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.

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.

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**AAA Members**

**Travel More!**

17% of AAA Members take 3+ domestic travel vacations annually vs. 10% of non-Members.

**AAA Members**

**Stay Longer!**

39% of AAA Members stay 5+ nights per vacation vs. 23% of non-Members.

**AAA Members**

**Spend More!**

$2,155 AAA Member average spend on domestic travel vacation 16% higher vs. $1,863 for non-Members.

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1Source: Morning Consult, Most Trusted Brands, 2021

2Source: 2019 Doublebase GfK MRI, Domestic Travel -- vacation, honey moon, personal
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

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.

Sources: March 2021 AAA World Magazine Readership Survey; 2018 GfK MRI AAA World Reader Profile Study
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.

**MARITAL STATUS**
- Married: 47.0%
- Partnered/Living Relationship: 4.6%
- Widowed: 15.5%
- Separated/Divorced: 17.1%
- Single (never married): 15.8%

**AGE**
- 18-34: 6.8%
- 35-54: 25.1%
- 55-65: 23.6%
- 65+: 44.5%
- 55+: 68.1%

**AVERAGE AGE**: 60.0

**MAIN RESIDENCE**
- **$293,400 Average Value**

**OWN**
- 73.6%

**RENT**
- 22.2%

**EMPLOYED**: 46.8%

**RETIRED**: 44.0%

**HOUSEHOLD INCOME**
- **$89,500 Average Income**
- $100k+: 32.3%

**EDUCATION**
- 4+ Years: 49%
- Any College: 85%

**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


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.
### Eastern Region-North
Circulation: 962,322
PA, NJ, CT

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Circulation: 846,964
MD, DE, VA, DC

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### Central Region
Circulation: 417,264
OH, KY, IN, WV

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### Great Plains Region
Circulation: 323,749
OK, KS, SD

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