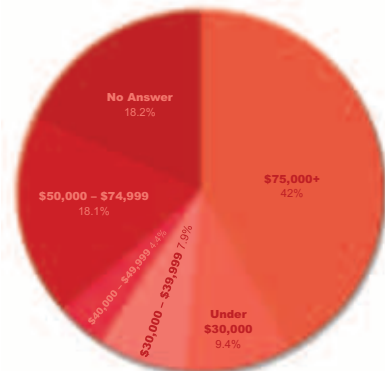
MAIN RESIDENCE

\$266,400 Average Value
\$218,800 Median Value



AGE

58.3 Average Age
58.5 Median Age



HOUSEHOLD INCOME

\$99,200 Average Income
\$77,000 Median Income

MARITAL STATUS

66.5% Married
11.0% Widowed
12.8% Separated/Divorced
6.3% Single (never married)

OCCUPATION

53.3% Professional/Manager

GENDER

61.6% Female
38.4% Male



AAA Journeys readers are loyal and engaged.

- 67.7% Took some form of action
- 35.3% Visited AAA office
- 25.0% Visited magazine/club Web site (AAA.com)
- 10.4% Called a toll-free number
- 9.9% Planned/modified existing travel plans
- 8.3% Visited advertiser's Web site
- 8.1% Called AAA travel agent
- 4.4% Called advertiser directly
- 3.1% Submitted Reader Service card



DirecTV®: inserts and coverwraps

"The AAA partnership has proven to be win/win for both DIRECTV and AAA. AAA's Member base of homeowners making over \$75,000 is an ideal new customer target for us. We see significant growth potential as the relationship continues to mature and we find new ways to communicate our special offer."

Michael Rudich, Director Business Development and Affinity Marketing, DIRECTV® Inc.

travel habits



TRIPS

- 98.3% Domestic trips
- 75.8% Vacation
- 28.6% Business
- 12.1% Business/vacation

- 84.4% Traveled by car
- 75.8% Took weekend trips
- 58.5% Traveled by plane

- 74.5% Stayed at a hotel
- 59.5% Went shopping
- 47.8% Visited historic sites
- 45.0% Went to the beach
- 33.6% Went to museums
- 29.6% Visited theme park
- 25.7% Participated in casino gambling
- 13.2% Played golf
- 12.3% Visited spa/retreat
- 7.0% Went snow skiing

\$2,500 Average spent on vacation

HOTELS/MOTELS

- 63.4% Vacation/Personal
- 9.4 Average number of nights per year

- 23.7% Business
- 10.4 Average number of nights per year

TRAVEL COMPARISONS

(last 12 months)	US HH	JR HH	INDEX
Took trips	53.3%	75.8%	142
Personal car	57.6%	67.9%	118
Plane trips	43.5%	58.5%	135
Used rental car	10.1%	30.3%	300
Took a cruise	8.5%	19.3%	228
Bus trips	2.6%	8.2%	317
Train trips	2.0%	7.9%	391
Motor home	1.8%	4.5%	242

CANADIAN AND FOREIGN

- 63.9% Own a valid passport
- 41.6% Took a foreign trip (last three years)

PLACES VISITED (last three years)

- 23.5% Canada
- 8.3% Ontario
- 9.5% Quebec
- 6.7% Atlantic Coast Provinces
- 3.3% Pacific Provinces
- 1.6% Heartland Provinces

- 36.8% Europe
- 35.6% Caribbean
- 16.9% Mexico
- 5.3% Asia

\$3,800 Average spent on foreign vacations

SOURCE OF INFORMATION WHEN PLANNING A DOMESTIC OR FOREIGN TRIP

- 53.5% Friends and family
- 22.8% Newspapers
- 22.2% AAA Travel Agency
- 18.6% AAA Magazines
- 16.8% Television



JOURNEYS



AAAJourneys.com
More of what makes the magazine so good is online.

AAA.com
America's largest travel services provider reaches out to millions with full-service site.

eJourneys Newsletter
Readers are always in the know when AAA Journeys has something to share.

