Your AAA
2019 Media Kit
At a Glance

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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 59 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 nearly 70 branches and 5.8 million members in Connecticut, Massachusetts, New Hampshire, New Jersey, New York and Rhode Island.

Your AAA
YOUR AAA is the bi-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.

YOUR AAA
2,444,000
Total Your AAA Print Circulation
6,110,000
Total Your AAA Print Audience

FREQUENCY
March/April Sept./Oct.
May/June Nov./Dec.

EDITIONS CIRCULATION
1. Bristol County, Mass 94,000
2. Central & Western Mass 149,000
3. Essex County, Mass 135,000
4. Middlesex County, Mass 264,000
5. Norfolk County, Mass 192,000
6. Plymouth County, Mass 149,000
7. Fairfield County, Conn 101,000
8. New Haven County, Conn 130,000
9. Rhode Island 208,000
10. New Jersey 324,000
11. Nassau County, N.Y 112,000
12. NYC & Upstate N.Y. 390,000
13. Queens, N.Y. 83,000
14. Suffolk County, N.Y. 113,000

Additional publication available:
A. AAA Pioneer Valley, Mass 116,000
2019 Calendar

IN EVERY ISSUE

YOUR TRAVEL
Around the Northeast, around the globe, cruises, adventures, on a dime or in the lap of luxury

YOUR LIFE
Home improvement trends, ideas and advice, insurance, healthy living, food and dining

YOUR ROADS
Vehicle technology, research, reviews, driving and traffic safety tips, maintenance and repair

YOUR CALENDAR
Places to go and things to do close to home

CELEBRITY INTERVIEWS
Big names tell us about their first cars

*Editorial subject to change.

January/February
Reserve Space: Oct. 17, 2018
Materials Due: Nov. 5, 2018
*Starting In-Home Delivery: Dec. 22, 2018

March/April
Reserve Space: Dec. 18, 2018
Materials Due: Jan. 7, 2019
Starting In-Home Delivery: Feb. 23, 2019

May/June
Reserve Space: Feb. 13, 2019
Materials Due: March 5, 2019
Starting In-Home Delivery: April 20, 2019

July/August
Reserve Space: April 17, 2019
Materials Due: May 6, 2019
Starting In-Home Delivery: June 22, 2019

September/October
Reserve Space: June 17, 2019
Materials Due: July 5, 2019
Starting In-Home Delivery: Aug. 24, 2019

November/December
Reserve Space: Aug. 16, 2019
Materials Due: Sept. 3, 2019
Starting In-Home Delivery: Oct. 22, 2019

*In-home delivery dates are an estimate and subject to USPS postal delivery time.
Audience Profile

DEMOGRAPHICS

- **Average age**: 56
- **Female**: 57%
- **Male**: 43%
- **College degree**: 70%
- **Employed**: 64%

- **Retired**: 28%
- **Married**: 53%

- **Own home**: 72%
- **Rent home**: 28%

- **Average household income**: $108,400
- **Average value of home**: $503,900

- **Average length of AAA membership**: 13 YEARS

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

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)
**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)

**Top 5 Theme Parks Visited**

- **50%** Six Flags (any)
- **36%** Walt Disney World
- **29%** Universal Studios
- **21%** Hershey Park (PA)
- **19%** Lake Compounce (CT)

**Top 5 Attractions Visited**

- **19%** Newport Mansions (RI)
- **19%** Mystic Aquarium/Seaport
- **16%** New England Aquarium
- **14%** Boston Museum of Science
- **13%** Boston Freedom Trail

**Top States Visited**

- **51%** Massachusetts
- **49%** New York
- **44%** Connecticut
- **30%** New Jersey
- **25%** Pennsylvania
- **22%** Rhode Island

Source: February 2018 Your AAA Reader Profile Study, GfK MRI
Reader Service
Reader service will be available in May and September. It is also available on AAA.com/ReaderService every month.

Inserts
Inserts can be customized and segmented.

Print Specs

AD UNIT | SIZE [WxH]
--- | ---
Full Page (with bleed)* | 7.875” x 10.5” (trim)
Full Page (floating) | 6.875” x 9.5”
2/3 Vertical | 4.5” x 9.5”
1/2 Horizontal | 6.875” x 4.625”
1/3 Square | 4.5” x 4.625”
1/6 Vertical | 2.125” x 4.625”
Back Cover* | 7.875” x 8.625” (trim)

*Add .125" bleed and crop marks to all sides. Live area no less than .25” from trim.

AD PREP AND SUBMISSION

HIGH-RESOLUTION
300 DPI

FILE FORMAT
PDF, EPS, TIFF or JPG with embedded fonts

FONTS
Postscript or Type I Adobe fonts only

COLOR
Process color CMYK
TAC Color Density 240
Any black text within the ad should be 100% K

UPLOAD
Email creative to advertising@aaanortheast.com
FTP upload available for large files

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 arising out of the advertisement and/or insert including publication of the same and 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

<table>
<thead>
<tr>
<th>EDITION</th>
<th>FULL</th>
<th>2/3 V</th>
<th>1/2 H</th>
<th>1/3 SQ.</th>
<th>1/6 V</th>
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<tbody>
<tr>
<td>CPM</td>
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<td>$17.44</td>
<td>$13.86</td>
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<td>ALL EDITIONS*</td>
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<td>CENTRAL &amp; WESTERN MASS. EST. CIRC. 149,000</td>
<td>$3,442</td>
<td>$2,599</td>
<td>$2,065</td>
<td>$1,310</td>
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<td>$3,659</td>
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<td>NORFOLK, MASS. EST. CIRC. 192,000</td>
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<td>$1,688</td>
<td>$929</td>
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<tr>
<td>PLYMOUTH, MASS. EST. CIRC. 149,000</td>
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<td>FAIRFIELD, CONN. EST. CIRC. 101,000</td>
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<td>$1,400</td>
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<td>$489</td>
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<td>NEW HAVEN, CONN. EST. CIRC. 130,000</td>
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<td>NEW JERSEY EST. CIRC. 324,000</td>
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<td>NYC &amp; UPSTATE EST. CIRC. 390,000</td>
<td>$9,009</td>
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<td>QUEENS, N.Y. EST. CIRC. 83,000</td>
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<td>SUFFOLK, N.Y. EST. CIRC. 113,000</td>
<td>$2,610</td>
<td>$1,971</td>
<td>$1,566</td>
<td>$993</td>
<td>$547</td>
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<td>AAA PIONEER VALLEY, MASS. EST. CIRC. 116,000</td>
<td>$2,680</td>
<td>$2,023</td>
<td>$1,608</td>
<td>$1,020</td>
<td>$561</td>
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</table>

**STATE CIRCULATION**

- **Massachusetts:** 983,000
- **Connecticut:** 231,000
- **Rhode Island:** 208,000
- **New Jersey:** 324,000
- **New York:** 698,000
- **AAA Pioneer Valley:** 116,000

*Excluding Pioneer Valley

Segmentation fee $1,000.
Back cover available upon request.
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 approximately 500,000 AAA members who have opted-in to this multiplatform experience. They 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.

This means your brand and messaging are aligned with best-in-class digital content produced by AAA Northeast and consumed by our most motivated and engaged members.

**Website**

- **140K**
  - average visitors/month

**Emails**

- **850K**
  - average pageviews/month

Your AAA's average Open Rate of 37% exceeds the industry average

37%

Your AAA

20.03%

Industry Average

Your AAA’s average Click-Through Rate of 3.34% outperforms the industry average

3.34%

Your AAA

2.00%

Industry Average

Source: MailChimp

### ADVERTISING PACKAGES INCLUDE:

**WEB EDITION MAGAZINE: CUSTOM CONTENT**

- [Image 1]

**DIGITAL SPONSORSHIP OF A WEB CHANNEL**

- [Image 2]

**WEB EDITION MAGAZINE DISPLAY AD**

- [Image 3]

**LEAD GENERATION**

- [Image 4]

**EMAIL NEWSLETTER/ARTICLE TEXT AD**

- [Image 5]

**EMAIL EXTRA**

- [Image 6]
AAA.COM/YOURAAA features original daily content, stories from our print publication, sweepstakes, a calendar of events, videos, slideshows and more.

### 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. Get a full-page clickable ad featured within our HTML5 web-based magazine that renders well on all mobile devices. **Asset Specs:** 640px wide x 1000px tall, max. Single JPEG or PNG file with max file size 150K. |
| **EMAIL EXTRA** | Have your custom content featured in a dedicated Your AAA email promotion that is sent to approximately 500,000 engaged AAA members. The only items in this email are your custom piece of content and your display advertisement. **Asset Specs:** Text from 1,000-word custom content article and link to the article. |
| **EMAIL NEWSLETTER/ARTICLE TEXT ADS** | In-line, native text ad within a Your AAA email newsletter that is sent to approximately 500,000 people. **Asset Specs:** Text Ad Images: 123 x 123px (Daily, Weekly, Extra) | Text Ad Header: 6 words, max | Text Ad Copy: 50 words, max | Text Ad CTA: 2 words  
*Standard Medium Rectangle: 300 x 250px (Weekly and Extra)* |
| **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. **Asset Specs:** Medium Rectangle: 300 x 250px | Leaderboard: 728 x 90px |
| **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. |

*Available upon request.

Online reader service is included with all ad buys.
## Digital Bundles

<table>
<thead>
<tr>
<th>DIGITAL COMPONENTS</th>
<th>FREQUENCY</th>
<th>DIGITAL BUNDLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Custom Content Generation</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Web Edition Magazine</td>
<td>12</td>
<td></td>
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<tr>
<td>Email Extra</td>
<td>12</td>
<td></td>
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<tr>
<td>Email Newsletter Text Ads</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Digital Sponsorship of a Web Channel</td>
<td>12</td>
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<tr>
<td>Lead Generation</td>
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<tr>
<td>Multiplatform Discount*</td>
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<td>$(157,749)</td>
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<tr>
<td>Discounted FINAL TOTAL</td>
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</table>

### 2019 Diamond Native AD Package

<table>
<thead>
<tr>
<th>DIGITAL COMPONENTS</th>
<th>FREQUENCY</th>
<th>DIGITAL BUNDLE</th>
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</thead>
<tbody>
<tr>
<td>Custom Content Generation</td>
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<tr>
<td>Web Edition Magazine</td>
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<tr>
<td>Email Extra</td>
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<td></td>
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<tr>
<td>Email Newsletter Text Ads</td>
<td>6</td>
<td></td>
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<tr>
<td>Digital Sponsorship of a Web Channel</td>
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<td></td>
</tr>
<tr>
<td>Lead Generation</td>
<td>6</td>
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<tr>
<td>Multiplatform Discount*</td>
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<td>$(31,550)</td>
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<td>Discounted FINAL TOTAL</td>
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### 2019 Platinum Native AD Package

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</thead>
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<tr>
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<tr>
<td>Web Edition Magazine</td>
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<td>Email Extra</td>
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<tr>
<td>Email Newsletter Text Ads</td>
<td>3</td>
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<tr>
<td>Digital Sponsorship of a Web Channel</td>
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<td></td>
</tr>
<tr>
<td>Lead Generation</td>
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<tr>
<td>Multiplatform Discount*</td>
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<tr>
<td>Discounted FINAL TOTAL</td>
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### 2019 Gold Native AD Package

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<td>Email Extra</td>
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<tr>
<td>Email Newsletter Text Ads</td>
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<tr>
<td>Digital Sponsorship of a Web Channel</td>
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<tr>
<td>Lead Generation</td>
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<tr>
<td>Multiplatform Discount*</td>
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<td>$(3,894)</td>
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<td>Discounted FINAL TOTAL</td>
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### 2019 Bronze Native AD Package

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<tr>
<td>Web Edition Magazine</td>
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<tr>
<td>Email Extra</td>
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<td>Email Newsletter Text Ads</td>
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<td>Digital Sponsorship of a Web Channel</td>
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<tr>
<td>Lead Generation</td>
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<tr>
<td>Multiplatform Discount*</td>
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<td>$(3,894)</td>
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<tr>
<td>Discounted FINAL TOTAL</td>
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<td>$15,575</td>
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### Digital Bundles

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<th>Frequency</th>
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<tr>
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<tr>
<td>Email Extra</td>
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<td></td>
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<tr>
<td>Email Newsletter Text Ads</td>
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<td></td>
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<tr>
<td>Digital Sponsorship of a Web Channel</td>
<td>12</td>
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</tr>
<tr>
<td>Lead Generation</td>
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<tr>
<td><strong>Multiplatform Discount†</strong></td>
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<td></td>
</tr>
<tr>
<td><strong>Discounted FINAL TOTAL</strong></td>
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<td>2019 DIAMOND DISPLAY AD PACKAGE</td>
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<td>2019 PLATINUM DISPLAY AD PACKAGE</td>
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<td>2019 GOLD DISPLAY AD PACKAGE</td>
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All ad packages include approximately 500,000 opt-in email subscribers.

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