



2017 MEDIA KIT



Arkansas | Louisiana | Mississippi

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The AAA Brand



As a federation of affiliated motor clubs serving more than 55 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.



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

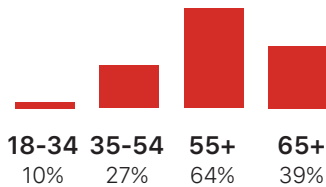
Our magazines support and inspire overnight travel, and our members turn to them for getaway ideas and destinations.

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

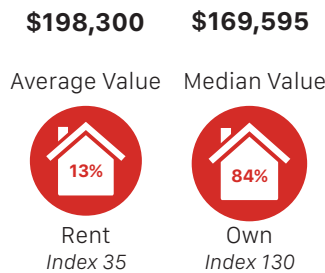


AAA is one of **America's most trusted brands.**

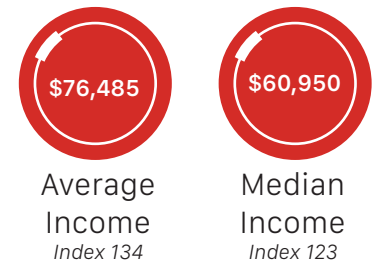
Age and Gender



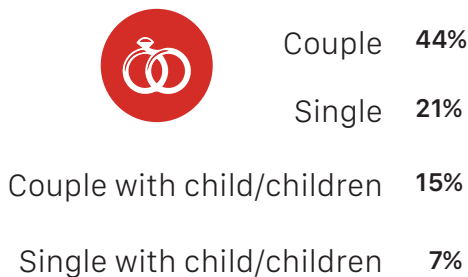
Main Residence



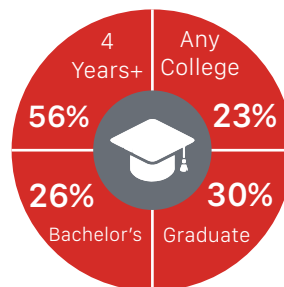
Household Income



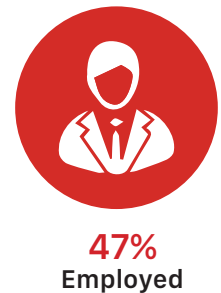
Household Structure



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

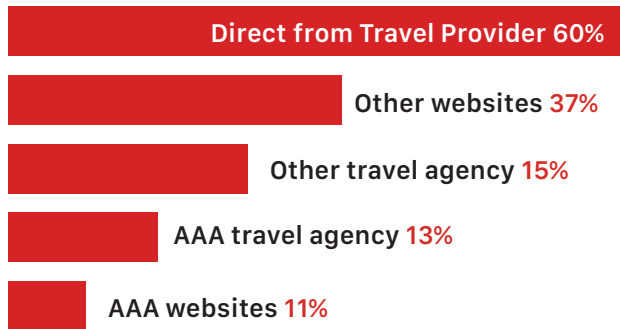


Traveled by car
Index 141

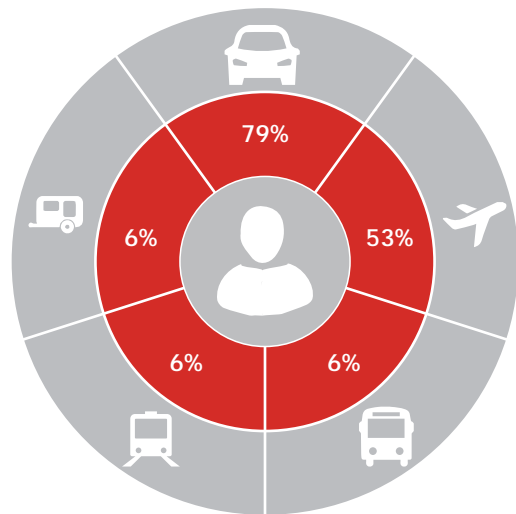
Source: 2013 Gfk MRI Subscriber Study
August 2015 Confrimit Readership Study

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 Confrimit Readership Study



AAA Southern Traveler Full Circulation Rates

Rate Card 20

Rates effective with the January/February 2017 Issue

All rates are gross

ISSUE DATES: **ALL ISSUES**

FOUR COLOR

Circulation (Each Issue) **314,283**

Full Page \$ 8,094

2/3 Page \$ 5,666

1/2 Page \$ 4,856

1/3 Page \$ 3,238

1/6 Page \$ 1,619

1/12 page \$ 810

Covers (Four Color)

2nd & 3rd Cover \$ 9,351

Travel Directory

4 Inch \$ 1,302

2 Inch \$ 911

1 Inch \$ 517

ARKANSAS

Circulation:

88,307

MISSISSIPPI

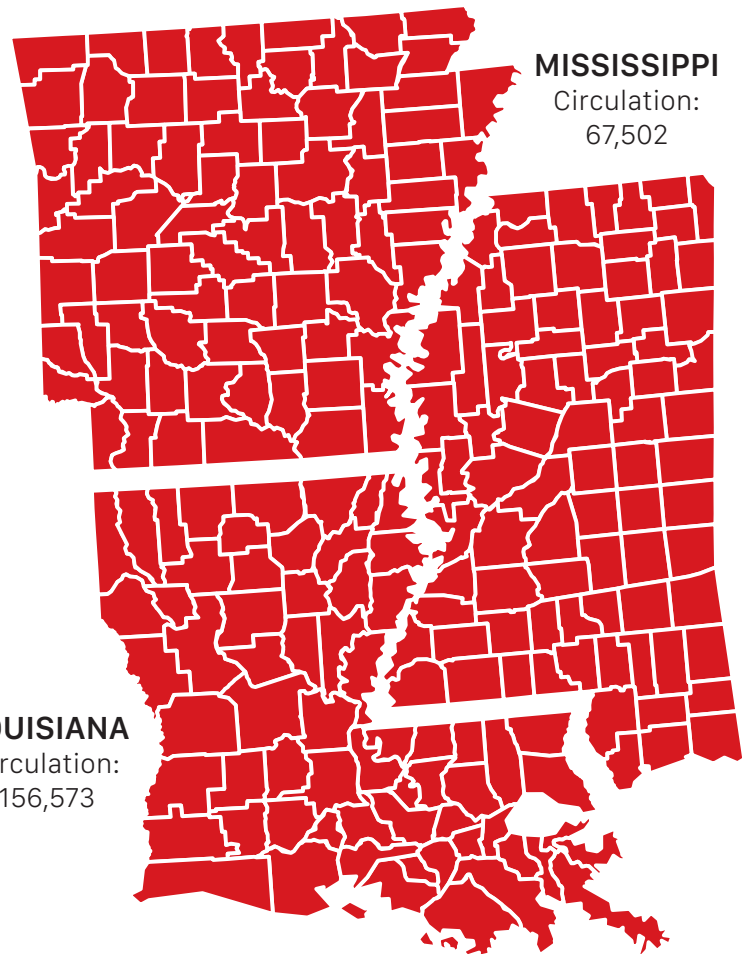
Circulation:

67,502

LOUISIANA

Circulation:

156,573



*9/2015 Mailing. Some circulation goes to Texarkana.

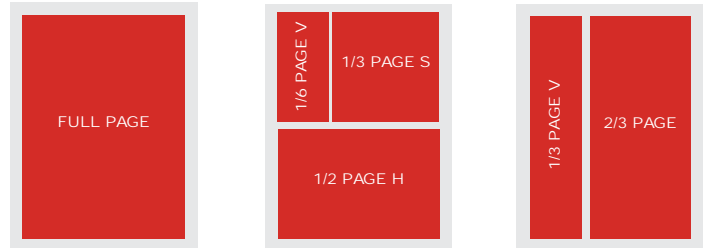


AAA Southern Traveler Specs and Material Closings

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"		

REGIONAL TRAVEL DIRECTORY

1 INCH	2.25" X 1"
2 INCH	2.25" X 2"
4 INCH	2.25" X 4"



January/February

Reserve Space By Oct 24, 2016
Materials Due By Oct 31, 2016
In home Dec 29, 2016

March/April

Reserve Space By Dec 30, 2016
Materials Due By Jan 6, 2017
In home Mar 2, 2017

May/June*

Reserve Space By Feb 8, 2017
Materials Due By Feb 15, 2017
In home Apr 13, 2017

*Mails early each year

July/August

Reserve Space By Apr 28, 2017
Materials Due By May 5, 2017
In home June 30, 2017

September/October

Reserve Space By June 30, 2017
Materials Due By July 7, 2017
In home Sep 1, 2017

November/December

Reserve Space By Sep 1, 2017
Materials Due By Sep 8, 2017
In home Nov 3, 2017

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 date 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)

Macintosh Supported

Software

- PDF files must be version 1.3 (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

Upload Instructions

- Must be compressed or zipped
- <http://ads.haMediaGroup.com>

Disclaimer

- Any reflowing of text in layout because file was not ripped through a high-end output device, 600 dpi or above, will not be the responsibility of the magazine
- White color is only available as a knock out
- QR Codes are accepted, but should be 100% black and set to overprint.

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



Coverage of H&A Media Group

Alabama Journey

Alabama

Home & Away

Columbus, Indiana, Oklahoma, Southern Pennsylvania, Hudson Valley (Albany, NY), Akron and South Dakota

AAA World

Eastern Connecticut, Eastern Kentucky, So. West Virginia, Kansas, Cincinnati and Miami Valley (Dayton) Ohio

Live | Play | AAA

Minneapolis, MN

Car & Travel

Metro New York, Northern New York and Long Island

Northern New England Journey

Vermont, New Hampshire and Maine

AAA Living North

North Dakota, Minnesota, Nebraska, Iowa, Wisconsin, Illinois/No. Indiana, Michigan

AAA Living South

Florida, Georgia, Tennessee

AAA Midwest Traveler

Missouri, So. Indiana, So. Illinois and E. Kansas

AAA Southern Traveler

Arkansas, Louisiana and Mississippi

Your AAA New Jersey

Essex, Morris and Union Counties

AAA GO Magazine

North and South Carolina

AAA Horizons

Massachusetts, Rhode Island and Western Connecticut

Member Connection

Western and Central New York

AAA North Penn News

Northern Pennsylvania

