2020 NYSTIA Integrated Marketing Program
2020 Integrated Marketing Program

Revamped for 2020

2020 will bring powerful changes to our print co-op:

- Each advertiser will receive enhanced digital assets to accompany their print ad
- New targeted insert format for larger presence to qualified travel audience
- Our email list has doubled to 1,000,000 opted-in members

For more information, visit Sales.Northeast.AAA.com
AAA Northeast has over 5 million members throughout Connecticut, Massachusetts, New Jersey, New York, and Rhode Island. For our 2020 co-op, we are targeting 200,000 of these members who have a proven track record of traveling to NY.

These members have taken one of the following actions within the last year:
1. Booked and stayed at a NY hotel through AAA
2. Booked attraction tickets for a NY attraction through AAA
3. Visited a AAA branch and requested more information on a NY destination

For more information, visit Sales.Northeast.AAA.com
Digital Presence

Each print participant receives the following (each issue):

- Featured in custom article on website & email
- One (1) email newsletter text ad that is sent in one of our Your AAA Daily emails to 1,000,000+ AAA members
- ROS Display ad during one month of print co-op on AAA.com/YourAAA
- Reader Service listing to 2M AAA Northeast members (print and online)

Digital Performance

- 26-30% email open rate • 2%+ email CTR
- 224,000 avg. monthly visitors
- 1,000,000+ avg. monthly pageviews

For more information, visit Sales.Northeast.AAA.com
New Format
The 2020 NYSTIA co-op will be a Quad/aLog inserted on page one of Your AAA magazine, to a targeted audience of 200,000 NY travelers.

The insert will run in increments of 4 pages. A minimum of 4 pages is required for the co-op to run.

Specs
Full Page Space
- 1/2 page ad
- 175 words of copy
- photo
- logo

Half Page Space
- 1/6 page ad
- 110 words of copy

Plan your trip at iloveny.com or with the I LOVE NY app
Discover vibrant cities and peaceful villages as you tour New York State's scenic shoreline, main streets and rolling mountains.

Here, you can get lost in history, camp under a canopy of stars and explore with nature lovers and Mother Nature's most awe-inspiring playgrounds. With thousands of acres of wilderness, towns of history and miles of beautiful coastline, there's something for everyone.

So come find what you love in New York State.

For more information, visit Sales.Northeast.AAA.com

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# Audience Profile

## Readers Love to Travel
- 75% of our readers took a continental U.S. trip in the past year (134 index)
- 88% of our readers who took a domestic trip did so using their personal vehicle (140 index)
- 80% stayed in a hotel in the past year (165 index)
- 12 Average hotel nights per year (167 index)
- 5 MONTHS Average time in advance our readers plan their travel
- 78% of our readers travel with their spouse/partner/children
- 26% of our readers gamble at casinos (199 index)
- 42% of our readers took a trip outside of the continental U.S. (142 index)
- $3,500 Average amount spent on foreign vacations (112 index)

## Engaged and Loyal Readers
- 72% of our readers take action as a result of reading the publication
- 44% became aware/used/received AAA discounts
- 42% visited AAA.com
- 15% visited an advertiser’s web site
- 12% visited a AAA branch for maps or TripTiks®
- 20.6 MINUTES Average minutes spent reading Your AAA
- 70% are regular readers (read 3-4 of past 4 issues)
- 45% of readers pass on the publication to at least one other reader
- 57% prefer receiving the printed magazine in the mail

## Demographics

<table>
<thead>
<tr>
<th>Demographics</th>
<th>Readers Love to Travel</th>
<th>Engaged and Loyal Readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average age</td>
<td>56</td>
<td>72% Own home</td>
</tr>
<tr>
<td>Female</td>
<td>57%</td>
<td>28% Rent home</td>
</tr>
<tr>
<td>Male</td>
<td>43%</td>
<td>$503,900 Average value of home</td>
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<tr>
<td>College degree</td>
<td>70%</td>
<td>13 YEARS Average length of AAA membership</td>
</tr>
<tr>
<td>Employed</td>
<td>64%</td>
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<tr>
<td>Retired</td>
<td>28%</td>
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<tr>
<td>Married</td>
<td>53%</td>
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<tr>
<td>Average household income</td>
<td>$108,400</td>
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</tr>
</tbody>
</table>

## Vacation Activities

- 67% Dine out
- 52% Beach
- 49% Outdoor Adventure
- 39% Historic Sites
- 37% Museums
- 31% Shopping
- 29% National Parks
- 28% Theme Parks/Attractions
- 22% Zoo/Aquarium

## Your AAA readers travel more, stay longer and spend more.

- **Number of trips lasting 1+ days in the past year**
  - **5.5** Your AAA Readers • **2.6** Average U.S. Adult (213 index)
- **Average paid hotel nights per year**
  - **12** Your AAA Readers • **7.2** Average U.S. Adult (167 index)
- **Average amount spent on domestic vacations per year**
  - **$3,500** Your AAA Readers • **$2,000** Average U.S. Adult (175 index)

For more information, visit [Sales.Northeast.AAA.com](http://Sales.Northeast.AAA.com)
NEW YORK TRAVELERS

Total Print Circulation 200,000
Total Reader Service Circulation 2,000,000

Connecticut, Massachusetts, Northern New Jersey, New York, Rhode Island

2020 RATES (PER ISSUE)

- half page print + digital $4,324
- full page print + digital $6,897

Issues & Reservation Info

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<thead>
<tr>
<th>Issue</th>
<th>Space</th>
<th>Materials</th>
<th>In-Home</th>
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<tbody>
<tr>
<td>March/April</td>
<td>12/20/19</td>
<td>01/03/20</td>
<td>02/22/20</td>
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<tr>
<td>May/June</td>
<td>02/14/20</td>
<td>03/06/20</td>
<td>04/25/20</td>
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<tr>
<td>July/August</td>
<td>04/17/20</td>
<td>05/08/20</td>
<td>06/27/20</td>
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</table>

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