



YOUR AAA

2018 MEDIA KIT

PRINT



PRINT AT A GLANCE

A world map with numerous colorful pushpins placed on it, primarily concentrated in North America and Europe. The map is partially visible, showing the Atlantic Ocean and parts of South America.

**REACH OF
YOUR AAA**

3

A group of people in a meeting, with some individuals looking at a screen or document. The image is slightly blurred, focusing on the group's interaction.

**AUDIENCE
PROFILE**

4

EDITORIAL | 5
CALENDAR

A collection of design tools including a ruler, a compass, a pen, and a pair of pliers, all resting on a blue graph paper background.

**PRINT AD
SPECS**

6

A close-up view of a printing press mechanism, showing rollers and a sheet of paper with a colorful, abstract pattern being processed.

**PRINT AD
RATES**

7

ABOUT AAA

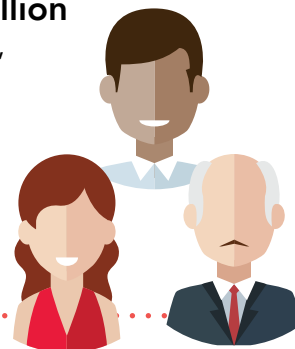
TRUSTED & VALUED

Since 1902, motorists across the U.S. have relied on AAA for roadside assistance, travel planning, driver safety and child passenger safety programs. Today, AAA is a federation of affiliated motor clubs with **56 million** members nationwide.

Member benefits include access to automotive services, travel planning and resources, discounts and rewards, a prescription savings program and insurance and financial services.

AAA NORTHEAST

AAA Northeast is a not-for-profit motor club with more than **60 offices** and **5.7 million** members in Connecticut, Massachusetts, New Hampshire, New Jersey, New York and Rhode Island.



YOUR AAA

Your AAA is the monthly member publication mailed to AAA Northeast members in Connecticut, Massachusetts, New Hampshire, New Jersey, New York and Rhode Island. The publication has **14 regional editions** to allow us to reach areas of interest to your business.

YOUR AAA PIONEER VALLEY

Your AAA Pioneer Valley is the member publication for AAA members in the Pioneer Valley region of Massachusetts. It is published 10 times per year.

TOTAL YOUR AAA
CIRCULATION

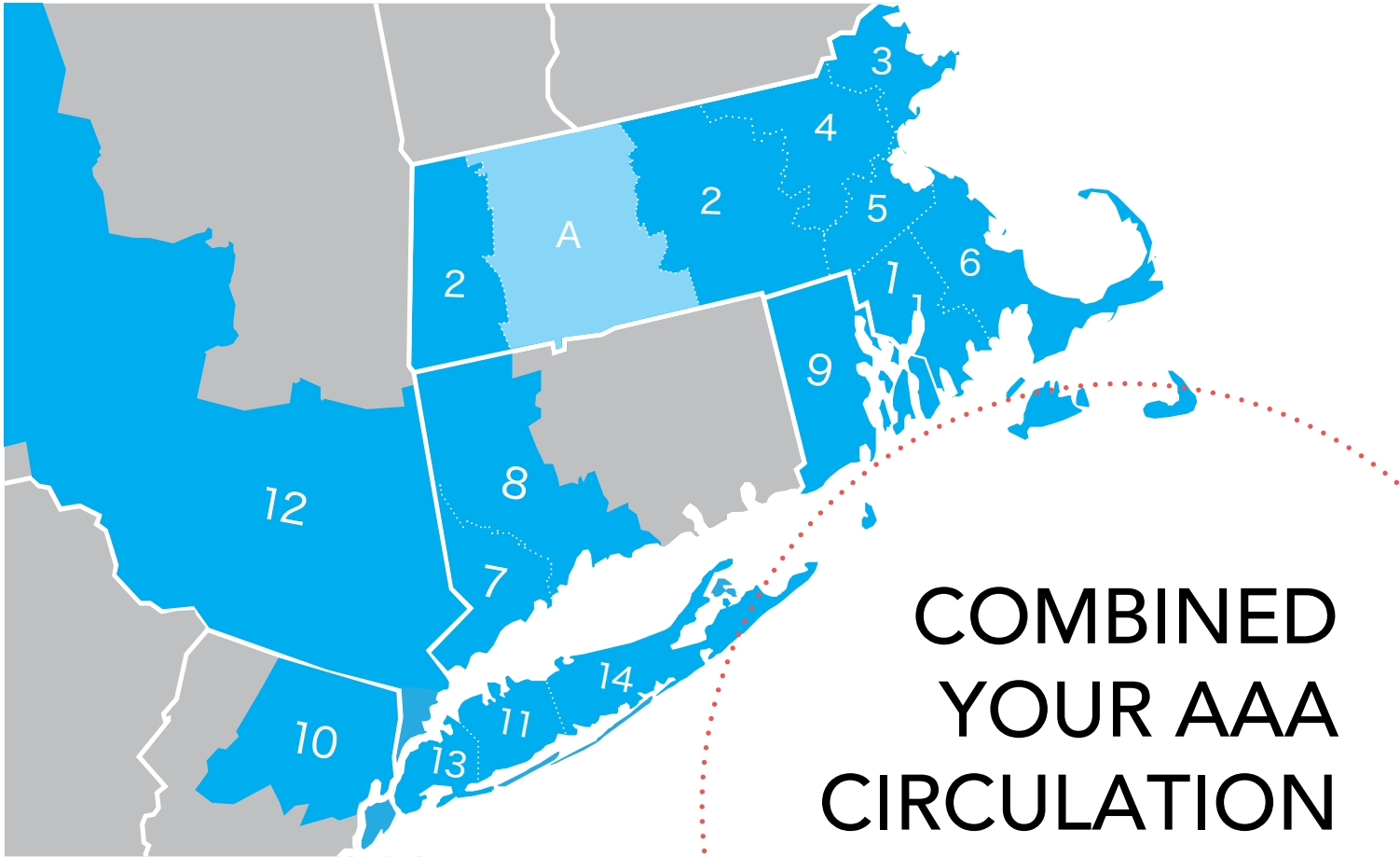
2,751,400

TOTAL YOUR AAA
AUDIENCE

6,878,500

FREQUENCY
12X A
YEAR

REACH OF YOUR AAA



COMBINED
YOUR AAA
CIRCULATION

2,751,400

EDITIONS CIRCULATION

1. Bristol County, Mass.....	105,800
2. Central & Western Mass.....	164,500
3. Essex County, Mass.....	148,500
4. Middlesex County, Mass.....	295,100
5. Norfolk County, Mass.....	215,100
6. Plymouth County, Mass.....	169,200
7. Fairfield County, Conn.....	113,000
8. New Haven County, Conn.....	145,600
9. Rhode Island.....	222,800
10. New Jersey.....	382,000
11. Nassau County, N.Y.....	129,000
12. NYC & Upstate.....	436,200
13. Queens, N.Y.....	94,300
14. Suffolk County, N.Y.....	130,300

Additional publication available:

A. Pioneer Valley, Mass.*.....	117,400
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*Pioneer Valley publishes 10 times a year (no publications in June and August)

AUDIENCE PROFILE



ENGAGED & LOYAL READERS

67% of our readers took action as a result of reading the publication

- 36% became aware of AAA discounts
- 24% used/received AAA discounts
- 21% visited AAA.com
- 19% visited a AAA office for maps or TripTiks
- 18% dined at a restaurant
- 15% made reservations or bought tickets
- 45% of readers pass on the publication to at least one other reader

DEMOGRAPHICS

56.8 Average age	60% Married
53% Female	\$119,710 Average household income
47% Male	81% Own home
69% College degree	19% Rent
59% Employed	
30% Retired	

READERS LOVE TO TRAVEL

73% of our readers took a continental U.S. trip in the past year

- 3.2 Average number of plane trips
- 3.3 Average number of weekend trips
- 76% took a weekend trip
- 72% own a valid passport
- 75% stayed in a hotel in the past year
- 6.5 Average hotel nights for personal travel
- 2.2 Average hotel nights for business travel
- \$3,769 Average amount spent on domestic vacations
- \$4,261 Average amount spent on foreign vacations

49% of our readers took a trip outside of the continental U.S.



Source: GfK MRI Readership Study. Study based on Horizons and Your AAA readers.

EDITORIAL CALENDAR

EDITION	TRAVEL FEATURES		
JANUARY Reserve space by 10/25/17 Materials due by 11/15/17	Disney Month Easy island getaways	JULY Reserve space by 4/26/18 Materials due by 5/16/18	U.S. national parks Only in America
FEBRUARY Reserve space by 11/30/17 Materials due by 12/14/17	Cruise Month Restorative retreats AAA Travel Marketplace	AUGUST Reserve space by 5/31/18 Materials due by 6/15/18	South American tours Northeast road trips
MARCH Reserve space by 12/28/17 Materials due by 1/17/18	European tours Domestic dream stay AAA Travel Marketplace	SEPTEMBER Reserve space by 6/28/18 Materials due by 7/17/18	Northeast fall foliage River cruising
APRIL Reserve space by 1/31/18 Materials due by 2/14/18	Theme park vacations Beach getaways abroad	OCTOBER Reserve space by 7/26/18 Materials due by 8/16/18	Themed domestic travel Florida feature
MAY Reserve space by 2/28/18 Materials due by 3/16/18	North American tours We Love New York	NOVEMBER Reserve space by 8/30/18 Materials due by 9/14/18	Caribbean getaways Up-and-coming destinations
JUNE Reserve space by 3/29/18 Materials due by 4/13/18	Train travel Hawaii	DECEMBER Reserve space by 9/27/18 Materials due by 10/17/18	Northeast ski resorts Multigenerational vacations

IN EVERY ISSUE

- Top 10** Ten special things in a particular location.
- Save & Splurge** A mini getaway at three price ranges – budget, midrange, luxury.
- Cruising** New ships, new offerings, unique experiences.
- Live Well** Health and wellness.
- My First Car** Celebrity Q&A.
- Car Care Corner** Auto advice and maintenance tips.
- Dining** Culinary trends, regional restaurants and home cooking.
- Plus, articles on insurance, financial services, discounts, AAA news and more!**



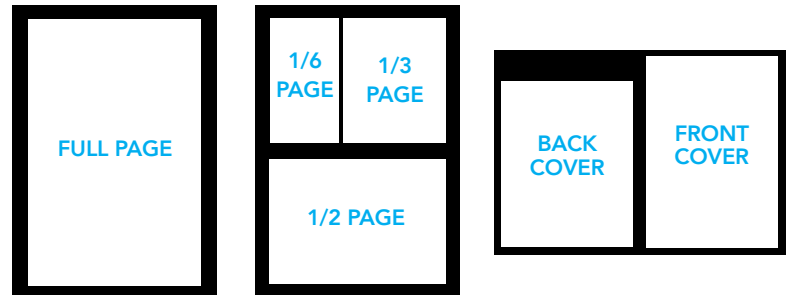
Editorial subject to change.

PRINT AD SPECIFICATIONS

AD SIZES

LIVE AREA [WXH]

Full Page	9.75" X 11.75"
Half Page	9.75" X 5.75"
Third Page	5.75" X 5.75"
Sixth Page	3.75" X 5.75"
Back Cover	5.75" X 8.5"



AD PREP AND SUBMISSION

Process color: CMYK

High-resolution: 300 DPI

File format: PDF, EPS, TIFF or JPG with embedded fonts

Bleeds are not available

TAC Color Density 240

Postscript or Type I Adobe fonts only

Any black text within the ad should be 100% K

Email creative to advertising@aaanortheast.com

FTP upload available for large files

READER SERVICE

Reader service is available in the May issue of Your AAA, upon request – and also in digital every month.

INSERTS

Inserts can be customized and segmented.



Advertising rates are non-commissionable. Invoice sent on issue date of publication. Payment terms net 30. AAA Northeast reserves the right to accept or decline any advertising or insert at its sole discretion. Advertiser assumes liability for all advertising content (including text, representations and illustrations of advertising printed) and also assumes responsibility for any claims arising thereof made against AAA Northeast. Advertiser shall indemnify and hold harmless AAA Northeast, its affiliates, and its and their directors, officers, employees and agents from and against all losses, liabilities, judgments, awards, settlements, damages, fines, injuries, penalties and costs (including legal fees and expenses) to or in favor of others and all claims, causes of action and suits by others, including without limitation employees, subcontractors or agents of AAA Northeast and its affiliates(i) arising out of the advertisement and/or insert including publication of the same and (ii) any claim that AAA Northeast or its affiliates' use or possession of advertisement infringes or misappropriates any intellectual property rights. An advertisement which simulates editorial content will be prefaced by the word "Advertisement." When a change in copy is not received by the material due date, copy run in the previous issue will be inserted. Late fees may be assessed for copy received after the due date. Publication of an advertisement demonstrates acceptance by the publisher. Prior to publication, there is no obligation or liability upon the publisher. No credit for positioning unless agreed to in writing. Actual mailing circulation is subject to change. Cancellations will not be accepted by the publisher after the closing date. Cancellation must be in writing.

PRINT AD RATES

EDITION	FULL PAGE	HALF PAGE	THIRD PAGE	SIXTH PAGE	BACK COVER
CPM	\$23.10	\$13.86	\$8.79	\$4.84	\$14.67
ALL EDITIONS*	\$63,557	\$38,134	\$24,185	\$13,317	\$40,363
BRISTOL, MASS. EST. CIRC. 105,800	\$2,444	\$1,466	\$930	\$512	\$1,552
CENTRAL & WESTERN MASS. EST. CIRC. 164,500	\$3,800	\$2,280	\$1,446	\$796	\$2,413
ESSEX, MASS. EST. CIRC. 148,500	\$3,430	\$2,058	\$1,305	\$719	\$2,178
MIDDLESEX, MASS. EST. CIRC. 295,100	\$6,817	\$4,090	\$2,594	\$1,428	\$4,329
NORFOLK, MASS. EST. CIRC. 215,100	\$4,969	\$2,981	\$1,891	\$1,041	\$3,156
PLYMOUTH, MASS. EST. CIRC. 169,200	\$3,909	\$2,345	\$1,487	\$819	\$2,482
FAIRFIELD, CONN. EST. CIRC. 113,000	\$2,610	\$1,566	\$993	\$547	\$1,658
NEW HAVEN, CONN. EST. CIRC. 145,600	\$3,363	\$2,018	\$1,280	\$705	\$2,136
RHODE ISLAND EST. CIRC. 222,800	\$5,147	\$3,088	\$1,958	\$1,078	\$3,268
NEW JERSEY EST. CIRC. 382,000	\$8,824	\$5,295	\$3,358	\$1,849	\$5,604
NASSAU, N.Y. EST. CIRC. 129,000	\$2,980	\$1,788	\$1,134	\$624	\$1,892
NYC & UPSTATE EST. CIRC. 436,200	\$10,076	\$6,046	\$3,834	\$2,111	\$6,399
QUEENS, N.Y. EST. CIRC. 94,300	\$2,178	\$1,307	\$829	\$456	\$1,383
SUFFOLK, N.Y. EST. CIRC. 130,300	\$3,010	\$1,806	\$1,145	\$631	\$1,912
PIONEER VALLEY, MASS. EST. CIRC. 117,400	\$2,712	\$1,627	\$1,032	\$568	\$1,722

State Circulation

Massachusetts: 1,098,200
Connecticut: 258,600

Rhode Island: 222,800
New Jersey: 382,000

New York: 789,800
Pioneer Valley: 117,400

Segmentation fee \$1,000.
*Excluding Pioneer Valley



YOUR AAA

2018 MEDIA KIT

DIGITAL



DIGITAL AT A GLANCE



DIGITAL
BUNDLES | 4-5

2018 marks the beginning of a new era for AAA Northeast publications. The launch of **Your AAA Network**, with its daily web stories, digital events calendar and mobile-friendly HTML magazine, offers a way for advertisers to reach the most digitally-engaged members of AAA Northeast. We have built a roster of 200,000 AAA members who have opted-in to this multiplatform experience, who are hungry for regular travel tips, money-saving ideas and trustworthy digital content from the same brand they've been relying on for more than 100 years.

What this means for you is that your brand and messaging are aligned with best-in-class digital content produced by AAA Northeast and experienced by our most motivated and engaged members.

DIGITAL ADVERTISING ASSETS

CUSTOM CONTENT GENERATION	Our experienced editorial team will write an SEO-optimized, 1,000-word article that provides high-quality editorial content for our readers, while positioning you as a thought leader in your industry.
WEB EDITION MAGAZINE	Have your custom content featured in the mobile-friendly web edition of 'Your AAA' Magazine. A full-page clickable ad featured within our HTML5 web-based magazine that renders well on all mobile devices is also available.
EMAIL EXTRA	Have your custom content featured in a dedicated 'Your AAA' email promotion that is sent to 200,000+ engaged AAA members. The only items in this email are your custom piece of content and your display advertisement.
EMAIL NEWSLETTER TEXT ADS	In-line, native text ad within a 'Your AAA' email newsletter that is sent to 200,000+ people.
DIGITAL SPONSORSHIP OF A WEB CHANNEL	Exclusive sponsorship of a relevant category on AAA.com/YourAAA. There are 29 categories available; first-come, first-served. Receive all banner ads on page.
LEAD GENERATION	Partner sponsors a downloadable 'Your AAA' guide in a relevant category. AAA will capture email leads for your future marketing campaigns.
EVENTS CALENDAR	Sponsorship of a calendar category of your choosing on the official Your AAA events calendar.

ASSET SPECIFICATIONS

WEB EDITION MAGAZINE	640px wide x 1000px tall, max. Single JPEG or PNG file with max file size 150K.	EMAIL EXTRA	Text from 1,000 word Custom Content article and link to the article.
EMAIL NEWSLETTER TEXT ADS	Text Ad Images: 123 x 123px (Daily, Weekly, Extra) Standard Medium Rectangle: 300 x 250px (Weekly and Extra) Text Ad Header: 6 words, max Text Ad Copy: 50 words, max Text Ad CTA: 2 words	DIGITAL SPONSORSHIP OF A WEB CHANNEL	(1) Medium Rectangle: 300 x 250px Leaderboard: 728 x 90px
WEBSITE	Text Ad Images: Portrait, min. height 168px Text Ad Header: 6 words, max Text Ad Copy: 50 words, max		Text Ad CTA: 2 words Standard Medium Rectangle: 300 x 250px Standard Leaderboard: 728 x 90px

Online Reader Service is included with all ad buys.

YOUR AAA DIGITAL



AAA.com/YourAAA contains content from our print publications and features sweepstakes, a calendar of events, videos, polls, slideshows and more.

ADVERTISING PACKAGES INCLUDE:

Web Edition Magazine: Custom Content



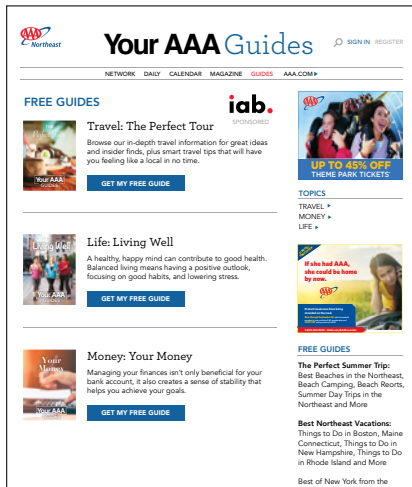
Digital Sponsorship of a Web Channel



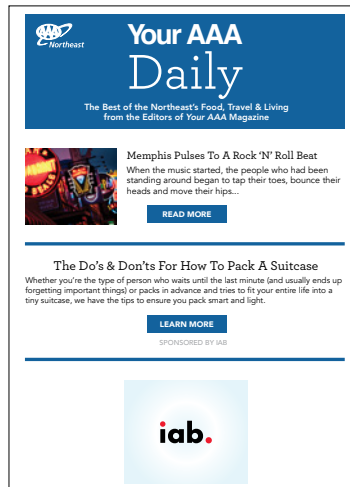
Web Edition Magazine Display Ad



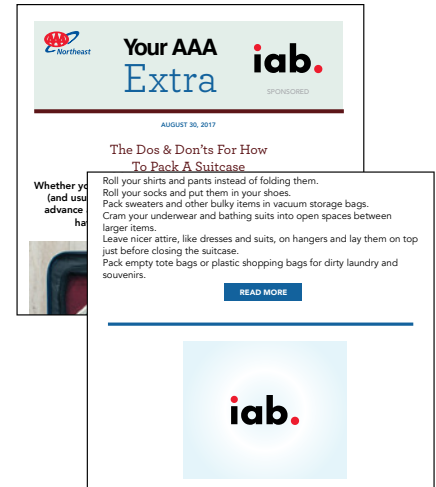
Lead Generation



Email Newsletter Text Ad and Display Ad



Email Extra



AAA.COM/YOURAAA CATEGORIES

TRAVEL

Air Travel
Hotels and Resorts
Road Trips
Day Trips
European Tours
North American Tours

Asian Tours
Ocean Cruises
River Cruises
Casino Vacations
Theme Park Vacations
National Park Vacations
Roadside Services

MONEY

Savings
Credit Cards
Retirement
Supplemental Health
Auto Loans
Mortgages





Student Lending
Life Insurance
Travel Insurance
Auto Insurance
Homeowners Insurance

LIFE

Cars and Trucks
Food and Dining
Home
Technology
Health and Fitness

DIGITAL BUNDLES



	DIGITAL COMPONENTS	FREQUENCY	DIGITAL BUNDLE
 2018 DIAMOND NATIVE AD PACKAGE	Custom Content Generation	12	\$143,408
	Web Edition Magazine	12	
	Email Extra	12	
	Email Newsletter Text Ads	12	
	Digital Sponsorship of a Web Channel	12	
	Lead Generation	12	
	Multiplatform Discount*		\$(28,682)
	Discounted FINAL TOTAL		\$114,726
 2018 PLATINUM NATIVE AD PACKAGE	Custom Content Generation	6	\$83,655
	Web Edition Magazine	6	
	Email Extra	6	
	Email Newsletter Text Ads	6	
	Digital Sponsorship of a Web Channel	6	
	Lead Generation	6	
	Multiplatform Discount*		\$(16,731)
	Discounted FINAL TOTAL		\$66,924
 2018 GOLD NATIVE AD PACKAGE	Custom Content Generation	3	\$47,803
	Web Edition Magazine	3	
	Email Extra	3	
	Email Newsletter Text Ads	3	
	Digital Sponsorship of a Web Channel	3	
	Lead Generation	3	
	Multiplatform Discount*		\$(9,561)
	Discounted FINAL TOTAL		\$38,242
 2018 BRONZE NATIVE AD PACKAGE	Custom Content Generation	1	\$17,700
	Web Edition Magazine	1	
	Email Extra	1	
	Email Newsletter Text Ads	1	
	Digital Sponsorship of a Web Channel	1	
	Lead Generation	N/A	
	Multiplatform Discount*		\$(3,540)
	Discounted FINAL TOTAL		\$14,160

DIGITAL BUNDLES



2018 DIAMOND DISPLAY AD PACKAGE

DIGITAL COMPONENTS	FREQUENCY	DIGITAL BUNDLE
Custom Content Generation	N/A	\$25,328
Web Edition Magazine	12	
Email Extra	N/A	
Email Newsletter Text Ads	12	
Digital Sponsorship of a Web Channel	12	
Lead Generation	N/A	\$(2,533)
Multiplatform Discount †		
Discounted FINAL TOTAL		\$22,795



2018 PLATINUM DISPLAY AD PACKAGE

Custom Content Generation	N/A	\$14,775
Web Edition Magazine	6	
Email Extra	N/A	
Email Newsletter Text Ads	6	
Digital Sponsorship of a Web Channel	6	
Lead Generation	N/A	\$(1,477)
Multiplatform Discount †		
Discounted FINAL TOTAL		\$13,297



2018 GOLD DISPLAY AD PACKAGE

Custom Content Generation	N/A	\$8,443
Web Edition Magazine	3	
Email Extra	N/A	
Email Newsletter Text Ads	3	
Digital Sponsorship of a Web Channel	3	
Lead Generation	N/A	\$(844)
Multiplatform Discount †		
Discounted FINAL TOTAL		\$7,598

All ad packages include approximately 270,000 opt-in email subscribers.

*Multiplatform Discount (-20%) if a print ad is purchased off Gross
† Multiplatform Discount (-10%) if a print ad is purchased

