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# WORLD

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MEDIA KIT



# AAA WORLD

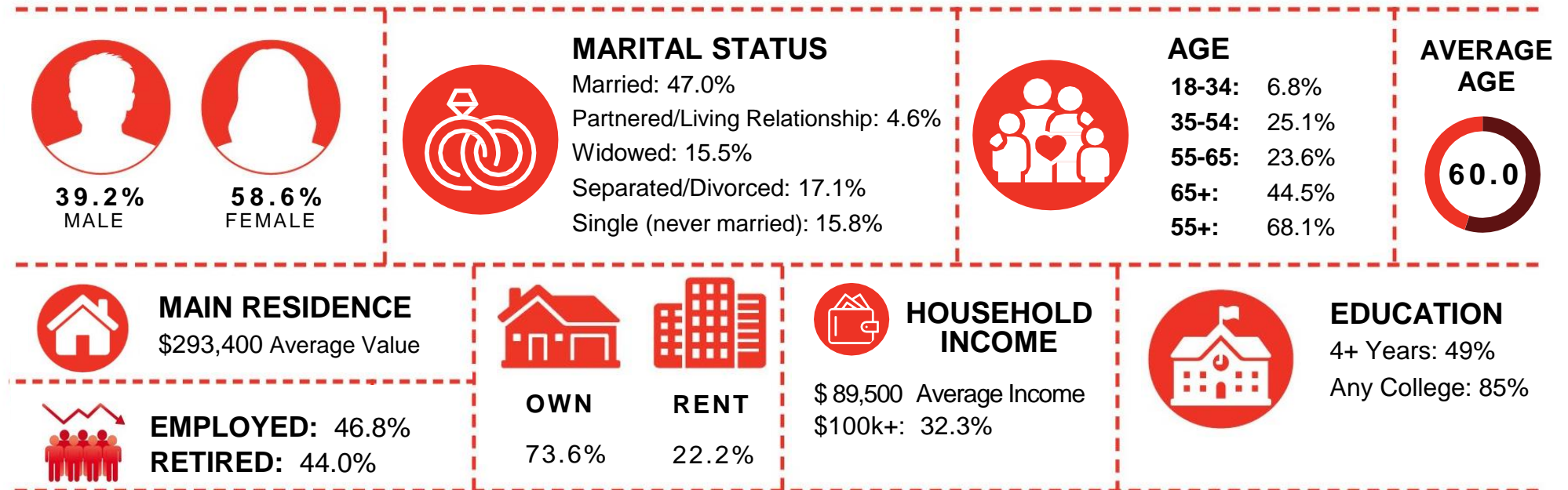
Connect with the AAA Brand  
+ our Members



- AAA is a Federation of Member-owned Clubs serving more than **64 million Members** in the U.S. and Canada
- **More than 120 years** of reliable service and solutions for Members has made AAA one of the most loved and **trusted brands**<sup>1</sup>
- **Desirable Demographics** combined with mass market penetration
- Deep knowledge of AAA Members and their lifestyles
- Loyal Members and strong retention rates
- **AAA Club Alliance** is one of the largest Clubs in the U.S. with **7.4m+ Members**
- **AAA WORLD** is among the **largest circulated publications** in the U.S.

# TAP INTO A POWERFUL AUDIENCE

As one of America's most trusted brands and with more than seven million Members, our Club can provide your brand with unique access to a diverse and educated Membership base with disposable income that *travels more, stays longer and spends more.*



**FAST FACT: AAA IS ONE OF AMERICA'S MOST TRUSTED BRANDS**

Data courtesy MRI-Simmons AAA World 2022 Reader Profile Study

Fast Fact courtesy of Morning Consult: <sup>1</sup> AAA is the #18 Most Trusted Brand overall, and the #6 Most Trusted Brand with Boomers in 2020.



# OUR CONTENT OFFERINGS

Real people helping real people have real experiences. That's the foundation of all the content we create, which allows us to empower and educate our Members, while elevating their experiences.

Our goal is to serve AAA Club Alliance Members and the general public with authentic and engaging content that demonstrates and enhances Member value through a multi-channel immersive content experience.

## AAA WORLD

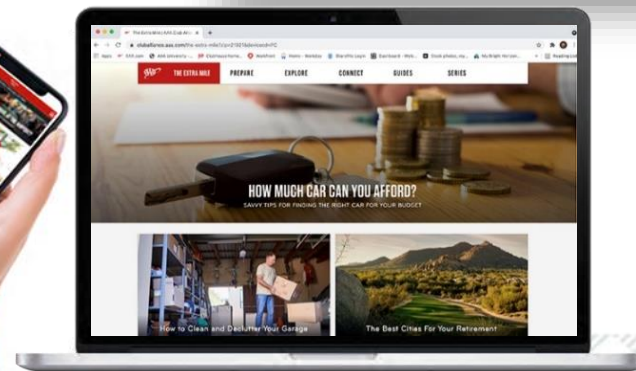
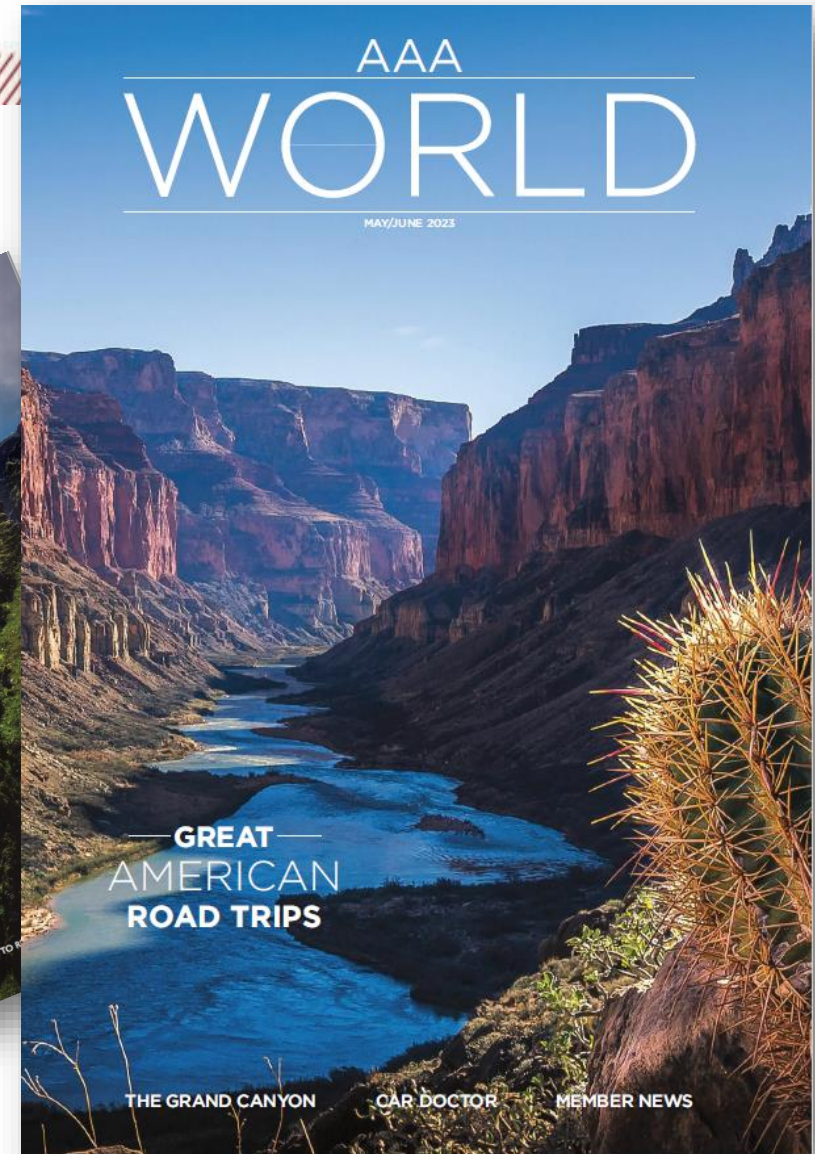
Our award-winning AAA Member magazine, *AAA World*, has an average circulation of more than 3.5 million HH's reaching up to 7.3 million Members throughout our Club's territory. Produced in four regional editions, *AAA World* is our Member's guide and companion, offering both inspiration and intel to help them live an empowered life out on the open road and beyond.

## AAA TRAVELER WORLDWIDE

Connecting top travelers with top experiences, this highly targeted publication positions our brand and our trusted partners two to four times each year to help our Members plan the vacation of a lifetime. Sharing quality travel information, tips and destinations, *AAA Traveler* reaches 165,000+ select Member HH's of highly educated and higher-income travel enthusiasts.

## THE EXTRA MILE

*The Extra Mile*, is our multiple award-winning Online Content Hub to connect our digital Member users with the content they want on the device they prefer. With travel, finance, automotive, and lifestyle content, our loyal Members engage with *The Extra Mile* content hub at impressive numbers throughout their AAA.com navigation experience.



AAA  
WORLD

Integrated Media Advertising



## Print Ad Sizes & Specs

### Magazine Trim Size:

7" wide x 10" height



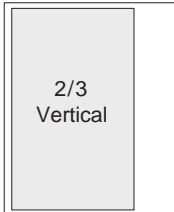
#### FP Live Area:

6.5" w x 9.5" h

#### FP Bleed:

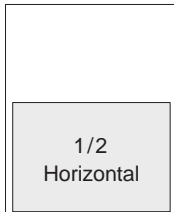
7" w x 10" h

Bleed .125"



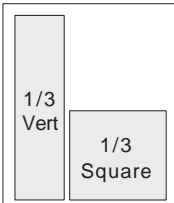
#### 2/3 VERT:

4.25" w x 9.5" h



#### 1/2 HORIZ:

6.5" w x 4.6875" h

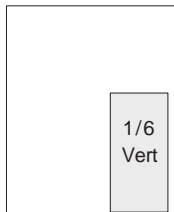


#### 1/3 VERT:

2.125" w x 9.5" h

#### 1/3 SQ:

4.25" w x 4.6875" h



#### 1/6 VERT:

2.125" w x 4.6875" h

**Full HH Circulation Ave: 3,585,000**



- **Great Plains Circulation Ave: 378,000 HH's**
- **Central Region Ave: 935,000 HH's**
- **Eastern Region North Ave: 1,198,000 HH's**
- **Eastern Region South Ave: 1,074,000 HH's**

## Submitting Ad Files

### ADVERTISING MATERIAL

Digital materials (preferred): High resolution PDF files; EPS files, CMYK (no spot or lab colors unless by special arrangement with Sales Rep. PMS colors will be automatically converted to CMYK, all type converted to outlines; CMYK TIFF Files, 300 dpi minimum. Send each page as a single PDF. No spreads. No bleed on fractional ads. Single crop marks should be offset .125 inch.

### MECHANICALS

Printing Process: Web Offset Binding: Saddle-stitched (jogged to the foot); Trim Size 7" x 10".

### ADVERTISER PROOFS

Two press proofs required with each ad. AAA World shall not be held responsible for color accuracy if no color proof is provided.

### FILE TRANSFER

To upload your production files, please contact your Sales Rep.

## Deadlines

ISSUE	AD SPACE	AD MATERIALS	IN-HOME DATES*
FEB-MAR'24	Dec 1, 2023	Dec 15, 2023	Feb 3, 2024
MAY-JUN'24	Mar 1, 2024	Mar 15, 2024	Apr 30, 2024
AUG-SEP'24	Jun 3, 2024	Jun 17, 2024	Aug 3, 2024
NOV-DEC'24	Sep 6, 2024	Sep 20, 2024	Nov 2, 2024
FEB-MAR'25	Dec 6, 2024	Dec 20, 2024	Feb 1, 2025

\*Estimated In-Home Dates. Subject to Change.

**Print Ad Sizes & Specs**

**Print Full Circulation: 165,000 HH's**

**Magazine Trim Size:**  
9" wide x 10.5" height

Full-Page

**FULL PAGE**  
**Live Area:**  
8.5 w x 10" h  
Bleed .25"

Half-Page  
Horizontal

**HALF-PAGE**  
8.5" w x 5" h  
Bleed: None



**Submitting Ad Files**

**ADVERTISING MATERIAL**  
Digital materials (preferred)  
Target Resolution: 300 dpi  
(including embedded images)  
Color: CMYK – PMS/Spot colors will be automatically converted to CMYK  
File Format: PDF x1a:2001  
Send each page as a single PDF (no spreads)

**ADVERTISER PROOFS**  
Two press proofs required with each ad. Publisher shall not be held responsible for color accuracy if no color proof is provided.

**FILE TRANSFER**  
To upload your production files, please contact your Sales Rep.

**AAA Traveler Worldwide Deadlines\***

ISSUE	AD SPACE	AD MATERIALS	IN-HOME DATES*
WINTER 2024	Nov 3, 2023	Nov 17, 2023	Jan 2, 2024
SPRING 2024	Feb 5, 2024	Feb 19, 2024	Apr 1, 2024
SUMMER 2024	Apr 12, 2024	Apr 26, 2024	Jun 3, 2024
FALL 2024	Jul 22, 2024	Aug 5, 2024	Sep 16, 2024
WINTER 2025	Nov 1, 2024	Nov 15, 2024	Jan 2, 2025

\*Number of Issues, Deadlines & Estimated In-Home Dates Subject to Change.

**Audience Profile**

- 68% Female 32% Male
- 15% 18-34
- 65% 35-64
- 20% 65+
- 85% Purchased Leisure Travel
- \$127,500 Average Income
- 50% Bachelor's Degree
- 25% Graduate Degree +



### ***The Extra Mile Weekly Content Email***

Average Open Rate: **53.4%**

Average Click Through Rate: **5.7%**



### ***Monthly eSaver Partner Email***

Average Open Rate: **59.5%**

Average Click Through Rate: **2.5%**



### ***Monthly eLodging Partner Email***

Average Open Rate: **55.3%**

Average Click Through Rate: **1.7%**



### ***The Extra Mile Content Hub Site***

Average Monthly Site Visits: **327,100**

Average Monthly Unique Visits: **280,200**

Average Time on Site: **2.6 min**



### ***AAA.com/TEM Leaderboard Ads***

Average Click Through Rate: **0.25%**



### ***Social Media / AAA World FB Posts***

11,600+ Followers

Average Click Through Rate: **15.2%**



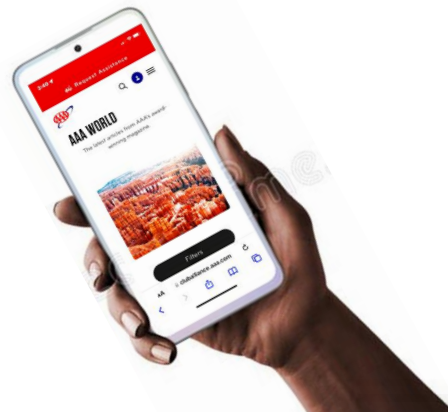
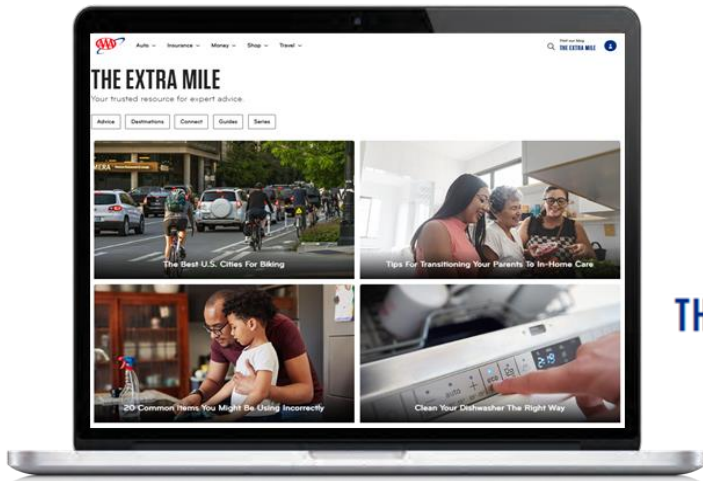


# LET'S CHAT

Enough about us. Let's hear about you!

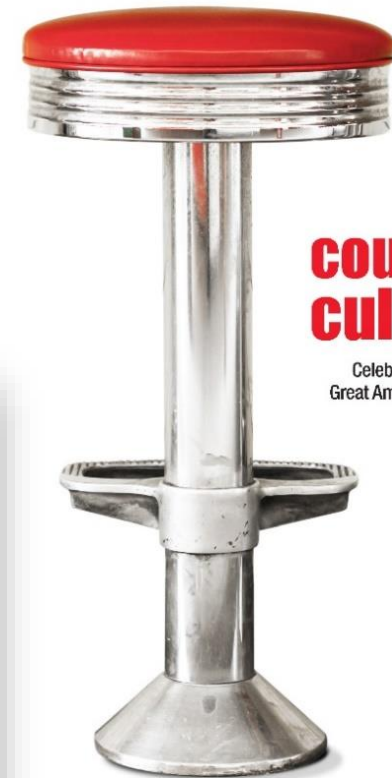
Maybe you have a great content idea you want to share. Or maybe you're a brand that can provide our Members with great products, experiences and solutions that we should be aware of.

Let's have a conversation. We look forward to partnering with you.



# AAA WORLD

SEPTEMBER/OCTOBER 2021



**counter  
culture**

Celebrating the  
Great American Diner

AAA is a Federation of Member-owned Clubs located throughout North America. Additional AAA publications, including **SJ FIRST** (130,000 HH's) are available in other areas. Ask for details.

