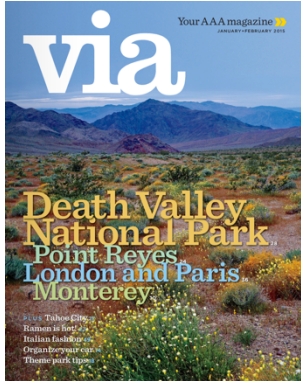




2016 Media Kit



The AAA brand influences readership and buying habits

Via magazine is AAA's award-winning title serving members in Northern California, Utah and Nevada. Via's popularity is fueled by the strength and integrity of the AAA brand, which drives readership and brings credibility to our content. The magazine is the only way advertisers can gain access to all of our members and the tremendous purchasing power they represent.

Via reaches every other household in Northern California with market penetration exceeding that of any other regional media—broadcast or print. Via is published four times a year and features travel, automotive and lifestyle editorial content. The club's consistently high membership renewal rate and Via's impressive readership statistics are evidence of the reader trust that produces measurable results for advertisers.



Desirable audience characteristics, exceptional reach and low CPMs make Via a smart buy



Rate Base:
2,550,000

Total Readers:
5,635,000

**Circulation
Region:**
Northern
California,
Nevada and
Utah

AGE AND GENDER

Men	37.7%
Women	62.3%
18-34	8.7%
35-54	27.2%
55+	64.1%
65+	36.0%
Average Age	59
Median Age	60

HOUSEHOLD INCOME

Average	\$120,300
Median	\$91,400

PRIMARY RESIDENCE

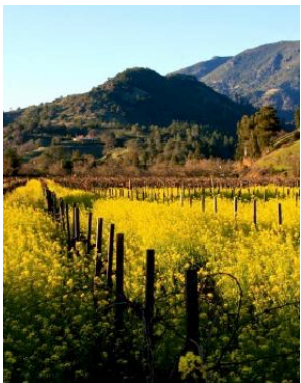
Average Value	\$539,500
Median Value	\$418,200
Own	79.6%
Rent	20.4%

MARITAL STATUS

Married	51.4%
Separated/Divorced	16.2%
Single (never married)	14.1%
Widowed	11.2%
Partnered Relationship	7.1%

EDUCATION

Any College	84.9%
4 Years+	49.2%
Bachelors Degree	27.7%
Graduate Degree	21.5%



SPRING 2016

[Closes January 4](#)

In-Home February 22-25, 2016

The Food Issue!

Marin/Sonoma Road Trip

Food Worth Traveling For

Upcountry Maui

Weekender: Lodi, California

Mystery Spot: Cantor Arts Center, Palo Alto

Postcard: Provence, France

Latourell Falls, Oregon

SUMMER 2016

[Closes March 1](#)

In-Home May 6-10, 2016

Bay Area Bucket List

Downtown Los Angeles

Theme Parks

Weekender: Mount Shasta, California

Utah Bonus: Bear Lake

Mystery Spot: Salt Lake Tabernacle, Utah

Postcard: Hawaii

Nevada's Valley of Fire State Park

FALL 2016

[Closes July 1](#)

In-Home August 22-25, 2016

Utah Fall Splendor by RV

National Park Road Trips

Member's Favorite International Destinations

Weekender: Saratoga, California

Mystery Spot: Mission San Juan Bautista, near Gilroy, California

Postcard: Washington, D.C.

Transamerica Pyramid, San Francisco

WINTER 2017

[Closes November 1](#)

In-Home December 23-28, 2016

Napa, Las Vegas, and Other Winter Escapes

Cruise Guide

Weekender: San Francisco Chinatown

Mystery Spot: Nevada State Museum, Carson City

Postcard: Florence, Italy

Drakes Beach, Point Reyes, California

Compelling content drives reader involvement and attracts a loyal and involved audience issue after issue



Via consistently ranks among the best read AAA titles in the U.S.

- 68.3% of Via readers read 3 or 4 of the last 4 issues received.
- Readers spend, on average, 24.9 minutes out of their busy schedules to enjoy reading the magazine. This attentive audience is what produces results for Via advertisers.
- Six out of ten readers take some type of AAA related action in response to something seen in Via.
- 76% of Via readers prefer receiving the printed magazine in the mail.

ACTIONS TAKEN AS A RESULT OF READING VIA IN THE PAST YEAR

Took any action	66.9%
Became aware of/used AAA discount(s)	34.4%
Visited/contacted AAA office	26.7%
Traveled to a destination advertised or written about	20.4%
Used AAA Tour Book	19.8%
Visited AAA.com	16.8%
Planned or modified existing plans for a trip	13.0%
Made reservations or bought tickets	13.0%
Visited an advertiser's website	9.3%



Via Northern California, Nevada and Utah

CIRCULATION BREAKDOWN

San Francisco	1,332,210
Sacramento	604,537
Fresno	127,553
Monterey	111,290
Redwood Coast/Sierra	116,064
Nevada	226,966
Utah	111,228
Total Circulation	2,629,848

Redwood Coast/Sierra

San Francisco/Bay Area

Sacramento Area

Fresno Area

Monterey



76.1% of Via readers took at least one overnight domestic trip in the past year



78% of California's leisure visitors in 2014 were California residents

TOP AREAS VISITED IN THE PAST YEAR

San Francisco Bay Area	49.5%
California Region - Wine Country	28.2%
Lake Tahoe	27.6%
Sacramento/Central Valley	23.9%
Monterey/Carmel	23.8%
Central California Coast	23.1%
Los Angeles Area	21.1%
Reno, NV	20.9%
Las Vegas, NV	20.3%
Half Moon Bay	18.2%
San Diego County	14.5%
Orange County	13.0%
Yosemite	11.5%
Seattle, WA	11.2%
Portland, OR	10.8%
Phoenix/Scottsdale, AZ	8.8%
Palm Springs	7.9%

TOP 5 STATES VISITED IN THE PAST YEAR

California	62.2%
Nevada	39.1%
Arizona	22.0%
Oregon	20.4%
Washington	15.4%

Via is a respected and helpful travel companion providing readers with inspiration and sound advice



Other than friends and relatives, Via is the #1 source for travel advice

SOURCES OF INFORMATION WHEN PLANNING A TRIP

Friends or relatives	66.2%
Via	32.1%
Direct from accommodations/travel provider	25.4%
AAA Publications and Guides	22.6%
AAA website	14.1%
Television	13.0%
Social Media	11.3%
AAA Travel Agency	10.1%



Rate Base:
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Total Readers:
5,635,000

Circulation

Region:

Northern
California,
Nevada and
Utah

Spring 2016

In-Home February 22-25
Close: 1/4/16
Material: 1/7/16

Summer 2016

In-Home May 6-10
Close: 3/1/16
Material: 3/8/16

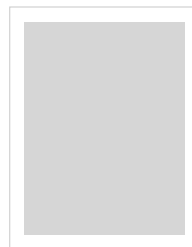
Fall 2016

In-Home August 22-25
Close: 7/1/16
Material: 7/7/16

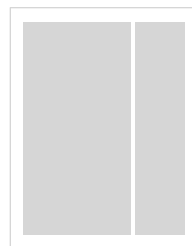
Winter 2017

In-Home December 23-28
Close: 11/1/16
Material: 11/7/16

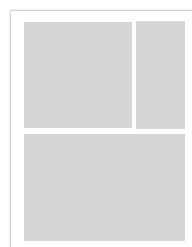
Trim size: 8" x 10.5"
Bleed size: 8.25" x 10.75"



Full Page
7" x 9.5" (live copy area)
8.25" x 10.75" (bleed)



2/3 Page Vertical
4.625" wide x 9.5" tall



Square
4.625" wide x 4.625" tall

1/6 Page Vertical
2.25" wide x 9.5" tall

1/2 Page Horizontal
7" wide x 4.625" tall

1x 2x 4x

4 COLOR

Full Page	\$42,850	\$40,710	\$38,560
2/3 Page	31,620	30,040	28,450
1/2 Page	24,840	23,600	22,350
1/3 Page	16,930	16,090	15,240
1/6 Page	9,320	8,850	8,380

B&W

Full Page	\$33,760	\$32,070	\$30,380
2/3 Page	25,280	24,010	22,760
1/2 Page	19,970	18,970	17,970
1/3 Page	13,510	12,830	12,160
1/6 Page	7,430	7,050	6,690

All rates are gross

Digital Requirements

Ad materials will be accepted in the following digital formats:
CD, Macintosh platform required. Preferred programs:
InDesign, Illustrator or Photoshop.

Include all fonts and high resolution images with a list of
fonts and graphics. Resolution should be 300 dpi at 100%
finished size. All 4-color images should be supplied CMYK.

High resolution PDF files are acceptable. If ad size is 6 MB or
smaller, email file to: mira.roytman@goaaa.com
For larger files use: mirasroytman@gmail.com

Proof Requirements

Laser prints are acceptable.

Ad Corrections

Ad corrections requested prior to Materials Due date can be
made at prevailing rates.

Contact Information

All ads sent must include a contact person, phone number,
fax number and email address.

Extensions

No extensions will be granted without approval of the
Advertising Art and Production Director. For extensions,
contact: Mira Roytman 510.596.5316
mira.roytman@goaaa.com

Shipping Instructions

Via Advertising, Natasha Alcalá,
1900 Powell Street, Suite 1200, Emeryville, CA 94608



Rate Base:
2,550,000

Total Readers:
5,635,000

Circulation

Region:

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California,
Nevada and
Utah

Spring 2016

In-Home February 22-25

Close: 1/4/16

Material: 1/7/16

Summer 2016

In-Home May 6-10

Close: 3/1/16

Material: 3/8/16

Fall 2016

In-Home August 22-25

Close: 7/1/16

Material: 7/7/16

Winter 2017

In-Home December 23-28

Close: 11/1/16

Material: 11/7/16

*All rates are net

Ads may not be less than 1 column
inch in depth.

Columns are 2 1/8" wide.

Ads exceeding 4" will be billed at
the rate of a 4" ad plus the
incremental inches.

No Agency Discounts.



1/3 Travel Guide:

4.5" wide x 4" tall

4-inch: 2.125" wide x 4" tall

3-inch: 2.125" wide x 3" tall

2-inch: 2.125" wide x 2" tall

1-inch: 2.125" wide x 1" tall

	1x	2x	4x
4 COLOR			
1/3 Page	\$11,040	\$10,490	\$9,940
4 inch	5,520	5,240	4,970
3 inch	4,160	3,950	3,740
2 inch	2,820	2,670	2,540
1 inch	1,460	1,380	1,310
B&W			
1/3 Page	\$8,820	\$8,380	\$7,940
4 inch	4,410	4,190	3,970
3 inch	3,340	3,170	3,010
2 inch	2,250	2,130	2,020
1 inch	1,160	1,100	1,050

Digital Requirements

Ad materials will be accepted in the following digital formats:
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1900 Powell Street, Suite 1200, Emeryville, CA 94608

via Your AAA Magazine

Spring in Yosemite
May brings the best of summer and winter to the park, without the crowds.
[Read the Story](#)

San Francisco's Best-Kept Dining Secret
Eat in style without breaking the bank. The trick? A prix fixe dinner.
[Find out Where](#)

The Westin Maui Resort & Spa on Kaanapali Beach Save \$500
[Reserve Now](#)

Enjoy Your Member Discounts with Hertz
Get up to 20% off rentals, plus FREE Gold Plus Rewards® membership.
[Find out More](#)

Kick off Summer in Santa Cruz
Where ocean-side fun, tasty eats, and California history converge.
[Read the Story](#)

How Are You Liking Via's Digital Content?
We'd love to hear your opinions and suggestions.
[Take the Survey](#)

Oakland's Best Neighborhoods
Where to explore, what to see.
[Read the Story](#)

High Adventure in Costa Rica
Join in 8 days of ziplines, kayaking, rafting, and more.
[See the Itinerary](#)

Discover the Far East
Rich in history, unique experiences, breathtaking landscapes, and an unforgettable vacation.

Mediterranean and Northern Europe 2016
FREE Roundtrip Business Class Air • FREE Unlimited Shore Excursions • FREE beverages and more in all suite categories. Offer valid on select voyages.

Sprint
AAA Members save with Sprint now on the Family Share Plan!

Embassy Suites Waikiki
Relax in newly renovated suites with kitchenettes located steps from Waikiki Beach. Enjoy free breakfast and wi-fi and no resort fees.

Discover Garfield County
Two National Parks and Three State Parks

Aquarium of the Bay
Explore below the Bay at Pier 39.

Pine Inn - Carmel-by-the-Sea
Historic Hotel in the heart of downtown Carmel.

Oceanica Cruises®
Up to \$500 shipboard credit. Book by June 30, 2015.

Share [Twitter](#) [Facebook](#)

Get Email Preferences / Privacy Policy / Contact Us / Find a Branch / Unsubscribe

Follow us: [Facebook](#) [Twitter](#) [LinkedIn](#) [Google+](#) [YouTube](#)

Large Space
\$12,000 net
300 x 250 rectangle, JPEG or GIF

Small Space
(4 positions available) \$3,500 net
Headline: The name of your business/destination
Copy: 125 characters, including spaces
Logo Specs: 122 px wide x 75 px tall, JPEG or GIF

Text Link
(4 positions available) \$1,000 net
Headline: The name of your business/destination
Copy: 44 characters, including spaces

SARDINE FACTORY
[RESERVE A TABLE](#)

Waikiki's Suite Paradise!

Embassy Suites Waikiki
Relax in newly renovated suites with kitchenettes located steps from Waikiki Beach. Enjoy free breakfast and wi-fi and no resort fees.

Pine Inn - Carmel-by-the-Sea
Historic Hotel in the heart of downtown Carmel.

Deadlines and Editorial 2016 (Issue deploys on or around the 15th and the 30th of each month)

Editorial subject to change Updated 08/05/15

AD CLOSE AND MATERIAL DUE DATE		AD CLOSE AND MATERIAL DUE DATE	
Mid-January LEAD: National Park Centennial FOOD: Bay Area	12/15/15	Mid-July LEAD: San Francisco Food BONUS: Highlights of Highway 395	6/15/16
Late January LEAD: Napa/Berryessa BONUS: Snow Fun	12/30/15	Late July LEAD: Exciting Stuff at Nat'l Parks BONUS: Oregon Coast Road Trip	6/30/16
Mid-February LEAD: San Francisco FOOD: Central Coast	1/15/16	Mid-August LEAD: Marin BONUS: Big Sur	7/15/16
Late February LEAD: East Bay Regional Parks BONUS: Family Fun	1/29/16	Late August LEAD: 5 Great Pacific Coast Towns BONUS: Summer Fun	7/29/16
Mid-March LEAD: Plymouth/Amador Wine Country FOOD: San Mateo County	2/15/16	Mid-September LEAD: Santa Cruz County BONUS: Hollywood	8/14/16
Late March LEAD: Hawaii BONUS: Bay Area	2/29/16	Late September LEAD: Solano County BONUS: Oregon's Columbia River Gorge	8/31/16
Mid-April LEAD: Sonoma BONUS: Preview of Harry Potter/Universal Studios	3/15/16	Mid-October LEAD: Monterey County BONUS: Gold Country	9/15/16
Late April LEAD: San Diego Zoo Centennial BONUS: Vancouver B.C.	3/31/16	Late October LEAD: 5 Cool Reasons to Visit the Central Valley BONUS: Fall Fun	9/30/16
Mid-May LEAD: Yosemite FOOD: Las Vegas	4/15/16	Mid-November LEAD: San Francisco BONUS: What's New at Tahoe Resorts	10/14/16
Late May LEAD: Mendocino BONUS: Disney Fun	4/29/16	Late November LEAD: Contra Costa County BONUS: San Diego	10/31/16
Mid-June LEAD: Tahoe FOOD: East Bay Beer, Wine & Spirits	5/13/16	Mid-December LEAD: San Jose FOOD: Hottest Restaurants in the West	11/15/16
Late June LEAD: Natural Splendor Without the Crowds BONUS: Summer Fun	5/31/15	Late December LEAD: Beautiful Bay Area Nature Walks BONUS: Santa Barbara	11/30/16

Discover is a special advertising section inserted into 500,000 targeted copies of each issue of Via

Loyal readers turn to Discover in search of new destinations and activities for everything from family vacations to weekend getaways. Advertiser participation includes no-charge space for client furnished advertorial.



Circulation:
500,000
affluent
(\$75,000+)
AAA homes in
the Greater Bay
Area and
Sacramento

ISSUE/DATE	FULL-PAGE PLUS FULL-PAGE ADVERTORIAL	HALF-PAGE PLUS HALF-PAGE ADVERTORIAL	1/3 PAGE PLUS 1/6 PAGE ADVERTORIAL
Discover Spring In Home Late February 22-25	\$16,000	\$9,500	\$5,700
Discover Summer In Home Late May 6-10	\$16,000	\$9,500	\$5,700
Discover Fall In Home Late August 22-25	\$16,000	\$9,500	\$5,700
Discover Winter In Home December 23-28	\$16,000	\$9,500	\$5,700

All rates are net

ADVERTORIAL MATERIALS

Full-page (plus full-page ad)

- Two 4/c photos
- 500 words of copy

Half-page (plus half-page ad)

- One 4/c photo
- 300 words of copy

Co-op Page

- One 4/c photo 2.25"W x 1.75"H, 300 dpi, JPG (bigger photo will be cropped)
- 50 words of copy, phone # and website

CLOSING DATES

Discover Spring
Space: 12/14/15
Material: 12/18/15

Discover Fall
Space: 6/14/16
Material: 6/20/16

Discover Summer
Space: 2/12/16
Material: 2/18/16

Discover Winter
Space: 10/14/16
Material: 10/19/16

PRODUCTION INFORMATION

8" x 10.5" (trim)

Full-page: 7" x 9.5" (live copy area)
8.25" x 10.75" (bleed)

Half-page: 7"W x 4.625"H

1/3 page: 4.625"W x 4.625"H

CONTACT INFORMATION

PLEASE EMAIL AD (HIGH RES PDF FILE) OR SEND A CD:

Via/Advertising
Attn: Mira Roytman
AAA Northern CA, NV & UT
1900 Powell Street, Suite 1200
Emeryville, CA 94608

PLEASE SUBMIT PHOTOS AND ADVERTORIAL COPY BY
EMAIL TO: mira.roytman@viamagazine.com

FOR ARTWORK INFO CONTACT:
Mira Roytman
Advertising Art & Production Director
510.596.5316
mira.roytman@viamagazine.com