

CONNECTICUT | MASSACHUSETTS | NEW JERSEY | NEW YORK | RHODE ISLAND

YourAAA



THE OFFICIAL CONTENT PLATFORM OF AAA NORTHEAST



2023 Media Planner

At a Glance



**integrated content
marketing program**



**native advertising/
sponsored content
as part of a content
marketing program**



★★★★★
2020 GOLD WINNER
**Your AAA Network, association
website**
★★★★★
2020 GOLD WINNER
Your AAA Daily, e-newsletter

MORNING CONSULT



**MOST
TRUSTED
BRANDS
2020**

#6

**most trusted brand
in usa - boomers**

#18

**most trusted
brand in usa**

#17

**most trusted brand in
usa - gen x**



★★★
HONORABLE MENTION

grand champion award

2020 Next Generation Campaign Awards
United States Postal Service

3 The AAA Brand

**4 Detailed Coverage
Area**

5 Editorial Features

6 Audience Profile

7 Travel Habits

8 AAA Advertisers

**9 Print Advertising
Rates**

10 Print Specifications

11 Digital Advertising

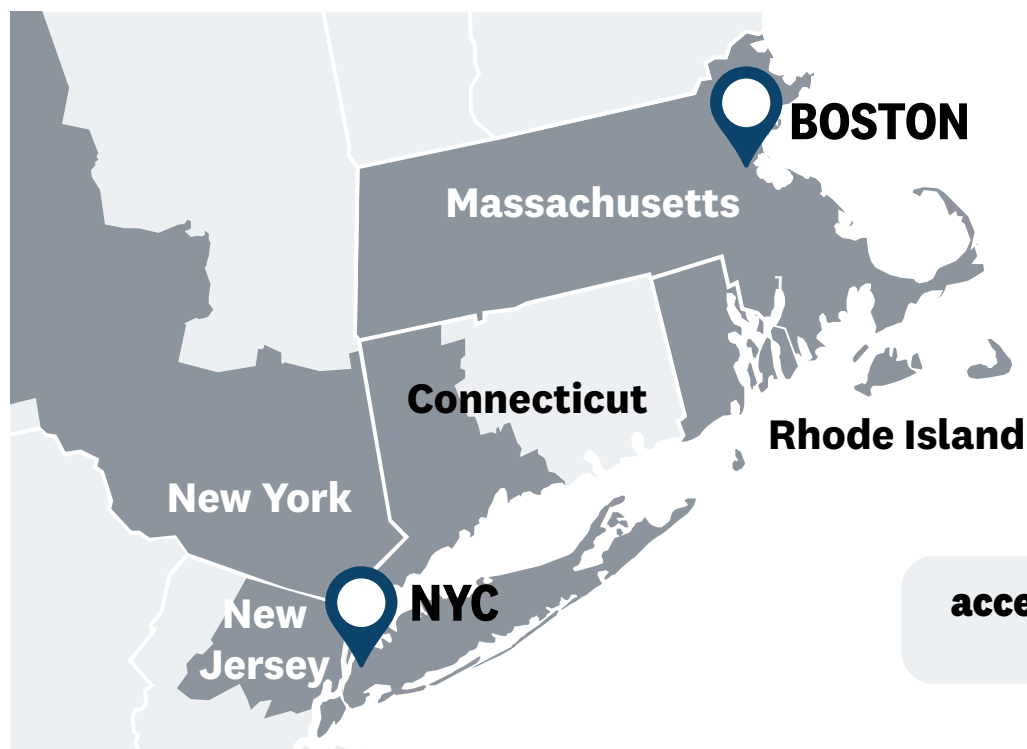
12 Monthly Digital Bundle

**15 Digital Metrics &
Audience**

**16 Digital Specifications
& Deadlines**

*On the cover: NYC skyline, Statehouse Boston, Castle Hill Light-
house (Newport, R.I.). Source: Getty Images*

The AAA Brand



access to two of the largest markets in the u.s.

Trusted & Valued

#18

most trusted brand in usa*

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 more than 62.5 million members nationwide.

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

AAA Northeast

AAA NORTHEAST is a not-for-profit motor club with 70 branches and 6 million members in Connecticut, Massachusetts, New Hampshire, New Jersey, New York and Rhode Island.

Your AAA

YOUR AAA is the official content platform for AAA Northeast members in Connecticut, Massachusetts, New Jersey, New York and Rhode Island. The print publication has 5 regional editions that allow us to reach areas of interest for your business.

at a glance

615,000

Total Your AAA Print Circulation

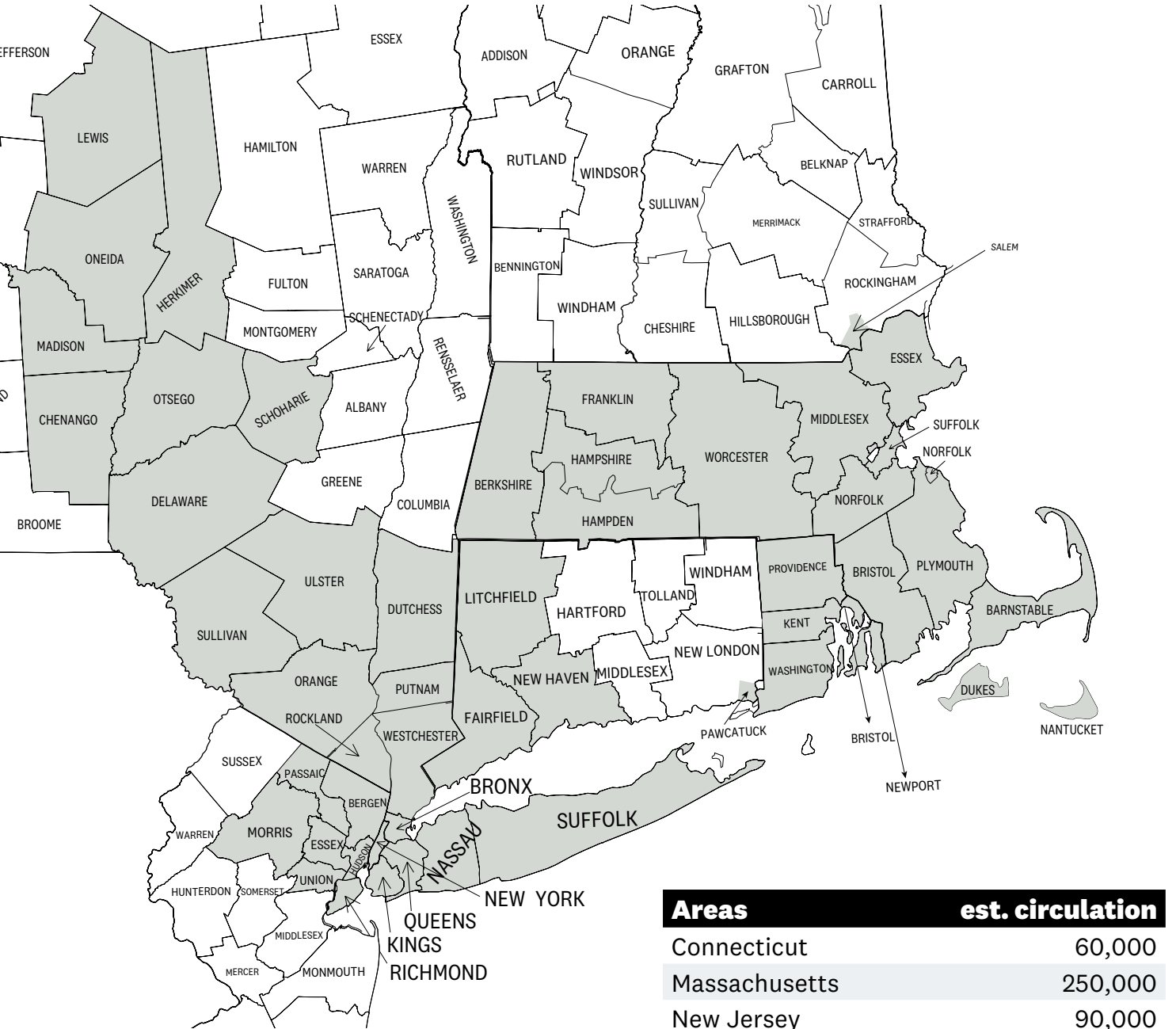
FREQUENCY

Spring
Summer

Fall
Winter

*Source: Morning Consult, Most Trusted Brands, 2020

Detailed Coverage Area



Areas	est. circulation
Connecticut	60,000
Massachusetts	250,000
New Jersey	90,000
New York	150,000
Rhode Island	65,000

1.9 million
Your AAA Digital Circulation

615 thousand
Your AAA Print Circulation



In
Every
Issue



Your Roads

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



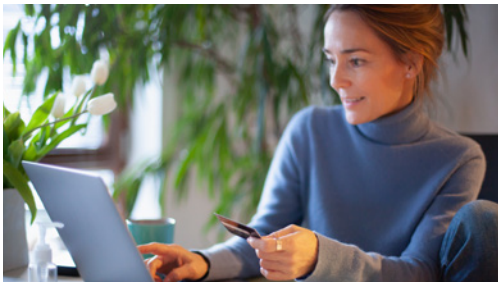
Your Life

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



Your Travel

Around the Northeast and around the globe



Your Benefits

Membership benefits, discounts and important updates

PHOTOGRAPHS: THINKSTOCK, UNSPLASH, SCOTT BROTHERS GLOBAL

*Editorial subject to change.

Audience Profile



demographics	total audience	print subscribers	digital subscribers
Average age	55	57	53
Female	54%	51%	57%
Male	43%	47%	43%
College degree	78%	68%	88%
Employed	61%	60%	63%
Retired	29%	27%	34%
Married	54%	52%	56%
Average household income	\$134,350	\$125,800	\$142,900
Own home	68%	68%	67%
Rent home	29%	28%	29%
Average value of home	\$491,100	\$498,900	\$475,900
Average length of AAA membership	11 years	11 years	12 years

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

TOOK A DOMESTIC TRIP IN THE PAST YEAR

71%

PLAN TO TAKE A DOMESTIC TRIP IN THE NEXT YEAR

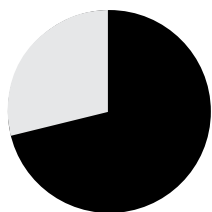
87%

PLAN TO TAKE A FOREIGN TRIP IN THE NEXT 3 YEARS

58%



engaged and loyal readers



87%

OF OUR READERS TAKE ACTION AS A RESULT OF READING THE PUBLICATION

- 55%** VISITED AAA.COM OR CONTACTED AAA
- 33%** BECAME AWARE/USED/RECEIVED AAA DISCOUNTS
- 10%** VISITED AN ADVERTISER'S WEBSITE
- 13%** TRAVELED TO A DESTINATION ADVERTISED OR WRITTEN ABOUT

21.8 MINUTES

average minutes spent reading Your AAA

- 62%** ARE REGULAR READERS (READ 3-4 OF PAST 4 ISSUES)
- 32%** HAVE RECEIVED THE DIGITAL PUBLICATION VIA EMAIL FOR MORE THAN 3 YEARS
- 76%** PREFER RECEIVING THE DIGITAL PUBLICATION VIA EMAIL
- 40%** PREFER RECEIVING THE PRINTED MAGAZINE IN THE MAIL

SOURCE: JULY 2022 YOUR AAA READER PROFILE STUDY, MRI | SIMMONS



Readers Love to Travel

74% of our readers travel with their spouse/partner/children

72% stayed in a hotel in the past year (145 index)

70% of our readers took a continental U.S. trip in the past year (124 index)

46% of our readers took a trip outside of the continental U.S. (145 index)

28% of our readers gamble at casinos (196 index)

13 Average hotel nights per year (180 index)

5 MONTHS Average time in advance our readers plan their travel

\$3,300 Average amount spent on foreign vacations (193 index)

82%
OF OUR READERS WHO
TOOK A DOMESTIC
TRIP USED THEIR
PERSONAL VEHICLE
(137 INDEX)



vacation activities

59% Dine Out

52% Beach

45% Outdoor Adventure/Sports

40% Historic Sites

36% Museums

29% Music Performances/Concerts

28% Celebrate Special Occasions

25% National Parks

24% Live Theater

22% Casino Gambling

22% Zoo/Aquarium

22% Wine Tasting and Brewery Tours

22% Shopping

20% Theme Parks

19% Sporting Events (e.g. NFL, NBA, MLB, NHL)



top states visited

44% New York

39% Florida

39% Massachusetts

33% Connecticut

26% Pennsylvania

26% New Jersey



top 5 theme parks visited

47% Walt Disney World (Fla.)

28% Six Flags Great Adventure (N.J.)

26% Universal Studios (Fla.)

14% Six Flags New England (Mass.)

12% Hershey Park (Pa.)



top 5 attractions visited

15% Boston Freedom Trail

14% Boston Museum of Science

13% Mystic Aquarium/Seaport

12% New England Aquarium

11% Newport Mansions (R.I.)

Advertisers Include



ALL PRODUCT NAMES, LOGOS, BRANDS, TRADEMARKS AND REGISTERED TRADEMARKS ARE PROPERTY OF THEIR RESPECTIVE OWNERS

Print Advertising Rates



5 STATES






Connecticut • Massachusetts
New Jersey • New York • Rhode Island

4 ISSUES

Spring • Summer • Fall • Winter

1 EDITION



regions		full page	1/2 h	1/3 sq	1/6 v
CPM	EST. CIRC.*	\$25.41	\$15.24	\$9.66	\$5.32
FULL CIRCULATION	615,000	\$15,627	\$9,373	\$5,941	\$3,272
regions available for segmentation (an additional \$2,000 segmentation fee will be applied to rates below)					
 CONNECTICUT	60,000	\$1,524	\$914	\$579	\$319
 MASSACHUSETTS	250,000	\$6,352	\$3,810	\$2,415	\$1,330
 NEW JERSEY	90,000	\$2,286	\$1,371	\$869	\$478
 NEW YORK	150,000	\$3,811	\$2,286	\$1,449	\$798
 RHODE ISLAND	65,000	\$1,651	\$990	\$627	\$345

*CIRCULATION SUBJECT TO CHANGE • ALL RATES NET

Print Specifications



ad unit

trim size** [WxH]

Full Page*	7.875" x 10.5"
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"

*Add .125" bleed to all sides

**Live copy no less than .25" from trims

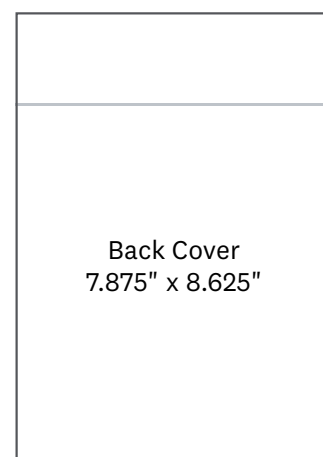
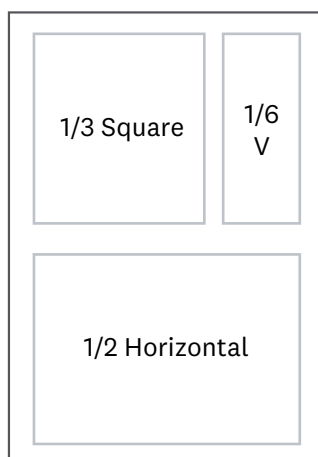
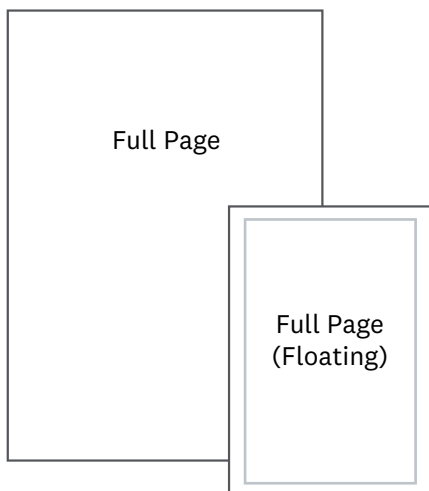
2022 deadlines

Issue	Space	Materials	In-Home
Spring	11/29/2022	12/13/2022	Mid-March
Summer	3/3/2023	3/17/2023	Mid-June
Fall	5/15/2023	5/30/2023	Late-August
Winter	8/2/2023	8/16/2023	Mid-November

Reader Service (lead generation) will be available year-round on AAA.com/ReaderService.

Issue names, space, material deadlines are estimates and subject to change. In-home delivery dates are an estimate and subject to USPS postal delivery time.

UPLOAD PRINT ADS HERE



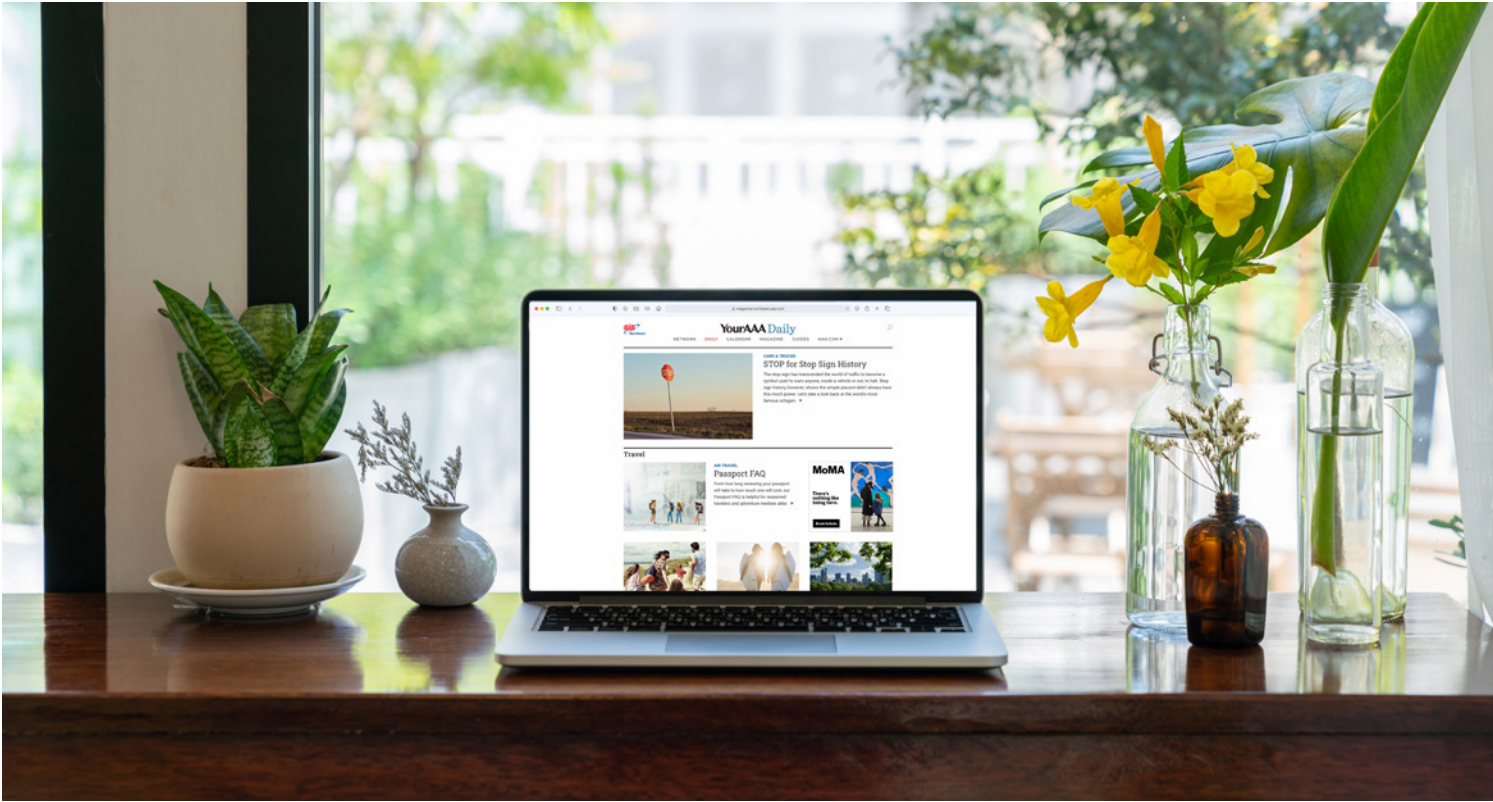
ad prep and submission



High-resolution PDF/X1a files are preferred. Resolution should be 300 dpi at 100% finished size. All four-color images should be supplied CMYK or grayscale (no spot colors, RGB, LAB, or ICC color profiles) with a maximum density of 300. Fonts should be embedded. All marks including trim, bleed, center and color bars should be included in all colors and outside of the bleed area with offset at .1667 inch.

All ads must be sent to advertising@aaanortheast.com (FTP upload available for large files).

Advertising rates are non-commissionable. Positioning not guaranteed. 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. No terms and conditions on any advertiser or agency insertion order will modify these Advertising Terms and Conditions or add any additional or inconsistent terms for any reason or any purpose whatsoever, regardless of any statement in any insertion order to the contrary. Credit card payments will be subject to a 3.0% service charge. Effective May 1, 2020, AAA Northeast has contracted with Hour Media LLC to handle all invoicing and payment processing.



YOUR AAA NETWORK, with its daily web stories, offers a way for advertisers to reach the most digitally engaged members of AAA Northeast. We have built a roster of approximately **1.7 million AAA members** who have opted-in to this multi-platform 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

528K
average visitors/month

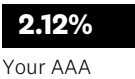
754K
average page views/month

emails

Your AAA’s average open rate of 57% exceeds the industry average



Your AAA’s average CTR of 2.12% outperforms the industry average



Source: 2022 Marketing and Advertising Mailchimp

Monthly Digital Bundle



Align your brand with best-in-class digital content produced by AAA Northeast and consumed by our most motivated and engaged members.

MARKETS: CONNECTICUT, MASSACHUSETTS, NEW JERSEY, NEW YORK, RHODE ISLAND

AUDIENCE SIZE: 1.7 MILLION

sponsored content article

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.

AVG PERFORMANCE

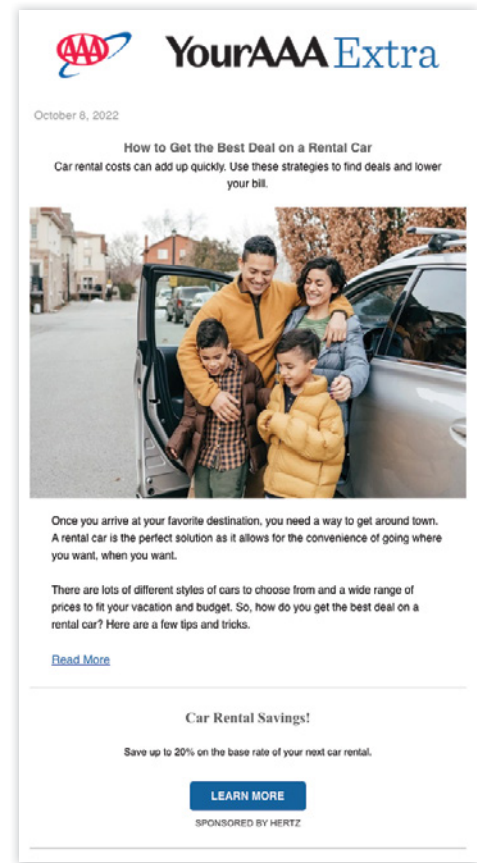
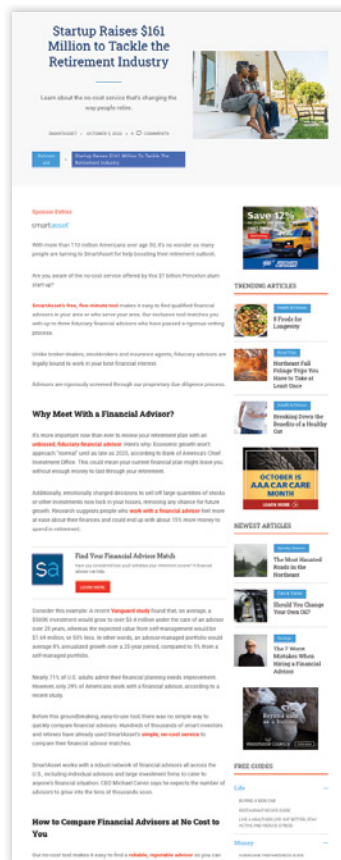
25K AVERAGE PAGEVIEWS/DAY

» ARTICLE PROMOTION

email extra

Have your sponsored content featured in a dedicated Your AAA email promotion that is sent to approximately 1M engaged AAA members. The only items in this email are your custom piece of content and your text ad.

AVG PERFORMANCE 57% OPEN RATE • 2.12% CTR

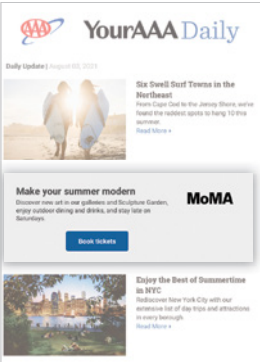


Online reader service is included with all ad buys. AAA Northeast does not guarantee performance or leads for any digital ad.

Monthly Digital Bundle



» BRAND EXPOSURE



email native text ad
In-line, native text ad within a Your AAA email newsletter that is sent to 1.2M engaged AAA members during campaign month.

SPECS IMAGE 123 X 123PX
• **HEADER** 6 WORDS, MAX •
• **COPY** 15 WORDS, MAX • **CTA** 2 WORDS • **URL**

AVG PERFORMANCE 57% OPEN RATE • 2.12% CTR • 200-600 CLICKS/TEXT AD



web channel sponsorship
Exclusive sponsorship of a relevant category on AAA.com/YourAAA. There are 39 categories available; first come, first served. Receive leaderboard and medium rectangle ads on all articles within category.

SPECS LEADERBOARD 728 X 90PX •
• **MEDIUM RECTANGLE** 300 X 250PX • **URL** • **TRACKING PIXEL** OPTIONAL

AVG PERFORMANCE 75,000-150,000 IMP/MO. • 0.07% CTR

digital campaign rates

each monthly campaign includes

- Sponsored Content Article
- Dedicated Email Extra promoting Sponsored Content Article sent to 1M members
- Native Email Text Ad sent to 1.7M members
- Web Channel Sponsorship
- Sponsored Social Media Post

Campaign Legnth	Digital Only Total Campaign	Digital Only Value per Month	Discounted Bundled Total Campaign	Discounted Bundled Value per Month
One Month	\$28,037	\$28,037	\$21,028	\$21,028
Two Months	\$53,861	\$26,931	\$40,396	\$20,198
Three Months	\$75,720	\$25,240	\$56,790	\$18,930
Six Months	\$132,510	\$22,085	\$99,383	\$16,564
One Year	\$227,159	\$18,930	\$170,369	\$14,197

SAVE BY BUNDLING

25% DISCOUNT

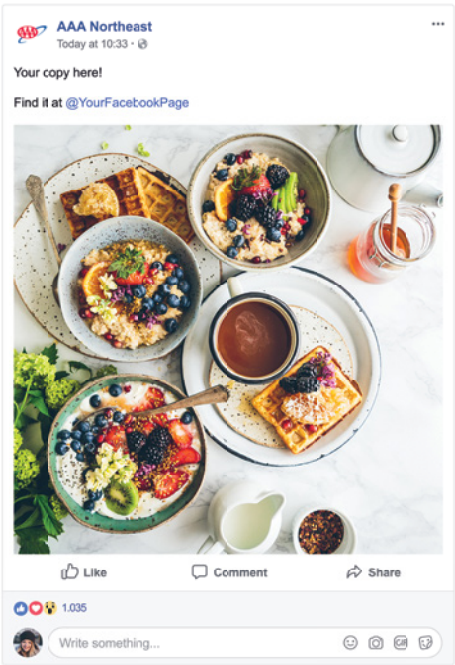
when you bundle any digital package with any print ad

Sponsored Social Posts



- » Included with monthly digital bundles
- » Gain new followers to your social media accounts
- » Leverage AAA's brand legacy and social media reach

@aaanortheast
✓ VERIFIED ON ALL PLATFORMS



each package includes boosted:

- Facebook Post
- Facebook Story
- Instagram Post
- Instagram Story (with 'Swipe Up' link)
- TikTok Reel
- Pinterest Pin

All posts run on a single day

140,740
TOTAL AUDIENCE SIZE

129,874

7,892

2,876

New This Year!

TikTok

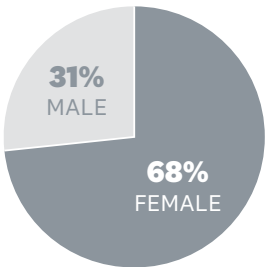
Pinterest

Social Audience Overview

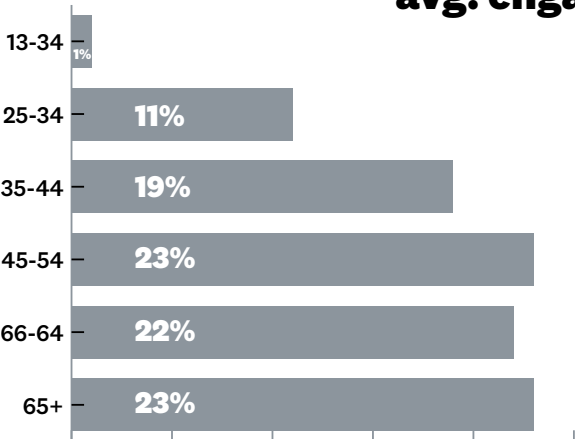
TOP CITIES

1. New York, N.Y.
2. Boston, Mass.
3. Providence, R.I.
4. Worcester, Mass.

GENDER

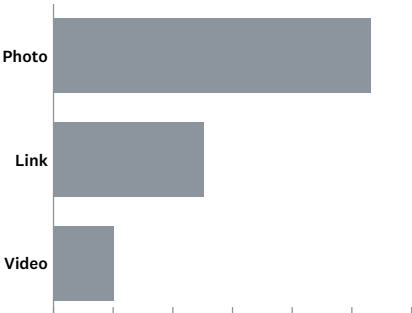


AGE



total post reach in 2020 **10M**
avg. engagement per post **2.5%**

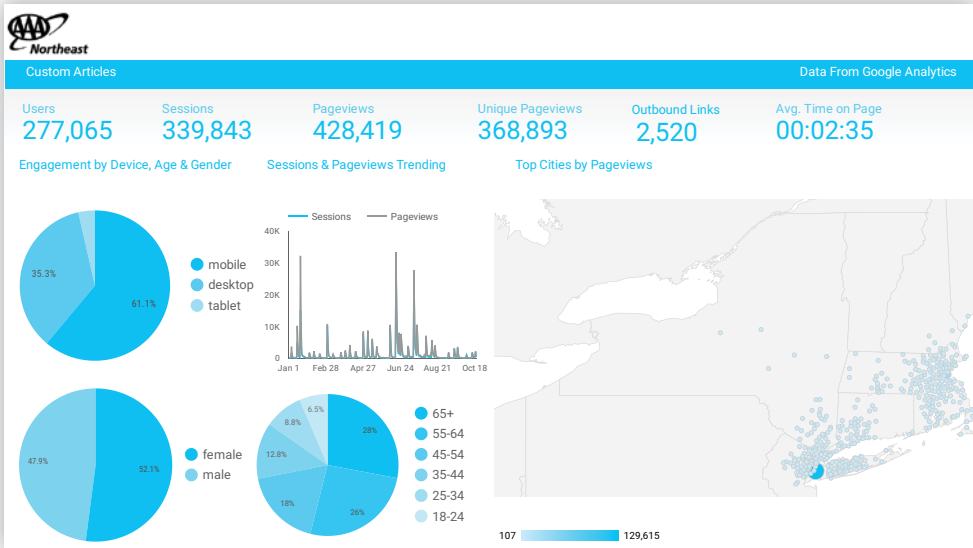
ENGAGEMENT BY FORMAT





» METRICS

Live dashboard will be provided at the end of the first campaign month and updated each month through the entire campaign.



DASHBOARD WILL INCLUDE THE FOLLOWING METRICS:

- Article:** users, sessions, pageviews, outbound links, time on page, age, gender, device, location, trending.
- Email:** total sent, total open, unique open, total clicks, unique clicks, open rate, CTR, CTO, clicks on individual links
- Display Ads:** impressions, hovers, clicks, CTR
- Social:** reach, engagement, clicks

» DIGITAL AUDIENCE

TOP CITIES

1. New York, N.Y.
2. Boston, Mass.
3. Providence, R.I.
4. Worcester, Mass.

76%

Take action as a result of reading

\$142,900

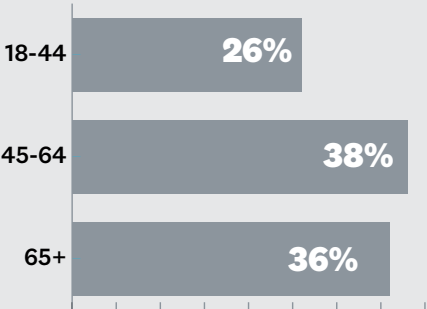
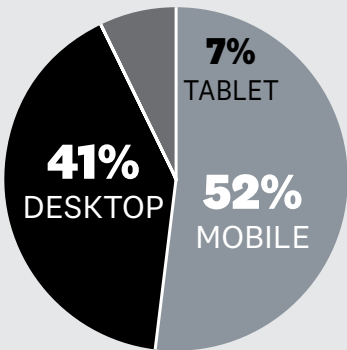
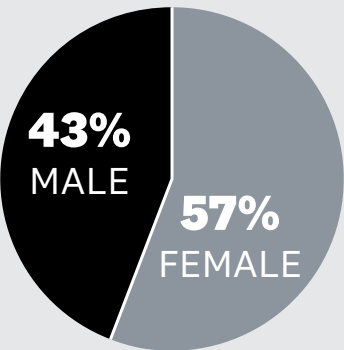
Average Household Income

53

Average Age

88%

Have College Degree



Digital Specifications & Deadlines



tier 1 materials

- Custom content generation story topic/theme
- 3-4 images to be used within story

ad prep and submission



Allowed file types: .jpg, .png, .gif, .html. 150K max file size. Ad unit content must be clearly distinguishable from publisher or unpaid content on the page (for example an ad unit may have clearly defined borders so it is not confused with normal page content). Ads should be developed to perform smoothly and not interfere with site performance.

Animation supported. Length of animation must not exceed 15 seconds. JavaScript used for animation must be executed as asynchronous load and CSS used must be inline. Flashing, high contrast, fast moving and bright color animations are not allowed.

All ads must be sent to advertising@aaanortheast.com or uploaded.

UPLOAD DIGITAL ASSETS HERE

tier 2 materials

Web Channel Sponsorship

- LEADERBOARD 728 X 90PX
- MEDIUM RECTANGLE 300 X 250PX
- URL
- TRACKING PIXEL OPTIONAL

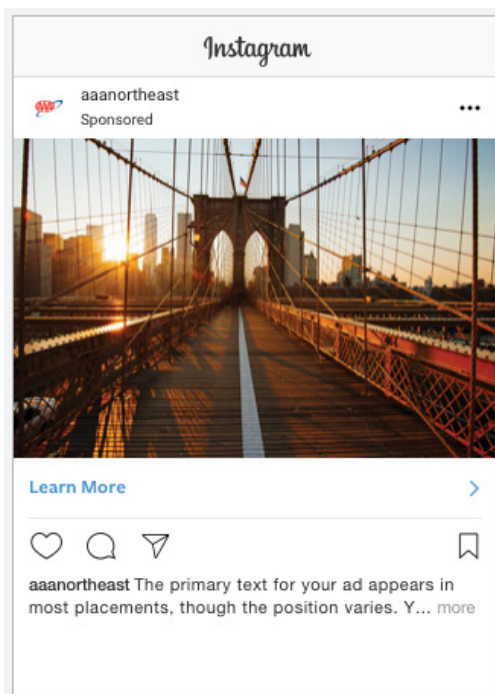
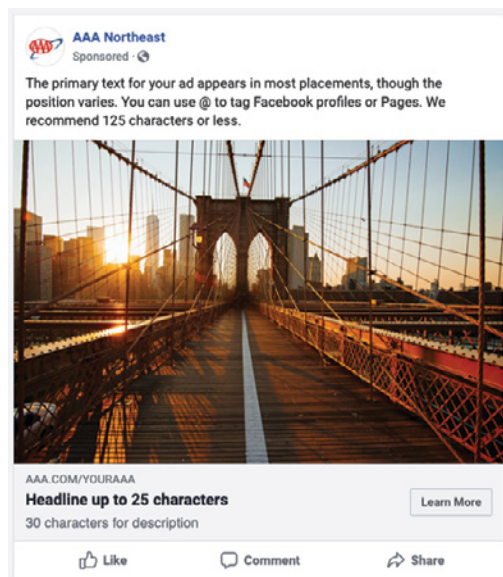
Email Newsletter Text Ad

- IMAGE 123 X 123PX
- HEADER 6 WORDS, MAX
- COPY 15 WORDS, MAX
- CTA 2 WORDS
- URL

2022 deadlines

Month	Tier 1 Materials Due	Tier 2 Materials Due	Campaign Launch
January	12/01/2022	12/15/2022	01/03/2023
February	12/30/2022	01/16/2023	02/01/2023
March	02/01/2023	02/15/2023	03/01/2023
April	03/01/2023	03/15/2023	03/31/2023
May	03/31/2023	04/14/2023	05/02/2023
June	05/02/2023	05/15/2023	06/01/2023
July	06/01/2023	06/15/2023	06/30/2023
August	06/30/2023	07/14/2023	08/01/2023
September	08/01/2023	08/15/2023	09/01/2023
October	09/01/2023	09/15/2023	10/02/2023
November	10/02/2023	10/16/2023	11/01/2023
December	11/01/2023	11/15/2023	12/01/2023

Social Specifications



facebook & instagram image & story

File Type: jpg or png

Story Image Size: Minimum 1080 x 1080 pixels •
Ratio 9:16

Feed Image Size: Minimum 1080 x 1080 pixels •
Ratio 1:1

Recommended resolution: Upload the highest resolution image available.

Images that consist of more than 20% text may experience reduced delivery.

Primary Text: 125 characters

LINK

Headline: 25 characters

Link Description: 30 characters

URL

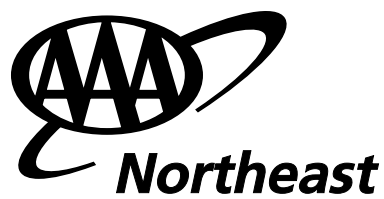
Call to Action: Book Now • Call Now • Contact Us •
Download • Learn More • See Now • Shop Now

instagram reel

Video Size: 1080x1920

Length: 30 seconds

File Type: mp4



© Copyright 2022 AAA Northeast. All Rights Reserved.

2/1/2023