



*Midwest Traveler* inspires members to experience and explore their region and beyond.

As North America's largest motoring and leisure travel organization, AAA provides more than 57 million members with travel, insurance, financial, and automotive-related services. AAA remains dedicated to serving members since our founding in 1902 and continues to be a trusted authority to its membership and one of today's strongest and most recognized brands.

*Midwest Traveler*, the magazine for AAA members in Missouri and parts of Illinois, Indiana and Kansas, delivers insider access to local and national destinations, travel tips, immersive photography, captivating features and current community events to more than 608,000 AAA households.

*Midwest Traveler's* rich and engaging content offers an appealing and effective platform for reaching more than 1.5 million readers six times per year.



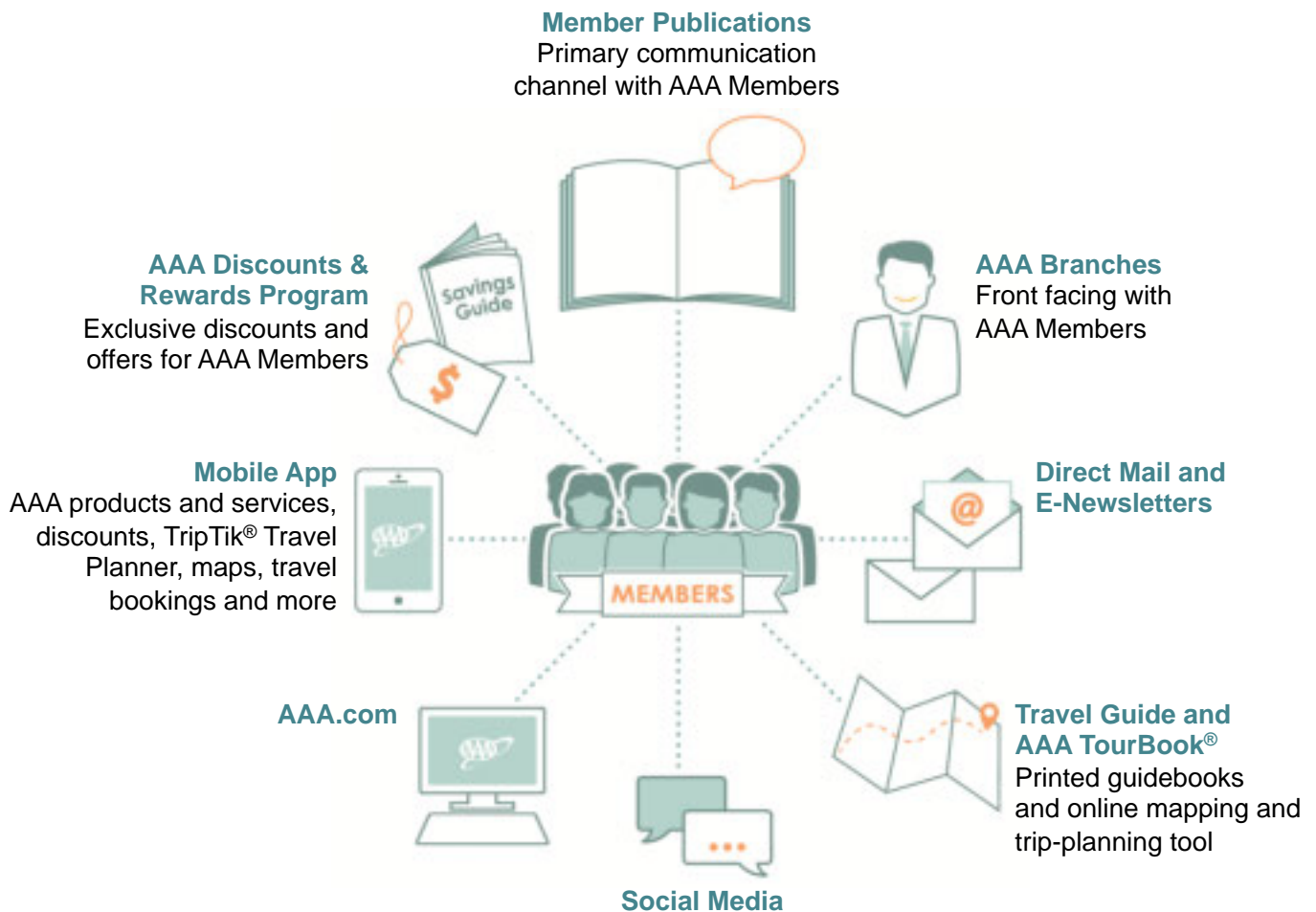
Circulation: 608,385 | Audience: 1,581,801

## Connect with AAA

# AAA publications reach members through multiple touch points.

As a membership organization, AAA stays in constant communication with our members through regional magazines.

*Midwest Traveler* connects readers with advertisers through relevant content and thoughtful messaging creating engaging interactions and meaningful impressions. Become part of the AAA experience and connect with a vast community of consumers and travelers throughout Missouri, southern Illinois, southern Indiana and eastern Kansas.



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## Audience Profile

Midwest Traveler readers are active consumers and travelers.

Readers are engaged with *Midwest Traveler*



**79.1%** read 3 or 4 out of 4 issues received



**81.5%** spend at least 15 minutes reading an average issue of *Midwest Traveler*



**69.6%** took action as a result of reading *Midwest Traveler*



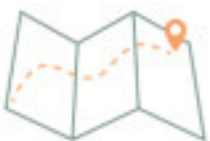
Readers trust and are inspired by *Midwest Traveler*



**92.9%** are inspired to travel to destinations featured in *Midwest Traveler*



**87.6%** feel encouraged to visit businesses advertised in *Midwest Traveler*



**69.6%** took actions related to travel planning as a result of reading *Midwest Traveler*

## Demographics

Men	43.2%
Women	56.8%
Married/Couples	52.7%
Children at home	11.5%
Average Age	59.7
Age <55	34.8%
Median HHI	\$66,666
HHI \$100,000+	26.9%
Own home	81.7%
Median value of owned home	\$179,999
Attended/graduated college	88.8%
Bachelor's Degree+	57.5%

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## Readers and *Midwest Traveler*

Readers turn to *Midwest Traveler* for travel advice, current events and areas to explore near and far.

*Midwest Traveler* features exciting recommendations on a variety of destinations and activities, from local events and attractions to quick weekend getaways and exhilarating international vacations.

Through expressive commentary and fresh editorial content, *Midwest Traveler* motivates readers to discover everything the world has to offer.



84.6% of *Midwest Traveler* readers took a leisure trip in the last 12 months.

Types of leisure travel taken by *Midwest Traveler* readers

59.6%  
took a  
**Road trip**



51.1%  
took a  
**Weekend getaway**



58.4%  
took a  
**Domestic vacation**



13.6 %  
took an  
**International vacation**



9.2%  
took a  
**Cruise**

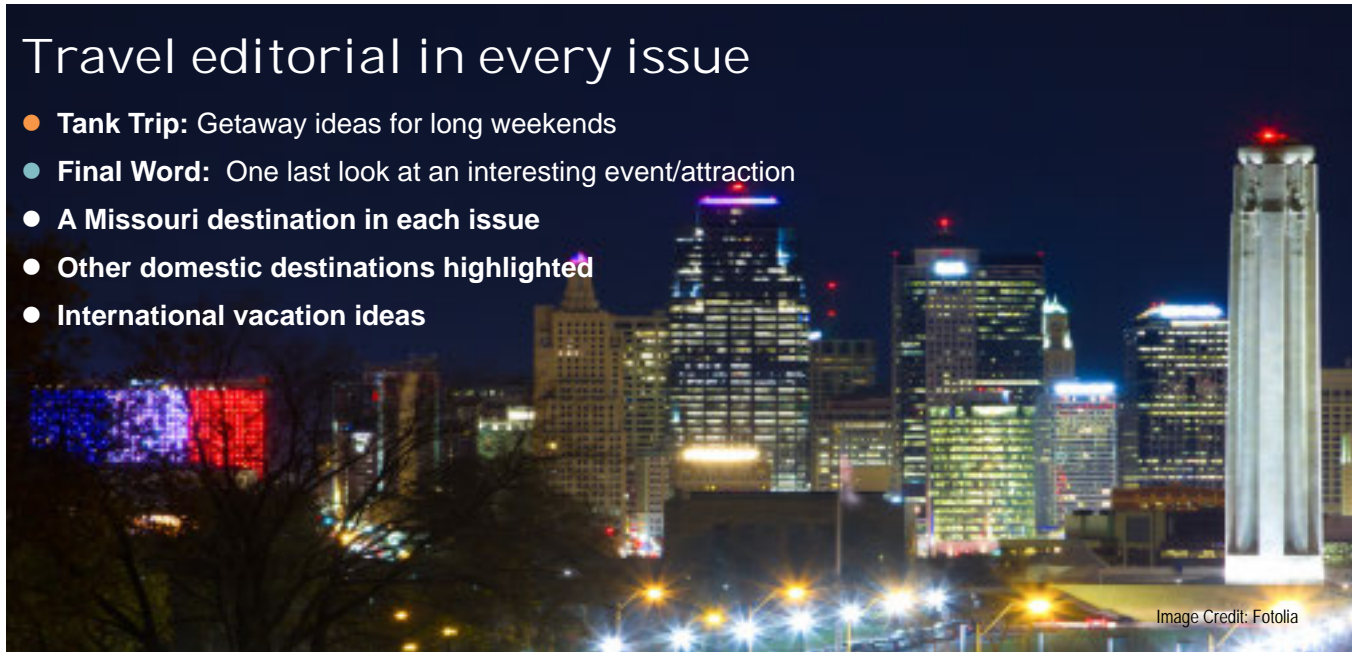




## Editorial Calendar

### Travel editorial in every issue

- **Tank Trip:** Getaway ideas for long weekends
- **Final Word:** One last look at an interesting event/attraction
- **A Missouri destination in each issue**
- **Other domestic destinations highlighted**
- **International vacation ideas**



#### January/February

Midwest chocolate (MO)  
New history trail (KS)  
Germany's cuisine

- New Harmony, IN
- Columbia's True/False Film Festival

Close: 10/27/2017  
Materials: 11/3/2017  
In home: 12/28/2017

#### March/April

Illinois' bicentennial  
Missouri's birding trail  
Hawaii  
10 quick spring break ideas

- Metropolis, IL
- WC Handy fest, Henderson, KY

Close: 1/5/2018  
Materials: 1/12/2018  
In home: 3/1/2018

#### May/June

Missouri public gardens  
Evansville, IN  
Cruising (Caribbean)  
Grand Haven, MI

- Sedalia
- Chicago's writer's museum

Close: 2/16/2018  
Materials: 2/23/2018  
In home: 4/12/2018

#### July/August

St. Louis City/Arch/River  
Midwest state fairs  
Best of the Midwest photos  
Las Vegas

- Wamego, KS
- Indy's Children's Museum

Close: 5/4/2018  
Materials: 5/11/2018  
In home: 6/29/2018

#### September/October

Creative cities (KY, IA, MI)  
Missouri music festivals  
Cruising

- Bentonville, AR
- Halloween fun in St. Charles, MO

Close: 7/6/2018  
Materials: 7/13/2018  
In home: 8/31/2018

#### November/December

Midwest holiday getaways  
Arizona  
Disney World holidays  
Missouri  
Fruitcakes from College of the Ozarks

Close: 9/7/2018  
Materials: 9/14/2018  
In home: 11/2/2018



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## 2018 Rate Card

# General Advertising Rates

Rate Card #68

Effective January 2018

All rates are gross

4 Color	1x	3x	6x
Full Page	\$ 16,545	\$ 15,720	\$ 14,935
2/3 Page	11,580	11,000	10,450
1/2 Page	9,930	9,430	8,960
1/3 Page	6,620	6,290	5,980
1/6 Page	3,310	3,140	2,985

Travel Directory	1x	3x	6x
4 inch	\$ 2,420	\$ 2,300	\$ 2,185
3 inch	1,700	1,615	1,535
2 inch	1,330	1,265	1,200
1 inch	600	570	540



Travel Directory ad size: 2.25"W x H shown above

## Ad Sizes

### Full Page & Spreads

### 2/3 Page

### 1/2 Page

### 1/3 Page

### 1/6 Page

**Full page**  
7.875"W x 10.5"H

**Spreads**  
15.75"W x 10.5"H

Add .125" bleed to all sides.  
Live copy no less than .25" from trims.

**Vertical**  
4.625"W x 9.5"H

**Horizontal**  
7"W x 4.75"H

**Square**  
4.625"W x 4.75"H

**Vertical**  
2.25"W x 9.5"H

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## Print Advertising Specifications

### Ad Close Dates

2018 Issue	Space Close	Materials Due	First Possible In Home Date
Jan/Feb	10/27/17	11/3/17	12/28/17
Mar/Apr	1/5/18	1/12/18	3/1/18
May/June	2/16/18	2/23/18	4/12/18*
July/Aug	5/4/18	5/11/18	6/29/18
Sep/Oct	7/6/18	7/13/18	8/31/18
Nov/Dec	9/7/18	9/14/18	11/2/18

\*Issue mails early. Must be in-home by mid-April.



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### Digital Ad Requirements

Upload compressed or zipped files to <http://ads.haMediaGroup.com>

- Ads must be submitted as a **PDF/X1a**
- File must be flattened prior to saving as a PDF/X1a
- File must be high resolution (300 dpi)
- CMYK or grayscale (no spot colors, RGB, LAB, or ICC color profiles) with a maximum density of 300
- Fonts should be imbedded
- All marks including trim, bleed, center and color bars should be included in all colors and outside of the bleed area with offset at .1667 inch
- Smaller files can be emailed to [ads@haMediaGroup.com](mailto:ads@haMediaGroup.com)

**Production questions?** Contact: **HA Media Group** • 402-592-5000 ext. 294 or ext. 456