

What our Best Customers are Saying...



*"The customers we get from AAA are **very high quality**."*

*"When they sign up, **they stay**, they have a high **lifetime value** and they're **very profitable customers** for us."*

*"We know the **paid publications** are a **key driver** in reaching the AAA member."*

Kevin Vas, Director, Converge Direct, agency for DIRECTV



*"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



AAA Member Demographics

AAA magazines are dedicated to the AAA members and their interests. Travel is of major interest.

- **88%** leisure travel
- **79%** took a weekend getaway
- **79%** took a road trip
- **78%** stayed at a hotel

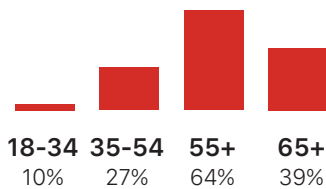
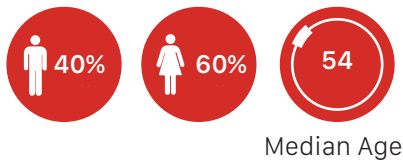
Our magazines support and inspire overnight travel, and our members turn to them for getaway ideas and destinations.

- **88%** read 3 or 4 out of 4 issues
- **80%** took action as a result of reading a AAA publication

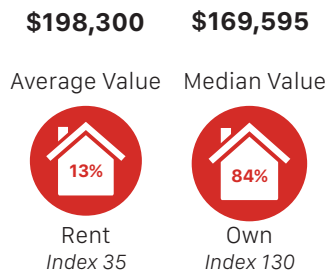


AAA is one of **America's most trusted brands.**

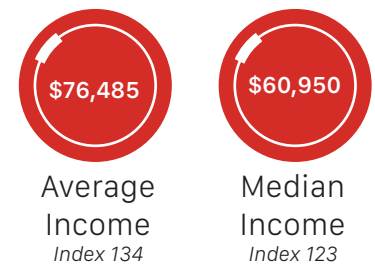
Age and Gender



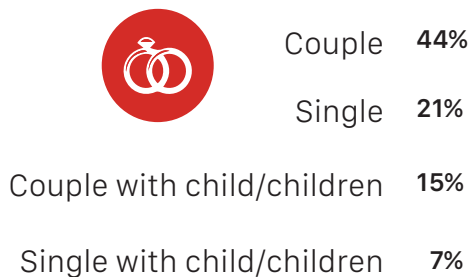
Main Residence



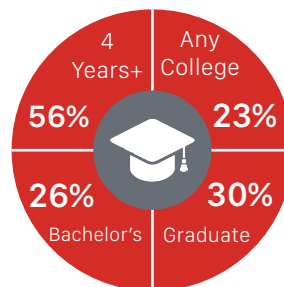
Household Income



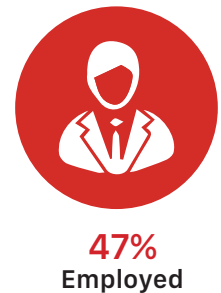
Household Structure



Education



Employment



*Domestic vacation defined as 1+ overnights, and getaways defined as 2-4 overnights
Sources: 2013 GfK MRI Subscriber Study; August 2015 Confront Reader Study



AAA Member Travel Habits

How Long Before Traveling Do You Typically Book Your U.S. Trip?



Source of Influence

AAA members use their magazine as an **important** source of information for travel planning.

51% AAA member magazine

- 35% AAA websites
- 24% Other magazines/newspapers
- 16% TV
- 4% Radio

Travel Comparison

	US HH	ST HH	INDEX
Took Trips	50.9%	79.5%	157
Plane Trips	42.2%	52.6%	125
Used Rental Car	9.5%	30.9%	325
Casino Gambling	15.6%	32.0%	205
Railroad Trips	1.9%	6.3%	332
Bus Trips	2.2%	6.2%	295
Motor Home	1.7%	6.0%	353

Members Who Took Vacations



Average amount spent on trip
Index 150



Took Weekend trips

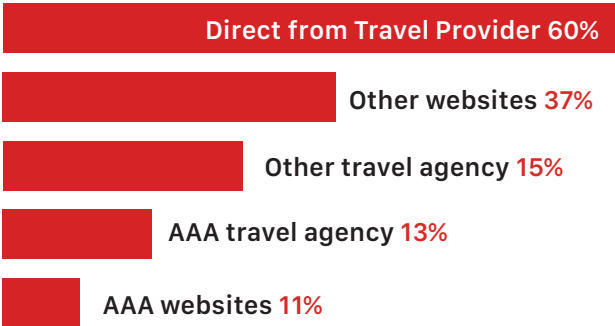


Traveled by car
Index 141

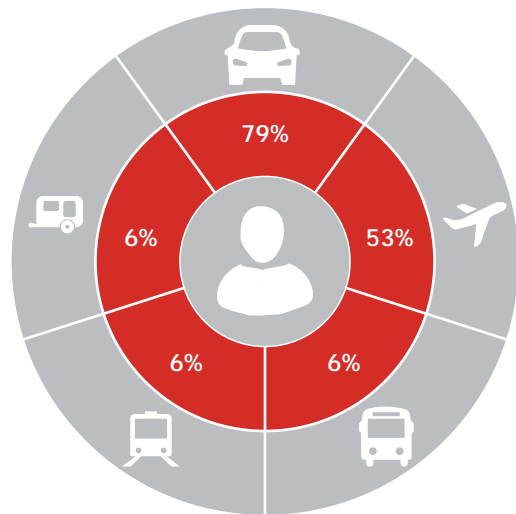
Source: 2013 Gfk MRI Subscriber Study
August 2015 Confrimit Readership Study

AAA Travel Planning and Booking

Method Readers Use to Make Reservations or Buy Tickets for Trip



Method of Transportation When Taking a Trip



Top U.S. Areas Visited in the Past Year by Southern Traveler Members

ALABAMA	BIRMINGHAM	19.0%	*57,590
ARKANSAS	HOT SPRINGS	17.4%	*53,070
	LITTLE ROCK	22.3%	*68,105
	NORTHWEST ARKANSAS	20.4%	*62,226
GEORGIA	ATLANTA	17.7%	*53,985
LOUISIANA	BATON ROUGE	42.8%	*130,540
	LAFAYETTE	30.2%	*92,110
	LAKE CHARLES	16.7%	*50,935
	NATCHITOCHES	11.1%	*33,855
	NEW ORLEANS	57.6%	*175,680
MISSISSIPPI	SHREVEPORT	18.5%	*50,630
	GULFPORT/BILOXI	43.7%	*133,285
	JACKSON	29.8%	*90,890
MISSOURI	NATCHEZ	15.7%	*47,885
	TUPELO	12.7%	*38,735
	SOUTHERN	11.6%	*35,380
OKLAHOMA	OKLAHOMA CITY	6.4%	*19,520
	TULSA	8.0%	*24,400
TEXAS	AUSTIN/HILL COUNTRY	7.7%	*23,485
	DALLAS/FORT WORTH	19.8%	*99,792
	HOUSTON/GULF COAST	21.3%	*64,965
	SAN ANTONIO	9.5%	*28,975

*Based on circulation

Source: 2013 Gfk MRI Subscriber Study
August 2015 Confirmit Readership Study

