

# AAA WORLD

2023 MEDIA KIT







Connect with the AAA Brand  
+ our Members

- AAA is a federation of Member-owned Clubs serving more than **63 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 6.3m+ Members
- **AAA World** is among the **largest circulated publications** in the U.S.



**AAA Members  
Travel More!**

**17%**

of AAA Members take 3+ domestic  
travel vacations annually  
vs. 10% of non-Members<sup>2</sup>

**AAA Members  
Stay Longer!**

**39%**

of AAA Members stay  
5+ nights per vacation  
vs. 23% of non-Members<sup>2</sup>

**AAA Members  
Spend More!**

**\$2,155**

AAA Member average spend on  
domestic travel vacation 16% higher  
vs. \$1,863 for non-Members<sup>2</sup>

<sup>1</sup>Source: Morning Consult, Most Trusted Brands, 2021

<sup>2</sup>Source: 2019 Doublebase GfK MRI, Domestic Travel -- vacation, honeymoon, personal

# AAA WORLD

Well-Traveled, Desirable Demographics  
+ Reader Survey Information

**62%**

of readers take action  
as a result of reading

**2.55 Million**

HH circulation per issue

**79%** of *AAA World* readers took a  
vacation in the past 12 months

**\$3100**

average amount  
spent on a trip by  
*AAA World* readers.

**67%** two-thirds of *AAA World* primary  
Members read every issue.

**72%** visited [AAA.com](http://AAA.com)

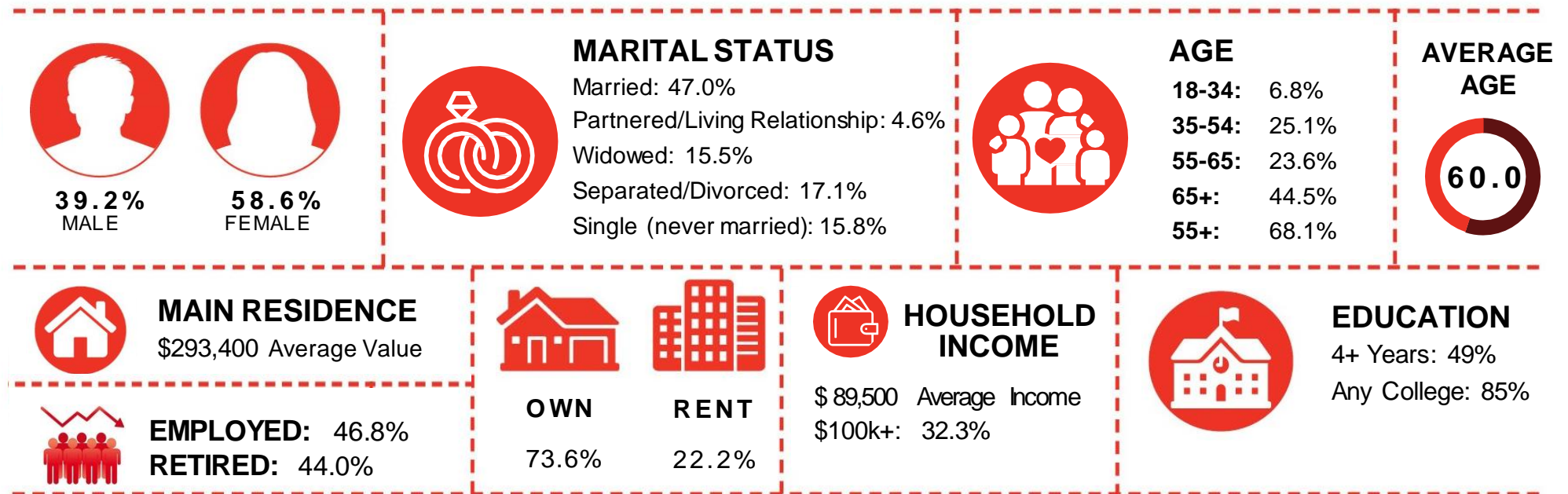
**63%**

of readers say *AAA World* provides  
relevant information.

**40%** of readers planned a trip because they read  
about a destination in *AAA World* magazine.

# TAP INTO A POWERFUL AUDIENCE

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



**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: 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

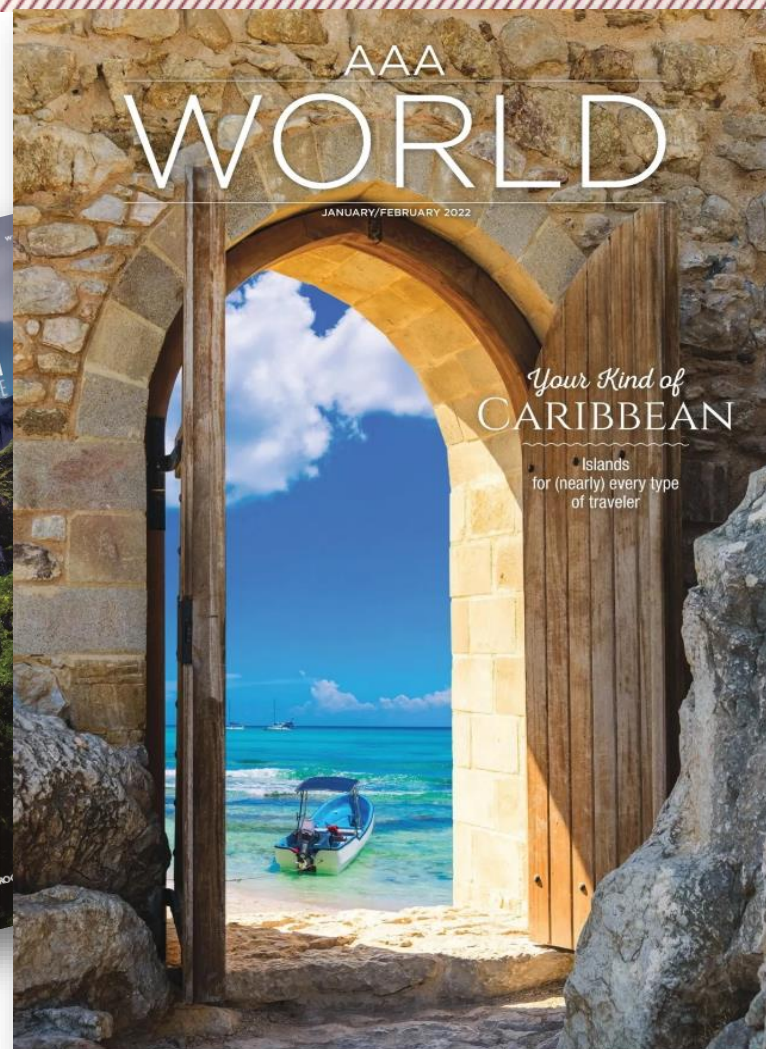
Our award-winning bi-monthly AAA Member magazine, *AAA World*, has a circulation of more than 2.55 million HH's reaching up to 6.3 million Members throughout our Club's territory. Produced in four regional editions, *AAA World* is our Member's guide and companion, offering both inspiration and intel to help them live an empowered life out on the open road and beyond.

## AAA TRAVELER WORLDWISE

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 150,000+ targeted 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 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 EDITORIAL CALENDAR\*

**JAN / FEB** | (Common) Yucatan, Mexico; Agave Spirits in Mexico; Cambodia; Learning a Foreign Language (\*NEA/SEA only.) (Regional Articles) NEA & SEA: Edna Lewis Food Trail in Virginia NEA: Culinary Scenes in Pittsburgh & Philadelphia PA SEA: Food & Wine Scene in Charlottesville, VA CEN: Speakeasies in Ohio, Kentucky, West Virginia. GP: Iconic Foods of Nebraska.

**MAR / APR** | (Common) AAA World Photo Contest Results; How to Take Better Smartphone Photos; Food Halls. (Regional Articles) NEA: Cape Cod & The Islands, Massachusetts SEA: South Carolina's Mount Pleasant/Charleston Area CEN: Greenbrier County, West Virginia GP: Sioux Falls, South Dakota.

**MAY / JUN** | (Common) *The Road Trip Issue*: AAA's Route 66 Road Fest; AAA's Trip Canvas; Driving The Grand Canyon Loop; Scenic Drives in the U.S: Oregon's Coast, Black Bear Scenic Byway in Florida; National Parks in the West (JBF); Healthier Eating on the Road; Apps for Electric Vehicles. (Regional Articles) NEA: Litchfield Hills, Connecticut Road Trip SEA: Ocean Drive in New Jersey Road Trip; CEN: Indiana Road Trip; GP: Colorado/Utah Road Trip (Dinosaur Diamond Scenic Byway)

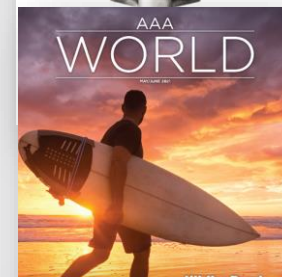
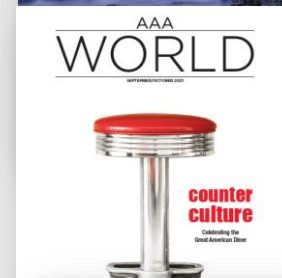
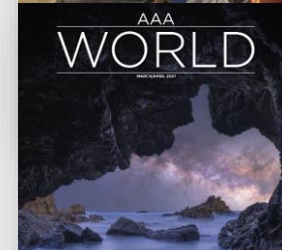
**JUL / AUG** | (Common) Travel Tips for LGBTQ+ travelers; Top Regional Theaters. (Regional Articles) NEA: 72 hours in Annapolis, MD with kids; Round up of N'east Food Trails SEA: 72 hours in Asheville, North Carolina with kids; Food Trails in S'east States CEN: 72 hours in Chicago, Illinois with kids; Historic Restaurants in Central Region States GP: 72 Hours in Kansas City, Missouri with Kids; Houston, Texas' Black Chefs. Eastern Region: *What's Trending* (Harford County MD)

**SEP / OCT** | (Common) *The Outdoors Issue*: Camping 101; Adventure Parks in the U.S.; Foraging Tours. (Regional Articles) NEA & SEA: Top Trail Towns Along the Great Allegheny Passage. CEN: Lesser Known Bike Paths throughout the Central Region. GP: Where To See Bison

**NOV / DEC** | (Common) What First-Time Cruisers Need to Know; Atlanta, Georgia; Holiday-themed Culinary Story featuring Four & Five Diamond Chefs. (Regional Articles) Regional Holiday-themed Lights and Parades; NEA: Winter Sports in the Pocono Mountains, PA; SEA & CEN: Winter Sports in West Virginia GP: Winter Sports in Colorado.

**KEY:** Common Features: Full Circ. Regional Articles: **(NEA)** N'East **(SEA)** S'East **(CEN)** Central **(GP)** Great Plains

**\*NOTE:** Proposed Editorial Calendar. Articles subject to change at any time. AAA World cannot guarantee all stories will be published.

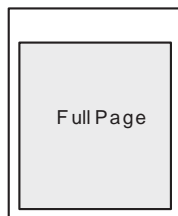


Updated  
1.25.2023

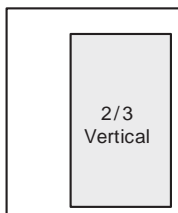


# AAA WORLD

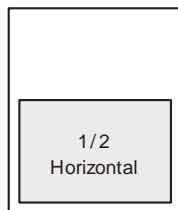
## SPECS / RATES: TRAVEL PLANNER / CO-OP's



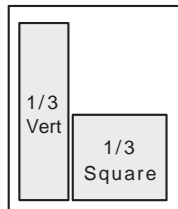
**Full Page:**  
6.5" w x 8.375" h



**2/3 VERT:**  
4.25" w x 8.375" h

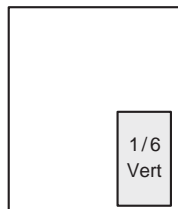


**1/2 HORIZ:**  
6.5" w x 4" h



**1/3 SQ:**  
4.25" w x 4" h

**1/3 VERT:**  
2.125" w x 8.375" h



**1/6 VERT:**  
2.125" w x 4" h

### travel planner

VISIT [AAA.COM/INFOCENTER](http://AAA.COM/INFOCENTER) TO FIND OUT MORE ABOUT THE OFFERS IN THIS ISSUE.

#### PENNSYLVANIA



#### Award-Winning Accommodations in the Heart of Amish Country

A boutique hotel with the best views of Lancaster County!

Wake up and indulge in our hearty, hot, complimentary breakfast buffet! Other amenities include in-room kitchenettes, an indoor pool and whirlpool, fitness center and much more.

While on property, enjoy a buggy ride, take a VIP (visit-in-person) Amish Tour and grab lunch or dinner.

Family-friendly and adults-only rooms available.



National America's Best Hotel Award by

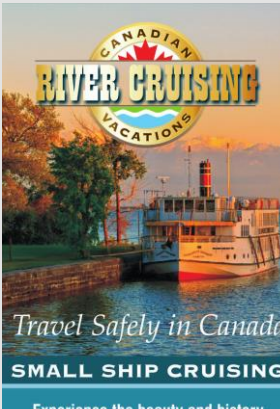
**trivago**

#1 Seller Award in the Hospitality Category for over 10 consecutive years

Reserve your room today.

**AmishViewInn.com**  
866.735.1600

#### CANADA



Experience the beauty and history of the St. Lawrence and Ottawa Rivers on a classic Canadian riverboat.  
Call to receive our free travel guide  
**1-800-267-7868**  
[www.StLawrenceCruiseLines.com](http://www.StLawrenceCruiseLines.com)

#### WASHINGTON, D.C.



**Join us for Advent & Christmas**  
• Open 365 Days  
• Daily Guided Tours  
• Daily Masses & Confessions  
• FREE Parking  
• Bookstore & Gift Shop  
**Largest Catholic Church in North America**  
**Top Ten in the World**  
400 Michigan Ave., NE • Washington, DC  
**202.526.8300**  
[www.nationalshrine.org](http://www.nationalshrine.org)

#### AAA WORLD PROMO

### Make your way in the AAA World



**Advertise with us 888-222-4252**  
[AdInfo@AAACorp.com](mailto:AdInfo@AAACorp.com)



©2021 AAA Club Alliance Inc. 21\_924636

#### Eastern Region-North

Circulation: 962,322  
PA, NJ, CT

Full Page	6.5" w x 8.375" h	\$11,400
2/3 Page	4.25" w x 8.375" h	\$8,300
1/2 Page	6.5" w x 4" h	\$6,900
1/3 Page Square	4.25" w x 4" h	\$4,800
1/3 Page Vertical	2.125" w x 8.375" h	\$4,800
1/6 Page	2.125" w x 4" h	\$2,600

#### Eastern Region-South

Circulation: 846,664  
MD, DE, VA, DC

Full Page	6.5" w x 8.375" h	\$9,900
2/3 Page	4.25" w x 8.375" h	\$7,400
1/2 Page	6.5" w x 4" h	\$6,100
1/3 Page Square	4.25" w x 4" h	\$3,900
1/3 Page Vertical	2.125" w x 8.375" h	\$3,900
1/6 Page	2.125" w x 4" h	\$2,300

#### Central Region

Circulation: 417,264  
OH, KY, IN, WVA

Full Page	6.5" w x 8.375" h	\$4,900
2/3 Page	4.25" w x 8.375" h	\$3,600
1/2 Page	6.5" w x 4" h	\$2,900
1/3 Page Square	4.25" w x 4" h	\$1,900
1/3 Page Vertical	2.125" w x 8.375" h	\$1,900
1/6 Page	2.125" w x 4" h	\$975

#### Great Plains Region

Circulation: 323,749  
OK, KS, SD

Full Page	6.5" w x 8.375" h	\$3,900
2/3 Page	4.25" w x 8.375" h	\$2,900
1/2 Page	6.5" w x 4" h	\$2,400
1/3 Page Square	4.25" w x 4" h	\$1,600
1/3 Page Vertical	2.125" w x 8.375" h	\$1,600
1/6 Page	2.125" w x 4" h	\$875

