

6 printed issues: Jan. | Feb., March | April, May | June, July | Aug., Sept. | Oct., Nov. | Dec.

### Full Circulation Rates

Full Coverage Circ: 2,314,047\*

#### FOUR-COLOR DISPLAY

	1-2x	3-5x	6x
Full Page	69,644	66,249	62,854
2/3 Page	47,358	45,049	42,740
1/2 Page	38,305	36,438	34,570
1/3 Page	26,463	25,173	23,884

### Regional Rates: Iowa

Circ: 148,132\*

#### FOUR-COLOR DISPLAY

	1-2x	3-5x	6x
Full Page	9,922	9,438	8,945
2/3 Page	6,945	6,606	6,268
1/2 Page	5,459	5,193	4,927
1/3 Page	3,968	3,775	3,581

### Regional Rates: Minnesota

Circ: 287,608\*

#### FOUR-COLOR DISPLAY

	1-2x	3-5x	6x
Full Page	11,891	11,311	10,732
2/3 Page	8,349	7,942	7,535
1/2 Page	6,562	6,242	5,922
1/3 Page	4,774	4,541	4,308

### Regional Rates: North Dakota

Circ: 36,787\*

#### FOUR-COLOR DISPLAY

	1-2x	3-5x	6x
Full Page	2,600	2,473	2,347
2/3 Page	1,816	1,727	1,639
1/2 Page	1,429	1,359	1,290
1/3 Page	1,041	990	939

### Regional Rates: Illinois/N. Indiana

Circ: 555,152\*

#### FOUR-COLOR DISPLAY

	1-2x	3-5x	6x
Full Page	21,862	20,796	19,730
2/3 Page	15,300	14,554	13,808
1/2 Page	12,023	11,437	10,851
1/3 Page	8,744	8,318	7,892

### Regional Rates: Michigan

Circ: 815,962\*

#### FOUR-COLOR DISPLAY

	1-2x	3-5x	6x
Full Page	31,591	30,051	28,510
2/3 Page	21,481	20,434	19,387
1/2 Page	17,862	16,991	16,121
1/3 Page	12,005	11,420	10,835

### Regional Rates: Nebraska

Circ: 109,710\*

#### FOUR-COLOR DISPLAY

	1-2x	3-5x	6x
Full Page	5,270	5,013	4,757
2/3 Page	3,689	3,509	3,329
1/2 Page	2,897	2,756	2,614
1/3 Page	2,114	2,011	1,908

### Regional Rates: Wisconsin

Circ: 360,696\*

#### FOUR-COLOR DISPLAY

	1-2x	3-5x	6x
Full Page	15,344	14,596	13,848
2/3 Page	10,747	10,223	9,700
1/2 Page	8,440	8,029	7,616
1/3 Page	6,143	5,844	5,544

## Travel Directory Rates

### Full Circulation Rates

#### FOUR-COLOR TRAVEL DIRECTORY

	1-2x	3-5x	6x
1/6 Page	13,929	13,250	12,571
1/12	7,661	7,278	6,913

### Regional Rates: Iowa

#### FOUR-COLOR TRAVEL DIRECTORY

	1-2x	3-5x	6x
1/6 Page	1,986	1,889	1,792
1/12	1,092	1,037	986

### Regional Rates: Illinois/N. Indiana

#### FOUR-COLOR TRAVEL DIRECTORY

	1-2x	3-5x	6x
1/6 Page	4,380	4,166	3,954
1/12	2,408	2,288	2,174

### Regional Rates: Michigan

#### FOUR-COLOR TRAVEL DIRECTORY

	1-2x	3-5x	6x
1/6 Page	6,319	6,011	5,702
1/12	3,474	3,300	3,136

### Regional Rates: Minnesota

#### FOUR-COLOR TRAVEL DIRECTORY

	1-2x	3-5x	6x
1/6 Page	2,386	2,270	2,154
1/12	1,311	1,245	1,185

### Regional Rates: Nebraska

#### FOUR-COLOR TRAVEL DIRECTORY

	1-2x	3-5x	6x
1/6 Page	1,058	1,006	955
1/12	581	552	525

### Regional Rates: North Dakota

#### FOUR-COLOR TRAVEL DIRECTORY

	1-2x	3-5x	6x
1/6 Page	527	501	475
1/12	290	276	262

### Regional Rates: Wisconsin

#### FOUR-COLOR TRAVEL DIRECTORY

	1-2x	3-5x	6x
1/6 Page	3,068	2,918	2,769
1/12	1,688	1,604	1,523

Rates are gross reflecting 15% agency commission.

See your sales rep regarding special programs such as our state tourism package and advertorial opportunities.

\*SOURCE: AAA Living AAM Publisher's Statement dated December 31, 2016

# SOUTHERN REGION RATES



2018 AAA LIVING MEDIA KIT : SOUTHERN RATES

6 printed issues: Jan. | Feb., March | April, May | June, July | Aug., Sept. | Oct., Nov. | Dec.

## Travel Directory Rates

### Full Circulation Rates

#### FOUR-COLOR TRAVEL DIRECTORY

	1-2x	3-5x	6x
1/6 Page	13,882	13,465	13,048
1/12	8,508	8,252	7,997

### Regional Rates: Florida

#### FOUR-COLOR TRAVEL DIRECTORY

	1-2x	3-5x	6x
1/6 Page	12,009	11,651	11,273
1/12	5,870	5,694	5,518

### Regional Rates: Georgia

#### FOUR-COLOR TRAVEL DIRECTORY

	1-2x	3-5x	6x
1/6 Page	3,636	3,527	3,418
1/12	1,446	1,403	1,359

### Regional Rates: Tennessee

#### FOUR-COLOR TRAVEL DIRECTORY

	1-2x	3-5x	6x
1/6 Page	2,948	2,859	2,771
1/12	1,106	1,073	1,040

### Regional Rates: Georgia, Tennessee

#### FOUR-COLOR TRAVEL DIRECTORY

	1-2x	3-5x	6x
1/6 Page	5,925	5,747	5,570
1/12	2,552	2,476	2,399

### Florida, Georgia, Tennessee, Puerto Rico Circulation Rates

Circulation: 2,540,362\*

#### FOUR-COLOR DISPLAY

	1-2x	3-5x	6x
Full Page	66,768	64,764	62,762
2/3 Page	48,741	47,278	45,816
1/2 Page	38,525	37,347	36,214
1/3 Page	28,343	27,396	26,548

### Regional Rates: Florida (includes Puerto Rico) Circ: 1,764,292\*

#### FOUR-COLOR DISPLAY

	1-2x	3-5x	6x
Full Page	57,978	56,244	54,425
2/3 Page	42,324	41,058	39,730
1/2 Page	33,436	32,438	31,387
1/3 Page	24,509	23,777	23,007

### Regional Rates: Tennessee Circ: 328,228\*

#### FOUR-COLOR DISPLAY

	1-2x	3-5x	6x
Full Page	14,179	13,754	13,328
2/3 Page	10,351	10,040	9,730
1/2 Page	8,181	7,936	7,690
1/3 Page	5,998	5,818	5,648

### Regional Rates: Georgia Circ: 447,842\*

#### FOUR-COLOR DISPLAY

	1-2x	3-5x	6x
Full Page	17,490	16,965	16,441
2/3 Page	12,768	12,385	12,002
1/2 Page	10,092	9,789	9,486
1/3 Page	7,398	7,176	6,954

### Regional Rates: Georgia, Tennessee Circ: 776,070\*

#### FOUR-COLOR DISPLAY

	1-2x	3-5x	6x
Full Page	28,502	27,647	26,792
2/3 Page	20,807	20,183	19,559
1/2 Page	16,445	15,952	15,458
1/3 Page	12,065	11,694	11,333

For special custom opportunities such as advertorial features, inserts and gatefolds, contact your sales representative.

Rates are gross reflecting 15% agency commission.

\*SOURCE: AAA Living AAM Publisher's Statement dated December 31, 2016

## READER SERVICE

AAA members respond to offers for additional information through reader service.

## LAST 12 MONTHS IN THE NORTHERN AND SOUTHERN REGIONS

Total Respondents..... 60,059  
Total Selections ..... 364,522

### AAA LIVING Readers Free Information Card (9/15)

Name \_\_\_\_\_ AAA Membership # \_\_\_\_\_  
City \_\_\_\_\_ Address \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
City \_\_\_\_\_ Phone \_\_\_\_\_  
Email \_\_\_\_\_

PLEASE CHECK YOUR CLUB  
 Chicago's Business Club  
 Michigan (47)  
 Minnesota/Denver (49)  
 Nebraska (50)  
 North Dakota (113)  
 Wisconsin (218)

1 13 25 37 49 61 73 85 97 109 121  
2 14 26 38 50 62 74 86 98 110 122  
3 15 27 39 51 63 75 87 99 111 123  
4 16 28 40 52 64 76 88 100 112  
5 17 29 41 53 65 77 89 101 113  
6 18 30 42 54 66 78 90 102 114  
7 19 31 43 55 67 79 91 103 115  
8 20 32 44 56 68 80 92 104 116  
9 21 33 45 57 69 81 93 105 117  
10 22 34 46 58 70 82 94 106 118  
11 23 35 47 59 71 83 95 107 119  
12 24 36 48 60 72 84 96 108 120

**ENTER TODAY!**  
Quickest winner will receive the Real East Texas Getaway - Longview Circle #1 at right

### FREE ADVERTISER INFORMATION

**ORDER ONLINE**  
AAA Membership  
Order by MemberKey tracking. Add Request Information.  
Click for Special Features at the bottom of the page.

**ORDER BY MAIL**  
Order by mail only.  
Call for rates, address and annual subscription cost and mail order information.

*Deadline for requests: November 5, 2015*

<b>SPONSORS</b> 1 Circle K 2 Dollar General 3 Home Depot 4 Lowe's 5 Wal-Mart 6 Target 7 The Home Depot 8 Walmart	<b>ADVERTISERS</b> 1 AAA 2 AAA 3 AAA 4 AAA 5 AAA 6 AAA 7 AAA 8 AAA 9 AAA 10 AAA 11 AAA 12 AAA 13 AAA 14 AAA 15 AAA 16 AAA 17 AAA 18 AAA 19 AAA 20 AAA 21 AAA 22 AAA 23 AAA 24 AAA 25 AAA 26 AAA 27 AAA 28 AAA 29 AAA 30 AAA 31 AAA 32 AAA 33 AAA 34 AAA 35 AAA 36 AAA 37 AAA 38 AAA 39 AAA 40 AAA 41 AAA 42 AAA 43 AAA 44 AAA 45 AAA 46 AAA 47 AAA 48 AAA 49 AAA 50 AAA 51 AAA 52 AAA 53 AAA 54 AAA 55 AAA 56 AAA 57 AAA 58 AAA 59 AAA 60 AAA 61 AAA 62 AAA 63 AAA 64 AAA 65 AAA 66 AAA 67 AAA 68 AAA 69 AAA 70 AAA 71 AAA 72 AAA 73 AAA 74 AAA 75 AAA 76 AAA 77 AAA 78 AAA 79 AAA 80 AAA 81 AAA 82 AAA 83 AAA 84 AAA 85 AAA 86 AAA 87 AAA 88 AAA 89 AAA 90 AAA 91 AAA 92 AAA 93 AAA 94 AAA 95 AAA 96 AAA 97 AAA 98 AAA 99 AAA 100 AAA 101 AAA 102 AAA 103 AAA 104 AAA 105 AAA 106 AAA 107 AAA 108 AAA 109 AAA 110 AAA 111 AAA 112 AAA 113 AAA 114 AAA 115 AAA 116 AAA 117 AAA 118 AAA 119 AAA 120 AAA	<b>ADVERTISERS</b> 1 AAA 2 AAA 3 AAA 4 AAA 5 AAA 6 AAA 7 AAA 8 AAA 9 AAA 10 AAA 11 AAA 12 AAA 13 AAA 14 AAA 15 AAA 16 AAA 17 AAA 18 AAA 19 AAA 20 AAA 21 AAA 22 AAA 23 AAA 24 AAA 25 AAA 26 AAA 27 AAA 28 AAA 29 AAA 30 AAA 31 AAA 32 AAA 33 AAA 34 AAA 35 AAA 36 AAA 37 AAA 38 AAA 39 AAA 40 AAA 41 AAA 42 AAA 43 AAA 44 AAA 45 AAA 46 AAA 47 AAA 48 AAA 49 AAA 50 AAA 51 AAA 52 AAA 53 AAA 54 AAA 55 AAA 56 AAA 57 AAA 58 AAA 59 AAA 60 AAA 61 AAA 62 AAA 63 AAA 64 AAA 65 AAA 66 AAA 67 AAA 68 AAA 69 AAA 70 AAA 71 AAA 72 AAA 73 AAA 74 AAA 75 AAA 76 AAA 77 AAA 78 AAA 79 AAA 80 AAA 81 AAA 82 AAA 83 AAA 84 AAA 85 AAA 86 AAA 87 AAA 88 AAA 89 AAA 90 AAA 91 AAA 92 AAA 93 AAA 94 AAA 95 AAA 96 AAA 97 AAA 98 AAA 99 AAA 100 AAA 101 AAA 102 AAA 103 AAA 104 AAA 105 AAA 106 AAA 107 AAA 108 AAA 109 AAA 110 AAA 111 AAA 112 AAA 113 AAA 114 AAA 115 AAA 116 AAA 117 AAA 118 AAA 119 AAA 120 AAA
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**Win a Real East Texas Getaway!**  
Real East Texas Getaway is a 3-day, two-night stay at the beautiful Real East Texas Getaway in Longview, Texas. The Real East Texas Getaway includes breakfast, a guided tour of the Real East Texas Getaway, and a complimentary gift. The Real East Texas Getaway is a great way to enjoy the beauty of the Real East Texas Getaway. The Real East Texas Getaway is a great way to enjoy the beauty of the Real East Texas Getaway. The Real East Texas Getaway is a great way to enjoy the beauty of the Real East Texas Getaway.

Reader Service Information Card

Reader Service Page

## Michigan Zones by County

Advertise to Targeted Zones — Available all issues

### ● ZONE ONE: METRO DETROIT

Macomb, Oakland, Wayne Counties

#### RATES (GROSS)

Full page .....	\$17,909
2/3 page .....	\$12,168
1/2 page .....	\$10,126
1/3 page .....	\$6,806

**TOTAL CIRCULATION\*** ..... 470,494

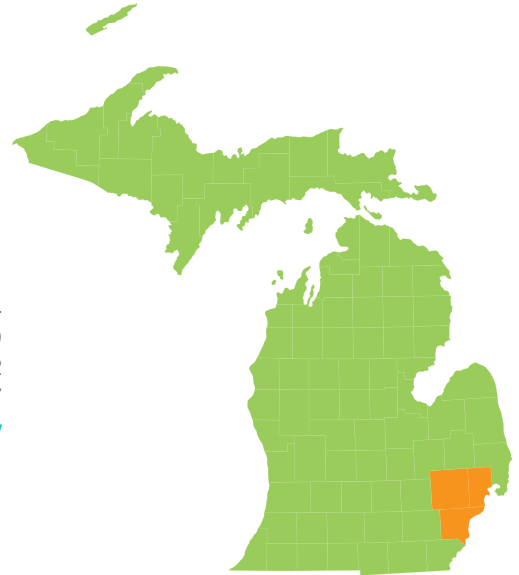
### ● ZONE TWO: OUT STATE

#### RATES (GROSS)

Full page .....	\$13,674
2/3 page .....	\$9,299
1/2 page .....	\$7,732
1/3 page .....	\$5,197

**TOTAL CIRCULATION\*** ..... 380,207

SOURCE: \*Internal Count by DMA report 6-21-17



## Florida Zones by DMA

Advertise to Targeted Zones — Available March/April and Sept./Oct.

### ● ZONE ONE

Panama City  
Tallahassee-Thomasville  
Jacksonville  
Gainesville  
Mobile-Pensacola

#### RATES (GROSS)

Full page .....	\$7,874
1/2 page .....	\$4,542
1/3 page .....	\$3,330

**TOTAL CIRCULATION\*\*** ..... 237,291



### ● ZONE TWO

Orlando  
Daytona Beach  
Melbourne

#### RATES (GROSS)

Full page .....	\$13,301
1/2 page .....	\$7,672
1/3 page .....	\$5,624

**TOTAL CIRCULATION\*\*** ..... 418,886

### ● ZONE THREE

Tampa  
St. Petersburg  
Sarasota

#### RATES (GROSS)

Full page .....	\$19,880
1/2 page .....	\$11,468
1/3 page .....	\$8,406

**TOTAL CIRCULATION\*\*** ..... 595,214



### ● ZONE FOUR

Ft. Myers  
Naples  
West Palm Beach  
Ft. Pierce

#### RATES (GROSS)

Full page .....	\$11,159
1/2 page .....	\$6,437
1/3 page .....	\$4,718

**TOTAL CIRCULATION\*\*** ..... 369,905

### ● ZONE FIVE

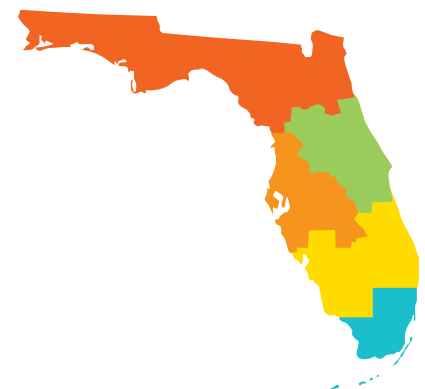
Miami  
Ft. Lauderdale

#### RATES (GROSS)

Full page .....	\$11,820
1/2 page .....	\$6,818
1/3 page .....	\$4,998

**TOTAL CIRCULATION\*\*** ..... 333,372

SOURCE: \*Internal Count by DMA report 6-21-17



## SPONSORED CONTENT - SEASONAL IDEAS

**Give AAA members reasons to visit your destination or attractions.**

Winter Ideas – Jan./Feb.	\$295
Spring Ideas – March/April	\$295
Summer Ideas – May/June, July/Aug.	\$589
Fall Ideas – Sept./Oct.	\$295

Description: 75-100 words

Headline: 5-7 words

Photo: at least 400 pixels wide

URL Address



**Digital Options Available with a Print Buy. Digital Content Posted on AAA.com/AAALiving will be accessible in 11 states.**

## DESTINATION DIRECTORY

**Increase visits to your website by showcasing your destination or attraction.**

Description: 30-50 words

Headline: destination name

Photo: at least 400 pixels wide

URL Address

This is a 2018 Directory.

One change available at N/C.

Each additional change \$10.

## SOCIAL MEDIA DIRECTORY

**Increase your followers on social media.**

Photo: at least 40 pixels wide

Headline: destination name

Up to 5 addresses.

Ex: Web, Facebook, Twitter, Pinterest, Instagram

This is a 2018 Directory.

Two changes available at N/C.

Each additional change \$10.

**Pricing Of The Destination/Social Media Directories - 2018 Combination Rate\***

### Print Buy

1-2x advertiser

3-5x advertiser

6x advertiser

### Directory Rate

\$590

\$295

N/C

\* Pricing will be prorated if advertising begins mid-year.

## VIDEOS - SLIDE SHOWS

**Bring your destination, hotel or attraction to life with a video or slide show posted to our site in 2018.**

### Video:

YouTube link or video file: MP4 or MOV

Description: 30-50 words, Video: 30-60 seconds

### Slide Show

Size: 6-12 photos

Photo: horizontal/landscape orientation

Photo: 800 pixels wide

Photo credits

Description: Title/caption for each photo

30-50 word overall description for the slide show

Including URL

\$2940 for each video or slide show.\*

\$250 charge to make changes to the video or slide shows.

## DEADLINE SCHEDULE

### ISSUE

Jan./Feb.  
March/April  
May/June  
July/Aug.  
Sept./Oct.  
Nov./Dec.

### RESERVATION

Oct. 17, 2017  
Dec. 19, 2017  
Feb. 20, 2018  
April 17, 2018  
June 19, 2018  
Aug. 21, 2018

### MATERIALS

Nov. 2, 2017  
Jan. 5, 2018  
March 8, 2018  
May 3, 2018  
July 5, 2018  
Sept. 6, 2018

\* Pricing will be prorated if advertising begins mid-year.