

WINTER GETAWAY SECTION

SEPTEMBER.OCTOBER.2010

TARGET WINTER SPORTS ENTHUSIASTS

Increase your winter business with one or more of these regional packages, and get your share of the AAA Members who are planning their winter getaways now.

AAA MEMBER DEMOGRAPHICS:

Men: 38.8%

Women: 61.2%

Married: 60.7%

Travel with spouse & children: 64.4%

Take Domestic Vacations: 97%

Take Weekend Trips: 76.9%

Travel by Car: 89.6%

Travel by Plane: 59.2%

Plan vacations in advance: 31.8%

Source: 2009 MRI Subscriber Study

Plan in advance:

3 months or less: 26%

6 months or less: 31.8%

Average number of months is 4.5



Gross Rates

Regional Packages:	Full Page	1/2 Page	1/4 Page	1/8 Page	1/16 Page
Package #1 Circulation: 435,097 Home & Away South Dakota Home & Away Minneapolis AAA Living Minnesota	\$10,236	\$11,435	\$6,268	\$3,685	\$2,540
Package #2 Circulation: 303,310 Journeys Kansas Midwest Traveler-Western	\$14,933	\$7,417	\$4,558	\$2,829	\$1,955
Package #3 Circulation: 517,639 AAA Living Illinois	\$22,306	\$11,703	\$6,402	\$3,751	\$2,426

Each Participant will be included in a group broadcast e-mail. The e-mail will be sent to skiers and outdoor enthusiasts with a household income of \$100K plus.

Issue Closing Date: June 23, 2010

Materials Date: July 30, 2010

Specifications:

Full Page: 7" x 8 3/4"

1/2 Page: 7" x 4 3/16"

1/4 Page: 3 7/16" x 4 3/16"

1/8 Page: 1 5/8" x 2"

1/16 Page: 1 5/8" x 2"



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