

# AAA WORLD

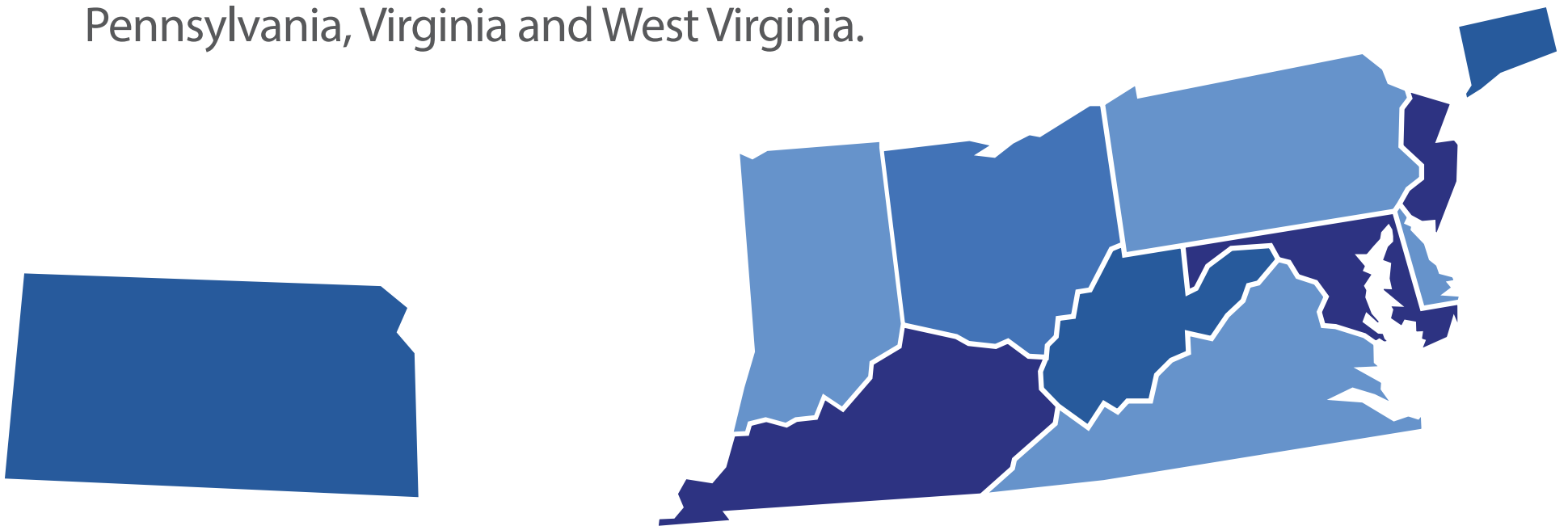


## Media Planner 2017

PRINT • ONLINE • DIGITAL



*AAA World* magazine is a bimonthly publication for members of AAA Club Association. It reaches more than 2.5 million households in Connecticut, Delaware, the District of Columbia, Indiana, Kansas, Kentucky, Maryland, New Jersey, Ohio, Pennsylvania, Virginia and West Virginia.



AAA World engages AAA members with relevant and meaningful features, provides useful travel and automotive information and tips, and informs members about discounts and benefits of their membership.

Folly Beach Pier stretches more than 1,000 feet into the Atlantic Ocean.

## COASTAL TREASURES

Charleston may be the jewel of South Carolina, but its bounty of surrounding beach towns are some of the area's most precious gems.

BY STACY TILLER

**W**e've just returned from a short afternoon stroll on a wide, soft swath of sandy shoreline, with our hands cupping a treasure-trove of shells we've unearthed from a tidal pool, when my daughter spots them: our flip-flops. Crocs, buckets and shovels floating out to sea with the rising tide. A kind stranger has already moved our chairs to higher ground, and now a few other friendly beachgoers are helping us fish out our belongings, which are consoling in the warm, frothy surf. We express a thousand thank-yous for their generous help, but they seem to think nothing of it. For this is the sort of Southern hospitality that comes naturally to folks here in Folly Beach, South Carolina, where life is laid-back, smiles are sincere and people don't think twice about helping complete strangers.

AAA.com/world

### auto reviews

#### First Time's the Charm

Buying your first new car is something you'll always remember. Here are three choices that will make for pleasant memories. —By Alan Heller

**They say you never forget your first love.** Well, the same can be said for your first new car. That's why it pays to give this memorable purchase some thought, preferably well before you ever set foot on a dealer's lot. With that in mind, here are three solid choices that meet our own well-reasoned first-car criteria, including affordability, safety and that elusive "cool" factor.

**Mazda3**

While good looks are important, it's an engaging personality that really counts a long-term value. Fortunately, the all-new 2014 Mazda3 has an abundance of both.

Offered in a choice of sedan and four-door hatchback body styles, the third-generation of Mazda's popular compact is just a tad longer and wider than the model it's replacing. Designers have also given it a decidedly more grown-up look inside and out, changes that make it a first car choice that you won't feel embarrassed to be seen in a few years from now.

Though the "i" line leads a 16-horsepower 2.5-liter engine offers more robust acceleration, we'd encourage first-time buyers to take an "i" model fitted with the 2.0-liter four-cylinder for a spin. This smaller motor offers a winning combination of zippy performance and excellent fuel economy, which is important for so many young adults who oftentimes can make stretching a buck an art form.

The Mazda3's most endearing quality, though, is just how much fun it is to drive, thanks to a well-tuned suspension that really commits a long-term value. Fortunately, the all-new 2014 Mazda3 has an abundance of both.

**STRENGTHS**

- More fun to drive than you'd expect
- Long list of safety features
- Excellent fuel economy with 2.0-liter engine

**WEAKNESSES**

- Rear seat can be a tight fit for taller occupants.
- Ride quality may be too firm for some tastes.

**BOTTOM LINE**

An affordable car that's also fun to drive? Where do we sign?

**PRICING**

Base Price: \$16,945  
As Tested: \$22,160

**SAFETY**

NHTSA: Not tested  
IIHS: Not tested

**M.P.G., CITY/HIGHWAY**

30/40 (2.0, I-4, automatic transmission)  
28/38 (2.5, I-4, automatic transmission)

**ALSO CONSIDER**

Ford Focus, Volkswagen Jetta

AAA.com/auto

### member's circle

#### FINANCIAL SERVICES

##### Your Everyday Money Solution

Looking for a card that doubles as a helpful budgeting tool and a simple way to make purchases in store or online? The AAA Visa TravelMoney Card is a safe, convenient way to access your money whenever and wherever you need it. The TravelMoney Card offers a great way to manage your money with a financial tool that's secure and at all times.

- It's simple to keep track of your account.
- It's ideal for sharing funds.

Don't have a AAA Visa TravelMoney Card? Stop in your nearest AAA store or go to [AAA.com/TravelMoney](http://AAA.com/TravelMoney) to purchase one.

AAA Visa TravelMoney Card is issued by MetLife Bank, Member FDIC, pursuant to a license from Visa U.S.A. Inc.

#### FOUNDATION

##### School's Open—Drive Carefully

**Now that children are back to school,** the Mid-Atlantic Foundation for Safety and Education is urging motorists to stay alert and be cautious while children are traveling to and from school. Slowing down may save a life, according to new findings by the AAA Foundation for Traffic Safety. A pedestrian struck by a vehicle traveling at 15 m.p.h. is about five times less likely to be killed than a pedestrian struck by a vehicle traveling at 25 m.p.h.

Each year, nationwide, approximately 19 school-age children are killed in motor vehicle crashes involving school buses. On average, 6 are passengers of school transportation vehicles, and 13 are pedestrians. More school-age pedestrians are killed between the hours of 3 p.m. and 4 p.m. than at any other time of day.

Understand that children are inexperienced in traffic, and remember that motorists need to be alert for the unexpected. Don't rush into and out of driveways. Expect children on the sidewalks or on the side of the road, especially around schools. Look for clues, such as AAA School Safety Patrols, adult crossing guards, signs, bicycles and playgrounds that indicate children could be in the area.

Reduce your speed when you enter a school zone and when children walk or bike along the road. Stop at stop signs. Obey the speed limit. Remember that the lives of children are in your hands. The lives of drivers roll through stop signs in school zones or neighborhoods.

In addition, research shows that taking your eyes off the road for just two seconds doubles your chance of crashing. Put away cell phones and other devices that distract you.

If everyone stays alert and follows these guidelines, the new school year will be safer for all.

For more information about the School's Open—Drive Carefully campaign, visit [AAA.com/FoundationSchoolProgram/SchoolsOpenDriveCarefully](http://AAA.com/FoundationSchoolProgram/SchoolsOpenDriveCarefully).

#### INSURANCE

##### How Much Homeowner's Insurance Do You Need?

home's structure. Make a list of everything you own, and estimate what it would cost to replace those items. Visit [AAA.com/Homeowners](http://AAA.com/Homeowners) for more information.

**Liability protection.** This covers legal defense and damages if you or your family members are sued for bodily injury or property damage. It also pays for damages and injuries caused by pets. Most homeowner's policies provide a minimum of \$100,000 in liability coverage, but higher amounts are increasingly being recommended due to increased legal exposure. For example, if you modify your guests over, have a pool or even have a fire pit, you also have increased exposure. Also, if you have a party and over-serve a guest for if there is even a thought that you over-serve a guest and he or she leaves and causes property damage or physical injury to someone, you as the homeowner (or renter) could be named in a lawsuit. If your assets are worth more than the liability limits in your policy, consider increasing your limits or purchasing an umbrella policy, which provides additional liability protection.

**Additional living expense coverage.** This is also part of a standard policy. If your home becomes uninhabitable, this covers temporary lodging, restaurant meals and other living expenses incurred. There are limits on coverage for both the dollar amount and time period, so it's best to check with your agent for recommendations.

**If you haven't reviewed your homeowner's policy in the past year, take some time to do so. Visit AAA.com/Insurance, or call 866-AAA-INFO (222-4666) to contact your local agent.**

#### GREEN CARS

##### It's Easy to Drive Green

Do you want your next car to have a carbon footprint that is more favorable to the planet? Then you're probably looking for a "green" car. Not a car the shade of shamrock on St. Patrick's Day, but a car that gets excellent gas mileage, or even a diesel or an electric vehicle. AAA can help.

AAA's Green Car Guide offers test results, costs and savings for 83 vehicles, from hybrids and natural gas vehicles to clean diesels and cars that run on hydrogen fuel cells. It even includes gasoline-powered cars that maximize fuel economy.

The guide lists all numbers and acronyms, also answers the questions why you should go green, how to drive green regardless of your vehicle and what consumers can expect in the next few years.

"We are committed to helping our members purchase, maintain and repair their cars. This includes the exciting space of hybrid and alternative fuel vehicles," says Lancia Sabourin, senior vice president, Automotive Services and Connected Car. "AAA recognized these were new, if any, comprehensive resources for consumers to explore all the options to help with their car buying decisions. The Green Car Guide can help."

To access AAA's Green Car Guide, visit [AAA.com/greencar](http://AAA.com/greencar).

## READER DEMOGRAPHICS

### Marital Status

Married 60.3%
Widowed 10.0%
Separated/Divorced 11.5%
Single (never married) 14.1%

### Gender

Male	Female
41%	59%

### Main Residence

OWN	RENT
86.1%	13.9%

\$343,400  
AVERAGE  
VALUE

\$409,400  
MEDIAN  
VALUE

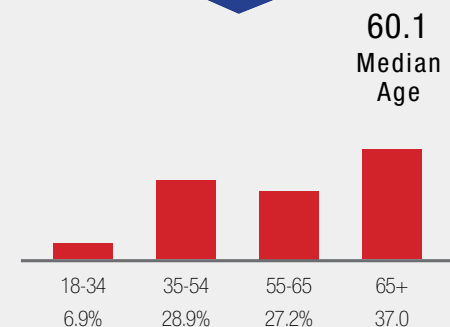
### Household Income

\$127,600	\$102,200
AVERAGE INCOME	MEDIAN INCOME

### Education

64.9%	86%
4+ YEARS	ANY COLLEGE

### Age



## MEMBER TRAVEL HABITS

How long before traveling  
do you book  
a trip?



33.3% More than 6 Months



41.3% 3-6 Months



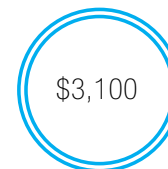
25.1% Less than 3 Months

Members who took vacations  
75% Took  
Vacations

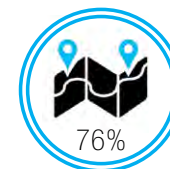
Personal 95%

Business 21%

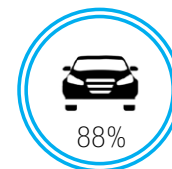
Business/Personal 13%



Average  
amount  
spent on  
trip

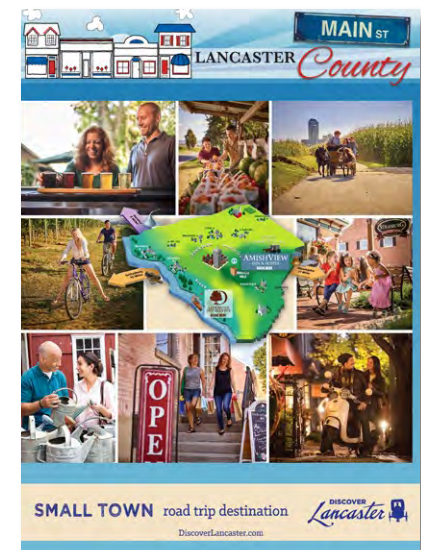


Weekend  
trips



Traveled  
by car

The digital magazine is produced six times a year and features videos, slideshows, and other interactive elements to engage readers.



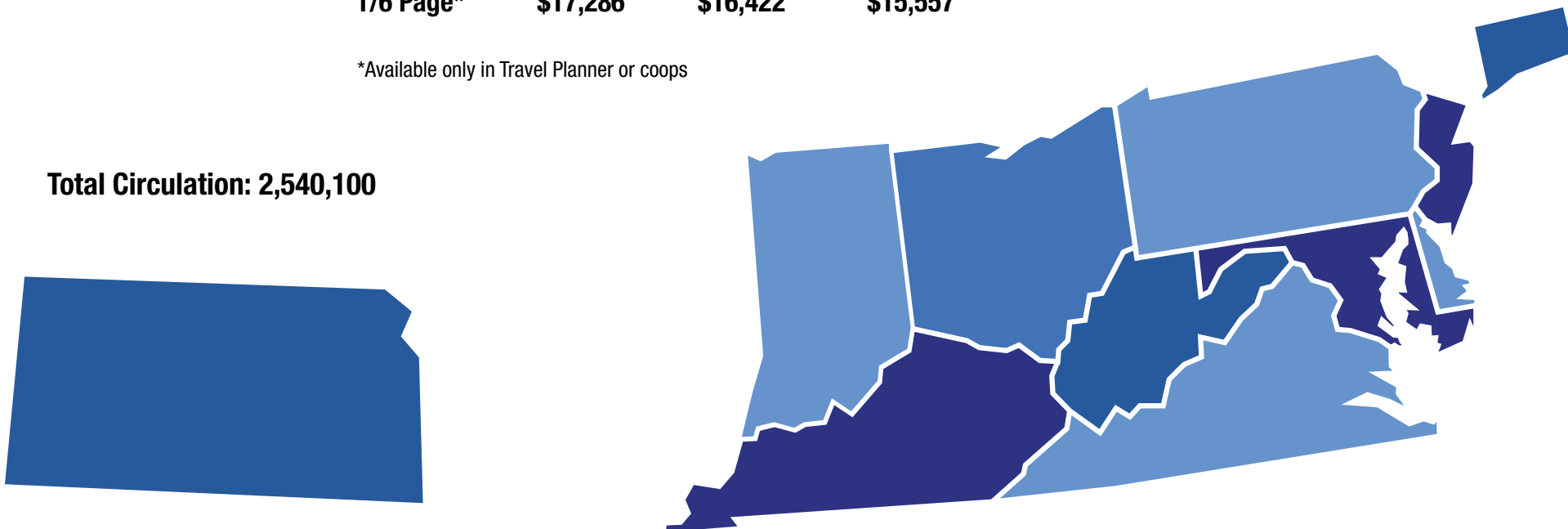
## ADVERTISING RATES

### All Markets

4 Color	1 x	3 x	6 x
Full Page	\$78,572	\$74,643	\$70,715
2/3 Page	\$58,929	\$55,983	\$53,036
1/2 Page	\$47,143	\$44,786	\$42,429
1/3 Page	\$31,429	\$29,857	\$28,286
1/6 Page*	\$17,286	\$16,422	\$15,557

\*Available only in Travel Planner or coops

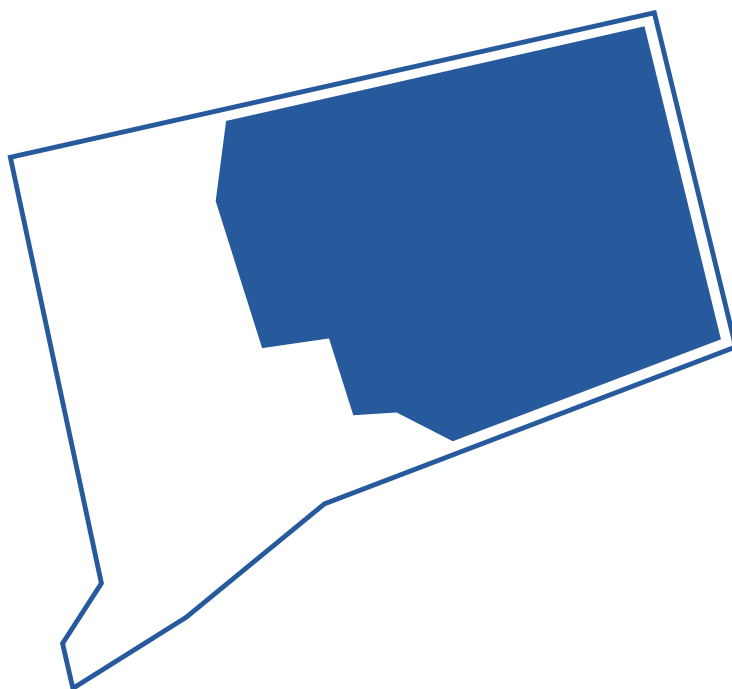
Total Circulation: 2,540,100



## ADVERTISING RATES

### Connecticut

**Total Circulation: 283,600**



4 Color	1 x	3 x	6 x
Full Page	\$13,508	\$12,833	\$12,157
2/3 Page	\$10,131	\$9,624	\$9,118
1/2 Page	\$8,105	\$7,700	\$7,294
1/3 Page	\$5,403	\$5,133	\$4,863
1/6 Page*	\$2,972	\$2,823	\$2,675

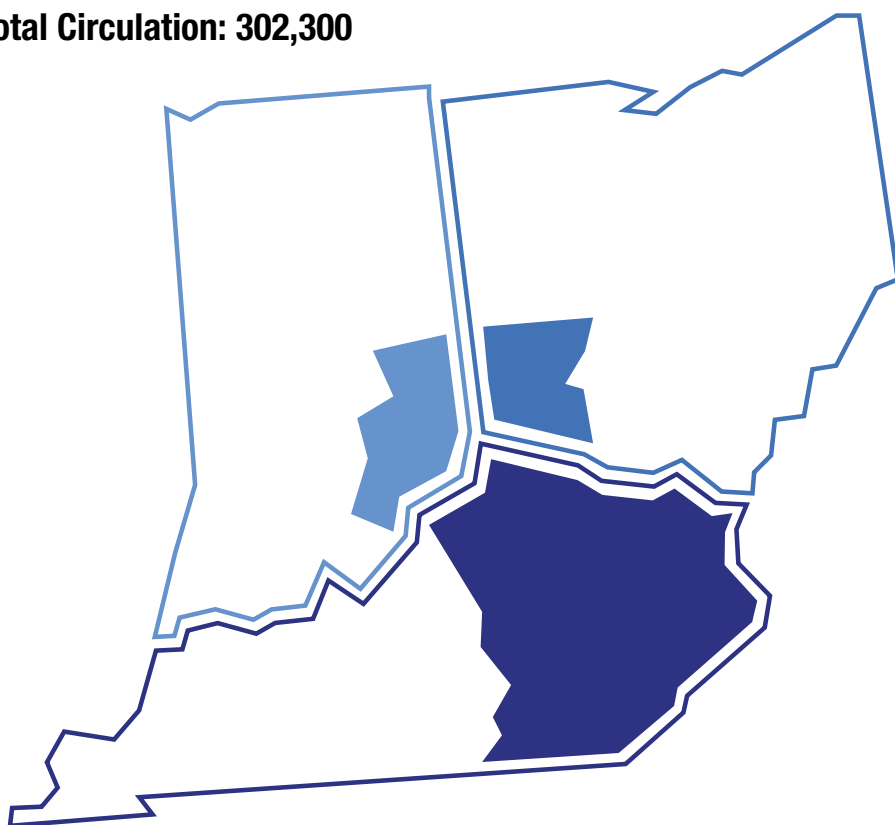
\*Available only in Travel Planner or coops



## ADVERTISING RATES

### Cincinnati/Indiana/Kentucky

**Total Circulation: 302,300**



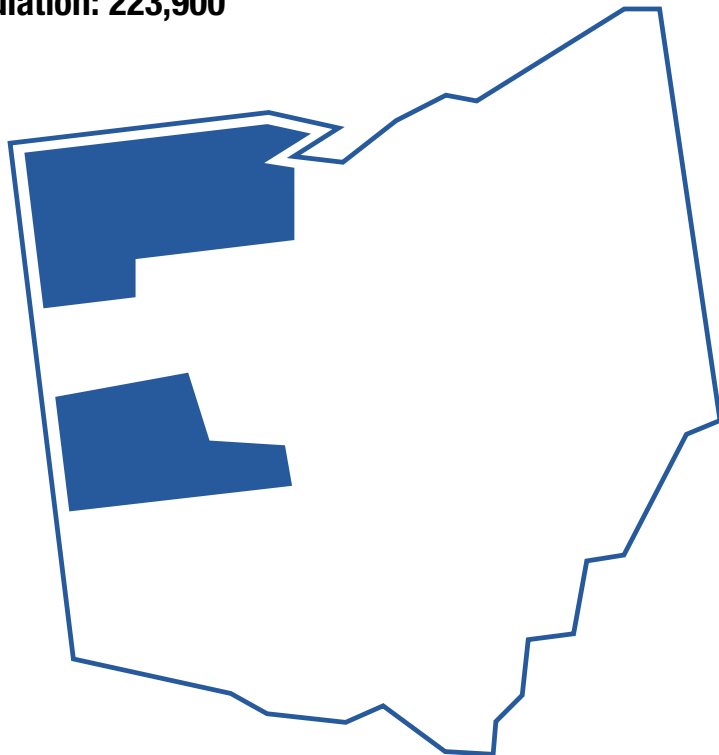
4 Color	1 x	3 x	6 x
Full Page	\$15,100	\$14,345	\$13,590
2/3 Page	\$11,325	\$10,759	\$10,193
1/2 Page	\$9,060	\$8,607	\$8,154
1/3 Page	\$6,040	\$5,738	\$5,436
1/6 Page*	\$3,322	\$3,156	\$2,990

\*Available only in Travel Planner or coops

## ADVERTISING RATES

### Miami Valley (Dayton)/Toledo

**Total Circulation: 223,900**



4 Color	1 x	3 x	6 x
Full Page	\$11,200	\$10,640	\$10,080
2/3 Page	\$8,400	\$7,980	\$7,560
1/2 Page	\$6,720	\$6,384	\$6,048
1/3 Page	\$4,480	\$4,256	\$4,032
1/6 Page*	\$2,464	\$2,341	\$2,218

\*Available only in Travel Planner or coops

## ADVERTISING RATES

### New Jersey

**Total Circulation: 415,000**



4 Color	1 x	3 x	6 x
Full Page	\$17,248	\$16,386	\$15,523
2/3 Page	\$12,936	\$12,289	\$11,642
1/2 Page	\$10,349	\$9,831	\$9,314
1/3 Page	\$6,899	\$6,554	\$6,209
1/6 Page*	\$3,795	\$3,605	\$3,415

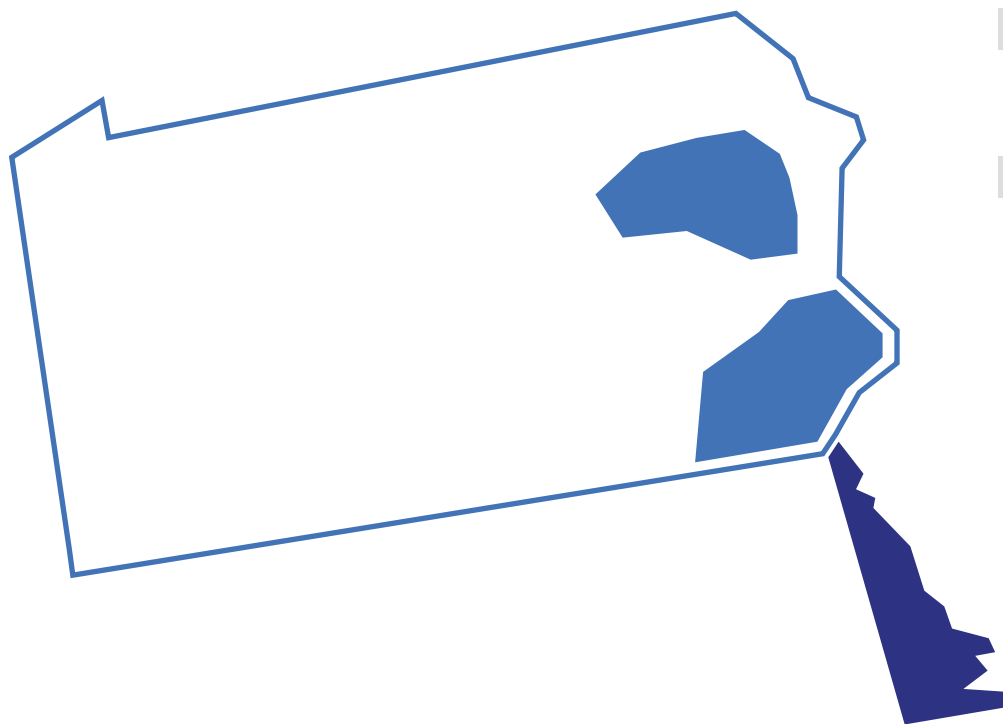
\*Available only in Travel Planner or coops



## ADVERTISING RATES

### Pennsylvania/Delaware

**Total Circulation: 403,000**



4 Color	1 x	3 x	6 x
Full Page	\$16,736	\$15,899	\$15,062
2/3 Page	\$12,552	\$11,924	\$11,297
1/2 Page	\$10,042	\$9,540	\$9,037
1/3 Page	\$6,694	\$6,360	\$6,025
1/6 Page*	\$3,682	\$3,498	\$3,314

\*Available only in Travel Planner or coops

## ADVERTISING RATES

### Metro Washington/Maryland

**Total Circulation: 610,100**



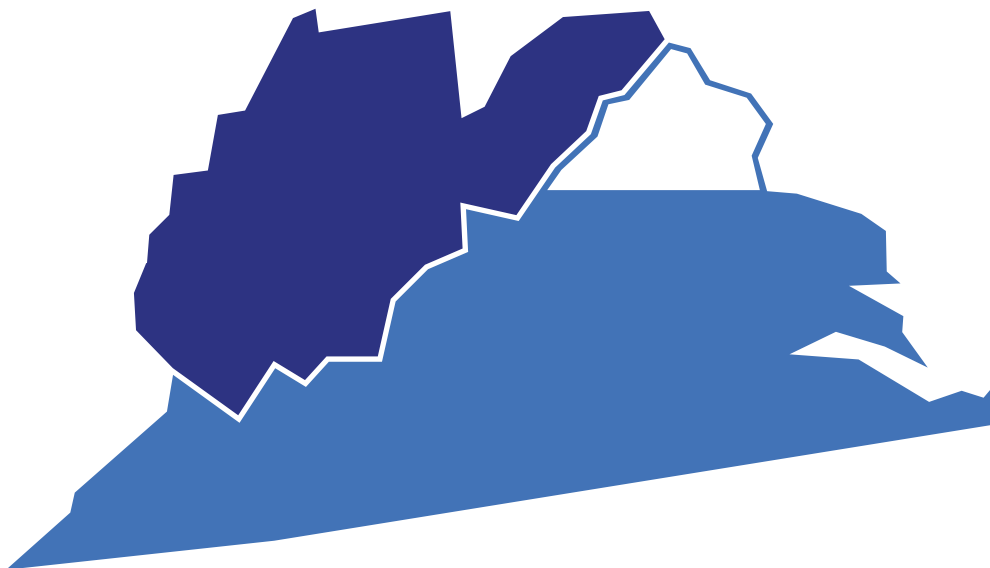
4 Color	1 x	3 x	6 x
Full Page	\$25,408	\$24,138	\$22,867
2/3 Page	\$19,056	\$18,103	\$17,150
1/2 Page	\$15,245	\$14,483	\$13,720
1/3 Page	\$10,163	\$9,655	\$9,147
1/6 Page*	\$5,590	\$5,310	\$5,031

\*Available only in Travel Planner or coops

## ADVERTISING RATES

### Virginia/West Virginia

**Total Circulation: 190,000**



4 Color	1 x	3 x	6 x
Full Page	\$9,760	\$9,272	\$8,784
2/3 Page	\$7,320	\$6,954	\$6,588
1/2 Page	\$5,856	\$5,563	\$5,270
1/3 Page	\$3,904	\$3,709	\$3,514
1/6 Page*	\$2,147	\$2,040	\$1,932

\*Available only in Travel Planner or coops



# AAA WORLD

## ADVERTISING RATES

Kansas



Total Circulation: 112,200



4 Color	1 x	3 x	6 x
Full Page	\$6,587	\$6,258	\$5,928
2/3 Page	\$4,940	\$4,693	\$4,446
1/2 Page	\$3,952	\$3,755	\$3,557
1/3 Page	\$2,635	\$2,503	\$2,371
1/6 Page*	\$1,449	\$1,377	\$1,304

\*Available only in Travel Planner or coops



## travel planner

VISIT [AAA.COM/WORLDINFO](http://AAA.COM/WORLDINFO) TO FIND OUT MORE ABOUT THE OFFERS ON THIS PAGE

1/6TH PAGE • 2.25" x 4.25"	1/8TH PAGE • 2.25" x 3"	OUTER BANKS NC
	1/24TH PAGE • 2.25" x 1"	
1/12TH PAGE • 2.25" x 2"	1/3RD PAGE • 4.625" x 4.25"	
MARYLAND		

### Metro Washington/Maryland

610,100 households in VA, DC, MD

1/3 page 4c	\$10,163
1/6 page 4c	\$5,082
1/8 page 4c	\$3,811
1/12 page 4c	\$2,541
1/24 page 4c	\$1,270

### Pennsylvania/Delaware

403,000 households in PA & DE

1/3 page 4c	\$6,694
1/6 page 4c	\$3,347
1/8 page 4c	\$2,510
1/12 page 4c	\$1,674
1/24 page 4c	\$837

### New Jersey

415,000 households in NJ

1/3 page 4c	\$6,899
1/6 page 4c	\$3,450
1/8 page 4c	\$2,587
1/12 page 4c	\$1,725
1/24 page 4c	\$862

### Cincinnati/Indiana/Kentucky

302,300 households in OH, IN, KY

1/3 page 4c	\$6,040
1/6 page 4c	\$3,020
1/8 page 4c	\$2,265
1/12 page 4c	\$1,510
1/24 page 4c	\$755

### Miami Valley/Toledo

223,900 households in OH

1/3 page 4c	\$4,480
1/6 page 4c	\$2,240
1/8 page 4c	\$1,680
1/12 page 4c	\$1,120
1/24 page 4c	\$560

### Virginia/West Virginia

190,000 households in WV & VA

1/3 page 4c	\$3,904
1/6 page 4c	\$1,952
1/8 page 4c	\$1,464
1/12 page 4c	\$976
1/24 page 4c	\$488

### Kansas

112,200 households in KS

1/3 page 4c	\$2,635
1/6 page 4c	\$1,318
1/8 page 4c	\$988
1/12 page 4c	\$659
1/24 page 4c	\$329

### Connecticut

283,600 households in CT

1/3 page 4c	\$5,403
1/6 page 4c	\$2,702
1/8 page 4c	\$2,026
1/12 page 4c	\$1,351
1/24 page 4c	\$675

### All Regions

2,540,100 households

1/3 page 4c	\$31,429
1/6 page 4c	\$15,715
1/8 page 4c	\$11,787
1/12 page 4c	\$7,857
1/24 page 4c	\$3,929

## AD SIZES

### 1/3 PAGE

4.625" wide x 4.25" high

### 1/6 PAGE

2.25" wide x 4.25" high

### 1/8 PAGE

2.25" wide x 3" high

### 1/12 PAGE

2.25" wide x 2" high

### 1/24 PAGE

2.25" wide x 1" high



## Mechanical Specifications

### ADVERTISING MATERIAL

Digital materials (preferred): High resolution PDF files; EPS files, CMYK (no spot colors unless by special arrangement with sales representative), all type converted to outlines; CMYK TIFF files, 300 dpi minimum; InDesign native files with all postscript fonts and art included (True Type and Bitstream fonts will not be accepted).

### MECHANICALS

Printing Process: Web Offset Binding: Saddle-stitched (jogged to the head)

Trim Size: 7.875 x 10.5

### INSERTS

Consult your *AAA World* sales representative for specification sheet. Publisher reserves the right to omit inserts not complying with specifications.

### DIGITAL FILE DELIVERY

*AAA World* accepts digital files through many portals, including e-mail and FTP.

Please contact your *AAA World* sales representative for details on digital file transfer.

### ADVERTISER PROOFS

Two press proofs required with each ad.

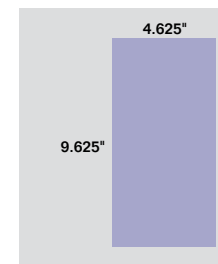
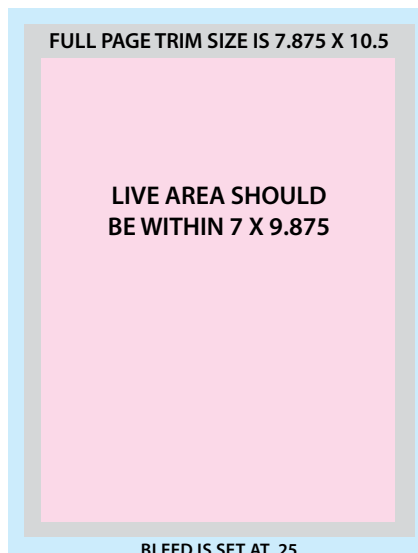
*AAA World* shall not be held responsible for color accuracy if no color proof is provided.

## Ad Sizes (in inches)

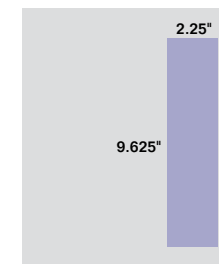
	Width	Height
Magazine Trim Size	7.875	10.5
Full-Page Live area	7	9.625
Two-Page Spread	15.75	10.5
2/3 Vertical only	4.625	9.625
1/2 Horizontal only	7	4.75
1/3 Vertical	2.25	9.625
1/3 Square	4.625	4.75
1/6 Vertical*	2.25	4.25
Travel Planner Ads	2.25 wide	

\*Available only in Travel Planner or coops

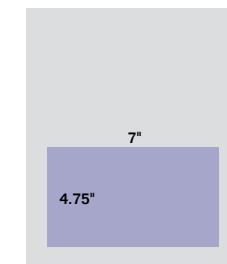
## FULL PAGE SIZE



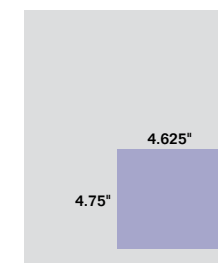
2/3 PAGE



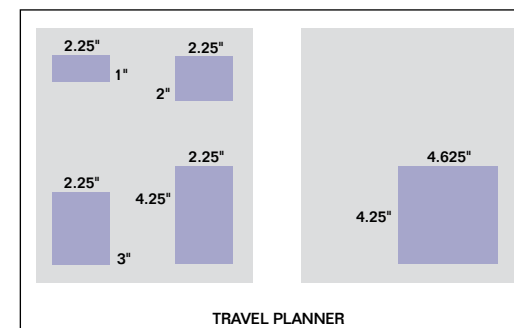
1/3 VERTICAL



1/2 PAGE



1/3 PAGE SQUARE



TRAVEL PLANNER

## 2017 Publishing Calendar

Issue	Space	Ad Material	In Home
Jan./Feb.	Oct. 26	Nov. 18	Dec. 23-28
Mar./Apr.	Jan. 4	Jan. 20	Feb. 24-28
May/June	Mar. 1	Mar. 17	Apr. 24-27
July/Aug.	Apr. 26	May 19	Jun. 26-29
Sept./Oct.	June 30	July 21	Aug. 28-31
Nov./Dec.	Aug. 30	Sept. 22	Oct. 27-31
Jan./Feb. ('18)	Oct. 25	Nov. 17	Dec. 26-29

No cancellations accepted after the closing date.



# AAA WORLD DIGITAL



Your inside scoop on this month's  
**values, deals, and benefits from AAA.**

DISCOUNTS VACATIONS CAR RENTALS HOTELS ATTRACTIONS MOVIES APPS AUTO BUYING



Sponsored Ads

BOX BANNER AD  
202 x 144

TOWER BANNER AD  
120 x 300

610K EMAIL RECIPIENTS/MONTH



Financial & Mobile Services

SMARTtrek™ Protect your vehicle with SMARTtrek™  
Save Now >>

BOX BANNER AD  
480 x 640

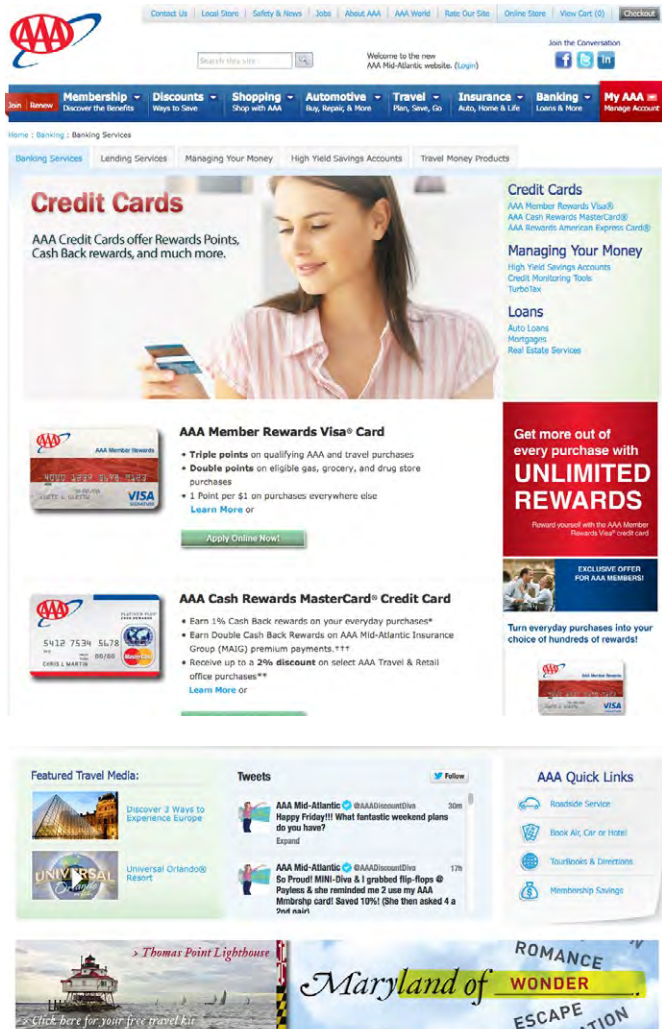
450K EMAIL RECIPIENTS/MONTH

DIGITAL ADVERTISING MATERIAL SPECS GIF, JPEG or PDF

AAA Advertising Management // OFFICE: 888-222-4252

# AAA WORLD

# DIGITAL



60K IMP/MONTH

WEBSITE BANNER AD

958 x 136

AAA World Digital Magazine



450K EMAIL  
RECIPIENTS/MONTH

FULL PAGE AD  
2400 x 3150

DIGITAL ADVERTISING MATERIAL SPECS GIF, JPEG or PDF



AAA World accepts digital files through many portals, including e-mail and FTP.  
Please contact your AAA World sales representative for details on digital file transfer.

### Ad Sizes (in pixels)

	Width		Height
Full page	2400px	x	3150px
Banner	2100px	x	325px

**IMAGES:** JPG, GIF, PDF

**VIDEOS:** FLV, WMV, MOV, AVI, MPG, MP4

**AUDIO:** MP3

**IMAGE SIZE:** 300 DPI

**COLOR FORMAT:** Please ensure all uploaded images are RGB format.

**MAXIMUM FILE SIZE:** 40mb

**SWF files** that exceed 1 mb in size may download slowly in the reader.

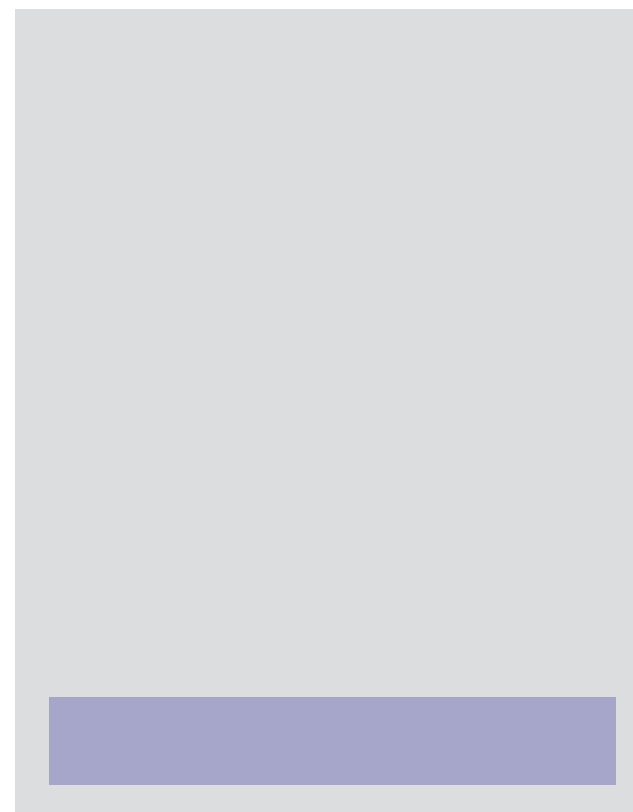
### 2017 Digital Publishing Calendar

Issue	Ad Material
Jan./Feb.	Dec. 5
Mar./Apr.	Feb. 9
May/June	April 10
July/Aug.	June 12
Sept./Oct.	Aug. 14
Nov./Dec.	Oct. 11

*No cancellations accepted after the closing date.*

### FULL PAGE AD

**2400 x 3150**



↑  
**BANNER AD**  
**2100 x 325**





**Must provide Full Page Ad in approved specs** (sizing listed on prior page)

### Rotating Banner Ads

#### Banner Ads

Type: jpg, gif, tiff

Size: 1500 x 775 pixels

File Size: Between 400-900 KB

Please provide separate linking URL for each banner ad



### Clickable Pop-Up Ads

**Pop-Ups** (Can be images or video)

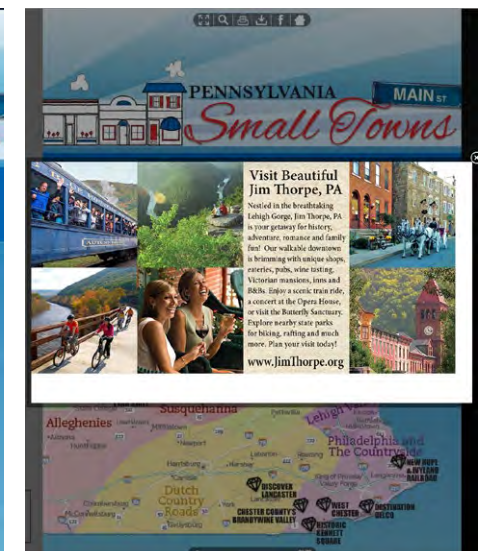
Type: jpg, gif, tiff

Size: 750 (or less) x 900 (or less) pixels

File Size: <750

**Video Files:** MWV. MOV. AVI, MPG, MP4

Please provide separate linking URL for each pop-up ad (*videos will not link*)



AAA World accepts digital files through many portals, including e-mail and FTP.  
Please contact your AAA World sales representative for details on digital file transfer.