

journey

The Magazine for the AAA Member

(2014 MEDIA KIT)

Editorial Profile



JOURNEY is the award-winning magazine for all AAA members in Washington and Northern Idaho. Its informative writing and lively design engage readers with articles that highlight the best the state has to offer. Colorful features and columns with strong regional appeal give readers a greater, and sometimes undiscovered, appreciation for their state, as well as the detailed information they need to get out and explore-in their own backyard and across the state. Other articles encourage readers to travel beyond the state's borders to exciting U.S. and international destinations. * Readers turn to **JOURNEY** for expert information on travel, automotive and insurance topics, and to learn about the many benefits and discounts their AAA membership offers. To readers of **JOURNEY**, the magazine is a road map to gems just waiting to be found.

Editorial Profile



appealing demographics:

Throughout Washington & Northern Idaho, **JOURNEY** readers consistently take more trips and spend more money than the average traveler. Also, readers are more likely to make over \$100,000 a year, graduate college+, own a luxury vehicle, own a vacation/weekend home, and have a home value of \$300,000+.



active lifestyle:

JOURNEY readers are very active. They attend live theater, museums, music and dance performances. Readers also participate in a wide range of outdoor activities ranging from backpacking to sailing. Cooking for fun, dining out, and entertaining friends or relatives at home are just a few more of our readers favorite activities.

Why *Journey* Magazine?

633,326 households**

The highest magazine circulation in Washington State/Northern Idaho.
Journey magazine has excellent reach with OVER 1.2+ million total readers per issue

73.1%

of club members prefer to receive *Journey* magazine in print rather than online*

2%

Net annual membership and circulation growth*

73%

of our readers rate *Journey* magazine as "One of my favorites/very good/good"*

25

the average minutes spent reading or looking at *Journey* magazine*

79.7%

of our readers have been a AAA member for at least 5 years*

68.8%

of our club members read 3-4 out of 4 *Journey* magazines*

65%

of AAA club members took some type of action as a result of reading *Journey* magazine*

87.9%

our loyal AAA Washington members renewal rate*

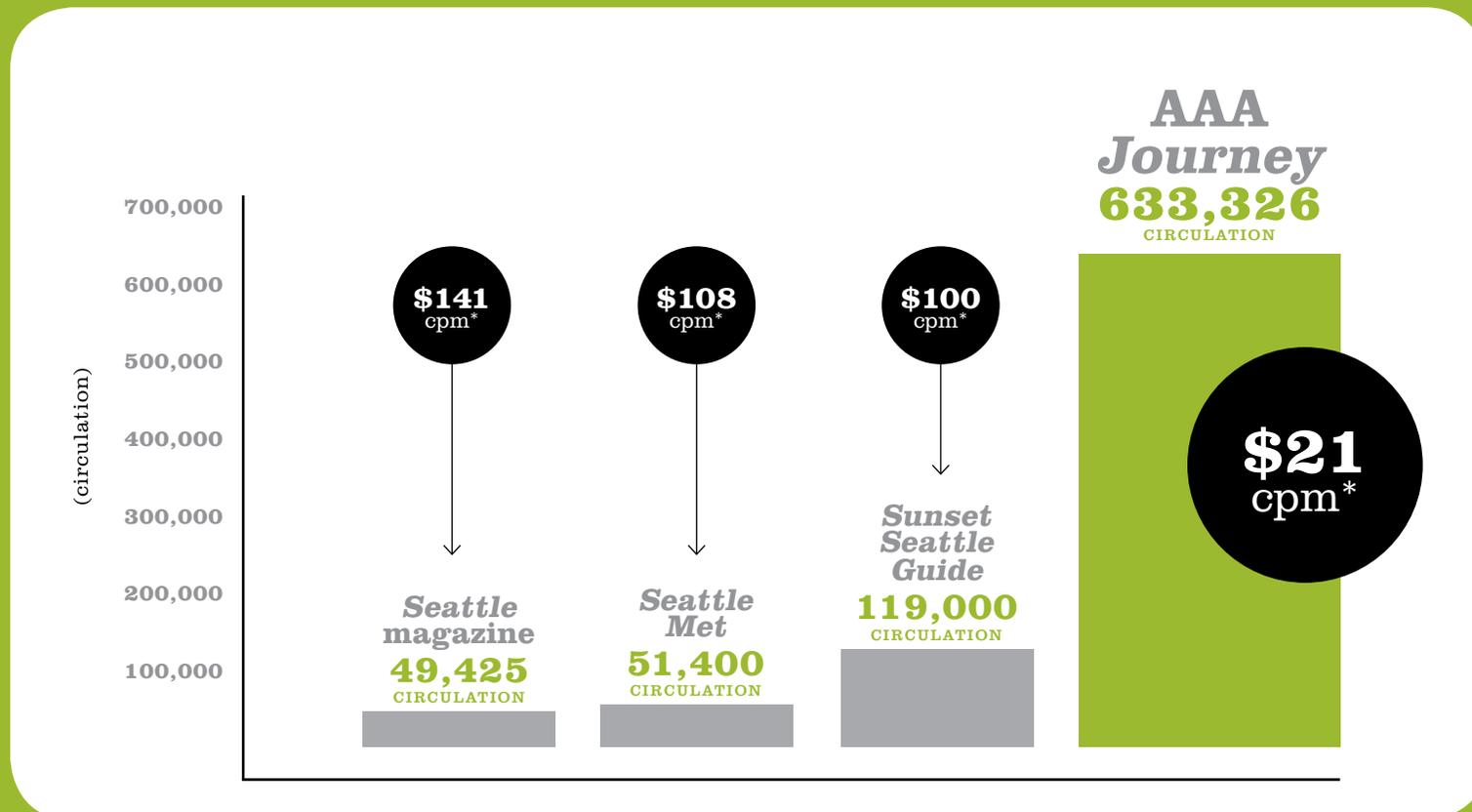
* Source: July 2013 Reader Profile, MRI Market Solutions

** Source: 2012 USPS Postal Statement

Why *Journey* Magazine?

value:

JOURNEY reaches Washington's most affluent, active, and educated readers at a cost of just \$21 cost per thousand (cpm) readers for a full page/4-color/one time ad, no other magazine in Washington offers this quality of coverage for this price.

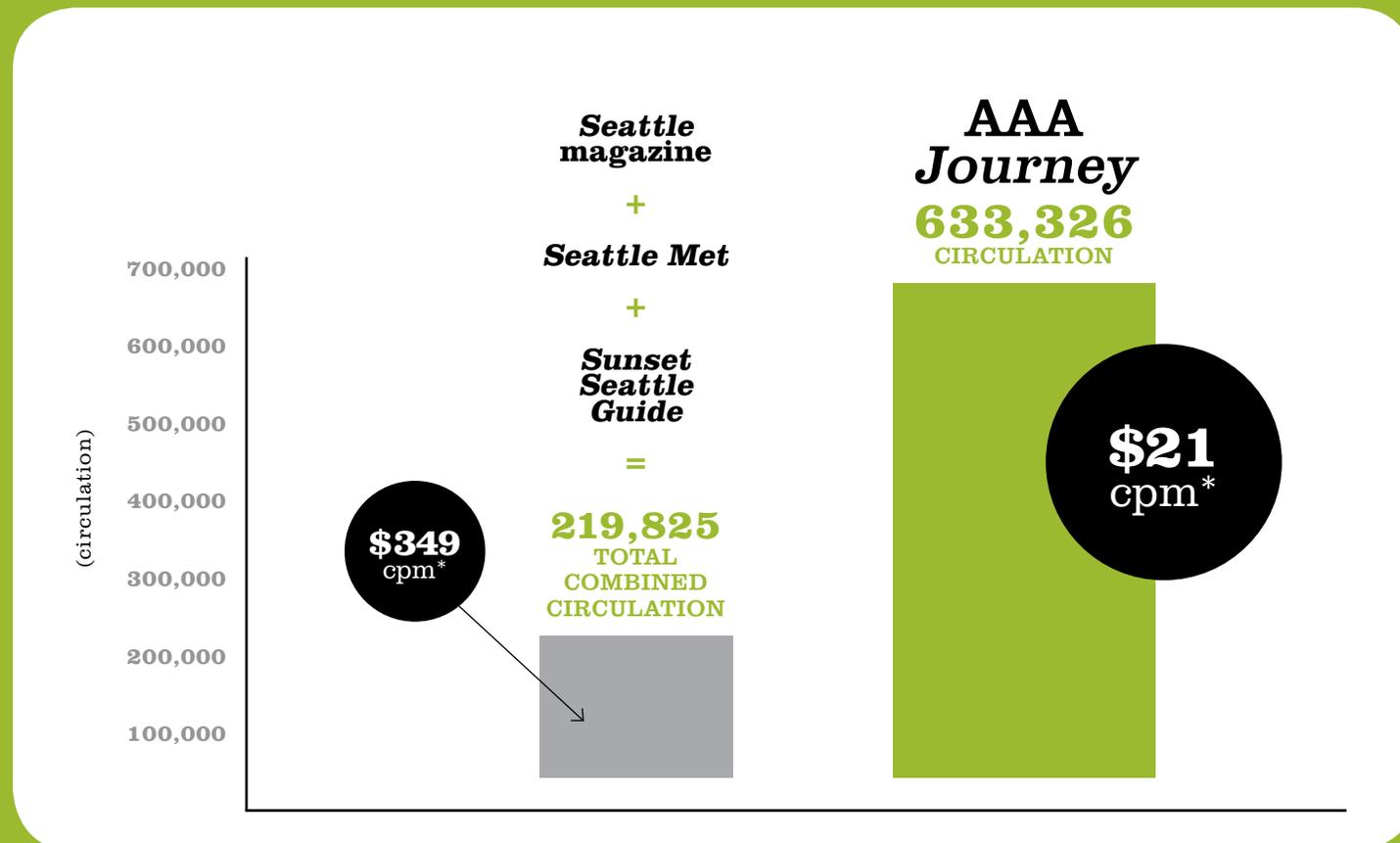


* Source: 2012-2013 media kits

Why *Journey Magazine*?

add up the savings

Even if you advertised in all three local magazines your reach is still only 1/3 what you would receive at 16 TIMES THE COST of **JOURNEY!**

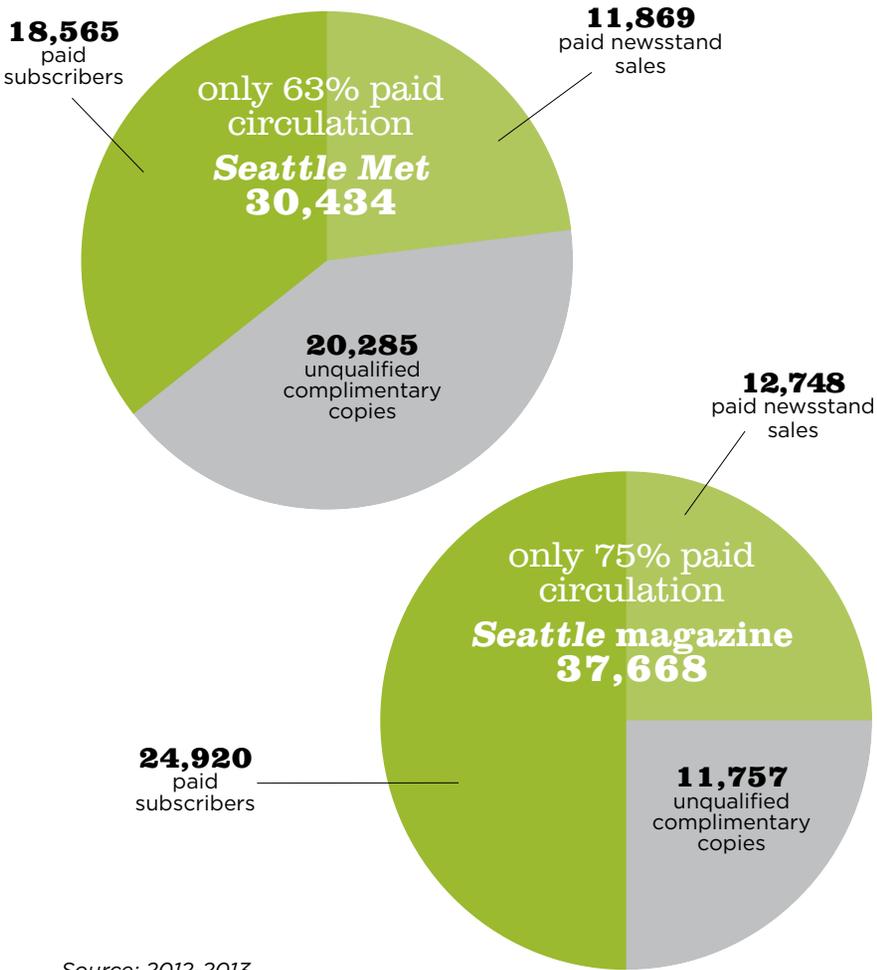


* Source: 2012-2013 media kits

Why *Journey Magazine*?

qualified circulation

100% of **JOURNEY** magazines go directly to the readers homes



Source: 2012-2013.

Audience Profile

the facts:

* Each issue of *Western Journey* reaches 1 in every 4 Washington and Northern Idaho adults.

* On average, *Western Journey* reader households earn \$12,000 more than non-reader households in Washington and Northern Idaho.

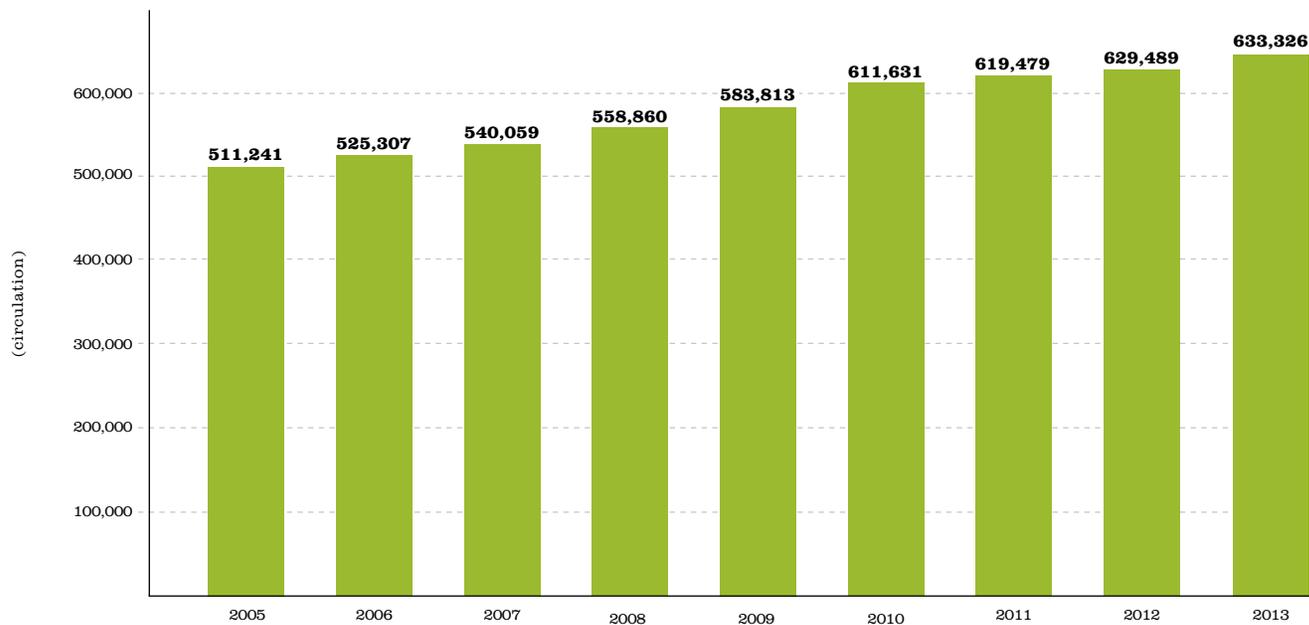
* *Western Journey* readers are 44% more likely to have a post-graduate degree than the average Washington and Northern Idaho adult.

* When compared to the average Washington and Northern Idaho adult, *Western Journey* readers spend more, travel more often, and live more active lifestyles.

		Comp.	Audience	Index
gender/status				
Men		46%	640,925	96
Women		54%	752,392	104
Married		60%	835,000	110
household income				
\$50,000+		56%	781,000	105
\$75,000+		49%	683,000	118
\$100,000+		34%	474,000	125
\$150,000+		12%	167,000	112
\$200,000+		07%	97,000	179
Average HHI	\$88,100			
Median HHI	\$73,700			
age				
18-34		23%	320,463	70
35-54		33%	459,794	89
55-64		22%	306,530	139
65+		22%	306,530	149
Median Age	52.1 years			
education				
Attended college		77%	1,072,854	113
Bachelor's degree+		48%	668,792	141
home				
Own home		72%	1,003,188	107
Median home value	\$349,816			
Mean home value	\$301,096			

Circulation Growth

* As a significant number of Newspaper and Magazine circulations have declined year-over-year, *Journey's* circulation has steadily increased year-over-year.



2005-2013 circulation

2014 Editorial Calendar



In Every Issue

Departures:

Timely updates on the hottest places to go and things to do, from attractions, restaurants and wineries throughout the Northwest to fun destinations and activities across the country—and around the world.

Members Lounge:

Tips and advice on auto maintenance and safety, insurance and more from AAA's experts, plus the latest on member benefits and discounts.

Itinerary:

Best bets for Northwest festivals and celebrations.

Backstory:

Little-known facts about lovable Northwest places, people and things.

features*

Jan/Feb

On the Rhone

A river cruise reveals the treasures of Provence and Burgundy.

New Vegas

Towering Ferris wheels and alfresco attractions lead a Sin City reboot.

Northwest Travel Resolutions

The top things to do and see across our region in 2014.

Next Stop: Bellingham

AD CLOSE: 10/30/13

MATERIALS DEADLINE: 11/13/13

Mar/Apr

LocaVore Hawai'i

A mouth-watering look at the Islands' growing food movement.

Nashville

Southern hospitality, sweet tea and more charm in the Music City.

High-Performance Safety

Sage driving tips learned on the test track.

Next Stop: Tacoma

AD CLOSE: 1/2/14

MATERIALS DEADLINE: 1/14/14

May/June

River of No Return

Rafting thrills on the Salmon River's Middle Fork.

Found in Rio

What's waiting for travelers in the international sports world's new "it" city.

Next Stop: Anchorage

AD CLOSE: 2/26/14

MATERIALS DEADLINE: 3/12/14

Jul/Aug

Reach the Beach

Not-to-miss coastal treasures between Cape Flattery and Coos Bay.

48 Hours in Calgary

On the trail of food, fun and the arts in Alberta's biggest city.

Next Stop: Orcas Island

AD CLOSE: 4/29/14

MATERIALS DEADLINE: 5/12/14

Sep/Oct

From Bozeman to Yellowstone

Fall fun on a road trip through Montana and the famous national park.

Europe's Emerging Destinations

Estonia's Tallinn, Croatia's Split and Krakow, Poland, top the list.

Next Stop: British Columbia's Okanagan Valley

AD CLOSE: 7/1/14

MATERIALS DEADLINE: 7/15/14

Nov/Dec

Fiji

Find yourself by losing yourself in the South Seas.

Auto Trends

What's new and hot for 2015—and beyond

Northwest Winter Fun

AD CLOSE: 8/27/14

MATERIALS DEADLINE: 9/12/14

Gross Advertising Rates

Four Color	1x	3x	6x
Full page	\$14,937	\$14,193	\$13,439
2/3 page	\$10,455	\$9,937	\$9,333
1/2 page	\$8,967	\$8,514	\$8,072
1/3 page	\$5,680	\$5,400	\$5,108
1/6 page	\$3,417	\$3,245	\$3,072
Black And White			
Full page	\$11,952	\$11,359	\$10,755
2/3 page	\$8,363	\$7,943	\$7,523
1/2 page	\$7,177	\$6,822	\$6,455
1/3 page	\$4,549	\$4,322	\$4,096
1/6 page	\$2,748	\$2,608	\$2,479
Covers			
Cover 2	\$17,179	\$16,317	\$15,466
Cover 3	\$16,435	\$15,617	\$14,797
Cover 4	\$17,912	\$17,017	\$16,123

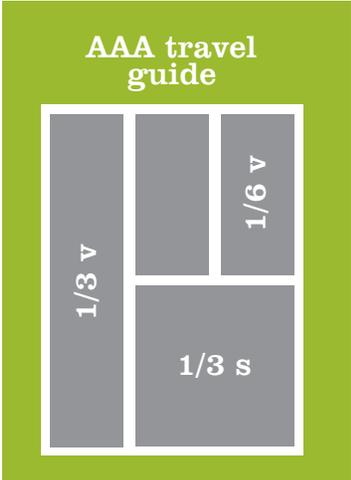
Rate Card: 16

Effective: January 2014

Rate Base: 610,000

All rates are GROSS

Travel Guide Advertising Rates



Travel Guide Ad Sizes:

- 1/3 Vertical: 2.125"W x 9.5"H
- 1/3 Square: 4.5"W x 4.625"H
- 1/6 Vertical: 2.125"W x 4.625"H

Four Color	1x	2x	3x
1/3 page	\$4,432	\$4,212	\$3,991
1/6 page	\$2,690	\$2,558	\$2,426
Black And White			
1/3 page	\$3,550	\$3,374	\$3,197
1/6 page	\$2,150	\$2,040	\$1,940

Rate Card: 16
 Effective: January 2014
 Rate Base: 610,000
 All rates are NET

2014 Publication Calendar

Issue date	Ad Close	Materials Close
January/February (2014)	10/30/13	11/13/13
March/April	1/2/14	1/14/14
May/June	2/26/14	3/12/14
July/August	4/29/14	5/12/14
September/October	7/1/14	7/15/14
November/December	8/27/14	9/12/14
January/February (2015)	10/29/14	11/17/14

EFFECTIVE JANUARY 2014

Production Specifications

Digital Requirements

Preferred format is PDF/x1a:2001. Other accepted file formats include InDesign CS4, Illustrator CS4 and Photoshop CS4. PDFs may be sent via email. Native files will be accepted on CD, DVD or via our VPN (call for upload details). Macintosh Platform preferred.

FILE REQUIREMENTS:

All 4/color images should be supplied CYMK at a resolution of 300 dpi at 100% final size, and a maximum color density of 300%. All black type should be supplied at 100% black and set to overprint.

PDF REQUIREMENTS

Minimum: PDF/x1a: 2001

Extended PDF/x1a:2001 Settings*:

- **GENERAL** Standard: PDF/x1a:2001, Compatibility: Acrobat 4
- **COMPRESSION** Change the tab Bicubic Downsampling to "Do Not Downsample" and Compression to "None" for all image types.
- **MARKS & BLEEDS** All Printer's Marks except Color Bars.
Type: Default. Weight: .25pt. Offset: .125 in. Bleed: all at .125"
- **OUTPUT** Color: Color conversion: convert to Destination.
Destination: Document CMYK.
PDF/X: US Web Coated (SWOP) v2.
- **ADVANCED** Fonts: 100%. Transparency Flattener: High
Resolution. JDF: leave unchecked.
- **SECURITY** Leave as is with no added protection.

NATIVE FILE REQUIREMENTS:

Provide all fonts and high-resolution images with a list of fonts and graphics. Image resolution should be 300 dpi at 100% finished size. All 4/color images should be

supplied CYMK. All ads require a color proof that meets SWOP standards - if one is not provided, one will be output and the advertiser billed at prevailing rates. Please use postscript fonts and provide both the screen and printer font for all fonts used.

Proof Requirements

Laser prints are not acceptable. All 4/C ads (full page or fractional): High quality digital proof required. If proof is not supplied, one will be output and billed to advertiser at prevailing rates. Color matching will not be guaranteed if advertiser waives proof fee.

Ad Corrections

For ads supplied as native files, corrections requested prior to Material Due date will be made and billed at prevailing rates. For ads supplied as PDF/x1a files, advertiser will be responsible for supplying a corrected art file.

Contact Information

For production information or questions, please contact Stacie Holder, Production Manager at 425.467.7724, E-mail: StacieHolder@aaawin.com. No extensions will be granted without approval of the Production Manager. All ads sent must include a contact name, phone number and email address.

SEND ALL MATERIALS TO:

STACIE HOLDER
1745 114th Ave SE
Bellevue, WA 98004
Phone: (425) 467-7724
FAX: (425) 467-7729
E-Mail: StacieHolder@aaawin.com

Advertising Sizes



Full Page

Live: 7.375"W x 10"H

Bleed: 8.125"W x 10.75"H

Trim: 7.875"W x 10.5"H

Spreads

Live: 15.25"W x 10"H

Bleed: 16"W x 10.75"H

Trim: 15.75"W x 10.5"H

Fractionals

2/3 Vertical: 4.5"W x 9.5"H

1/2 Horizontal: 6.875"W x 4.625"H

1/3 Square: 4.5"W x 4.625"H

1/3 vertical: 2.125"W x 9.5"H

1/6 Horizontal: 4.5"W x 2.125"H

1/6 Vertical: 2.125"W x 4.625"H

* Settings are available as an importable preset. Call or email to request file.

Insertion Specifications

Always call publication for deadline date for inserts to arrive at bindery, complete production specifications or to get a printing estimate.

Copy/Bleeds

Keep text 1/4" or more away from the trim. Background screens or color can bleed. Final trim size is 7 7/8" x 10 1/2". Jogs to foot, with a 1/8" foot trim.

Perforations

Perforations must be offset 1/4" from the fold.

Postal Regulations

Consult the USPS Postal Domestic Mail Manual or contact your local postmaster to conform inserts designed for mailing (i.e. a BRC) to postal specifications.

Stock

Postal regulations stipulate Business Reply Cards (BRCs) of at least .077 caliper.

PLEASE SEND SAMPLE INSERT TO:

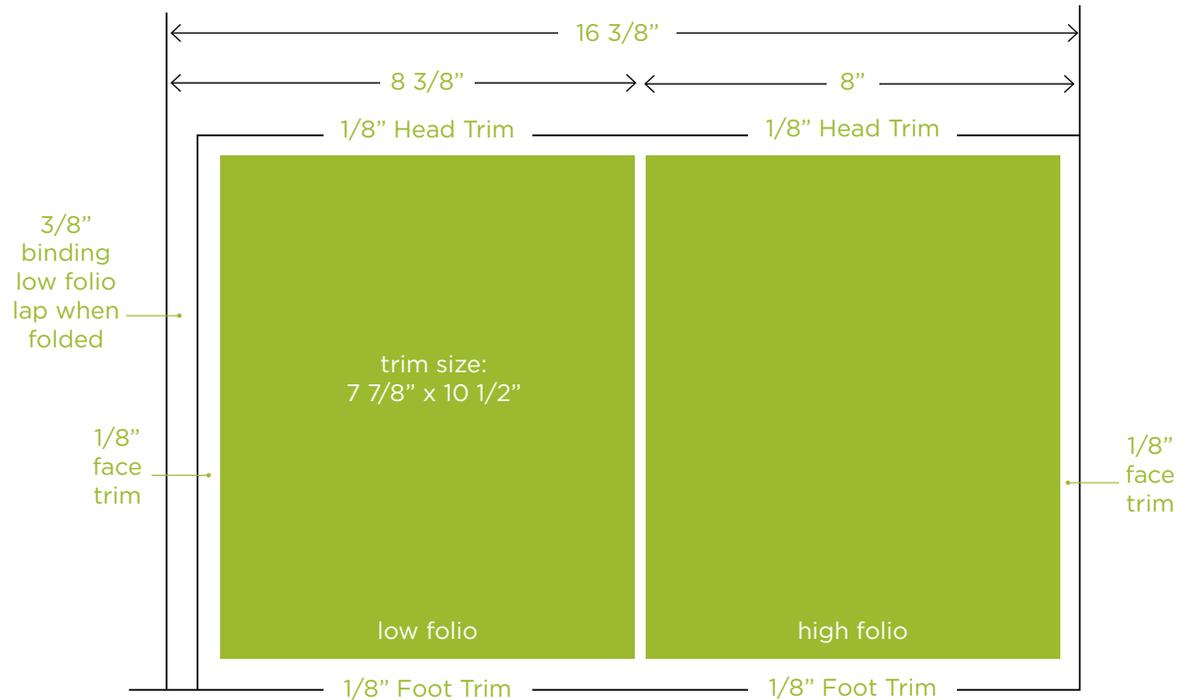
Stacie Holder, AAA Washington, 1745 114th Ave. SE, Bellevue, Washington 98004, (425) 467-7724

Shipping Information

Ship inserts to R.R.Donnellely & Sons, attn: Greg Guitare, 19681 Pacific Gateway Drive, Torrance, CA 90502, (310) 516-3264

Cartons & Skid Identification

- 1) Job name, issue mailing
- 2) Quantity of inserts per carton and total quantity
- 3) Regional edition or version, if applicable
- 4) There can only be one version per pallet when inserts are packed loose on skids.
- 5) All shipments must contain a manifest which itemizes all product contained in the shipment.
- 6) Cartons must be brick stacked on pallets. All pallets with loose material must be plastic pallet wrapped. Pallets are not to exceed 42" x 48" with four-way entry and three 4" high runners.



Multiple Page Insert

FULL PAGE SIZE:

Flat size.....16 3/8" (length) x 10 3/4" (height)
(includes 1/8" head trim, 1/8" foot trim, 1/2" face trim)

Folded size8 3/8" low (length) x 10 3/4" (height)
8" high (length) x 10 3/4" (height)

Supply folded with a low-folio lap.