

2023 EDITION

# AAA

MEDIA KIT

Reach up to  
497,000  
households!

Discover all the  
ways to engage with  
AAA Members!



AAA OHIO AUTOMOBILE CLUB

# MEMBER OVERVIEW

41% took weekend getaways

46% took a road trip vacation

50% are female

54% are married

56% stayed at a hotel

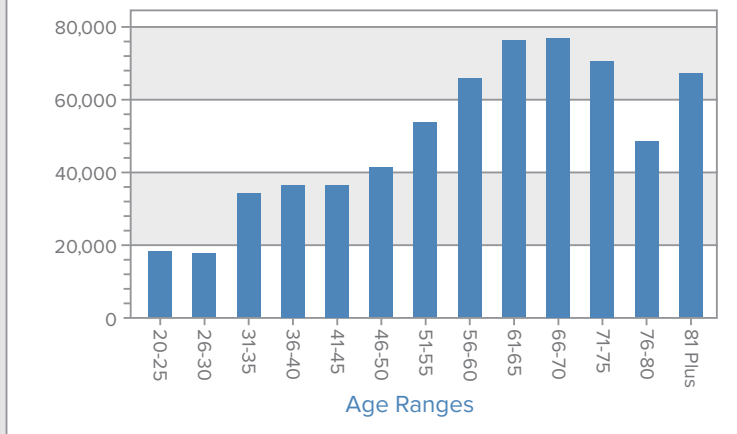
61% take a domestic vacation each year

67% took action as a result of reading their AAA Magazine

71% have children

87% own their own home

Members' Age Ranges:



# AAA MAGAZINE

AAA Magazine Circulation: 497,000 Ohio households, plus an extended reach via digital promotion and publication.

See coverage map on next page.



## ENJOY A MEMORABLE WINTER WEEKEND IN BUTLER COUNTY

Don't let the brisk air of winter keep you from exploring all there is to do in Ohio. Create a memorable weekend trip to Butler County. Nestled between Cincinnati and Dayton, it is a must-visit destination this time of year. From outdoor activities to nostalgic townships, a winter trip to Butler County is sure to be unforgettable.

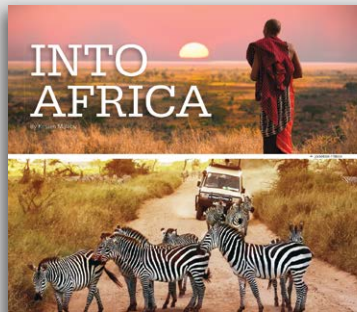
Grab your boots and hot cocoa and visit the beautiful grounds of Pheasant Hill Estate Park & Museum. This outdoor art installation is filled with rejuvenating sculptures scattered across 200 acres of scenic rolling hills. It is a stunning sight, especially as the snow falls. After an afternoon of exploring, enjoy a meal at one of the many restaurants in the area, including the historic and iconic, Farmer and Cooper.



Visit the historic downtown of Findlay, Ohio, and enjoy the shops and restaurants. The historic downtown is a charming and historic town with a variety of shops and restaurants. The historic downtown is a charming and historic town with a variety of shops and restaurants.



Stop in Middletown at Candy Shoppe & Treats in Liberty Township. Enjoy delicious treats such as gourmet baked, candy, butter, wacky sodas and so much more. Also, stop in on the Butler County State Fair. The fair is a great place to enjoy the fair and the fair is a great place to enjoy the fair.



**M**any of our members have been inspired by the adventures in Africa. With its rich history and diverse wildlife, Africa is a continent of endless possibilities. From the majestic savannas to the lush rainforests, Africa offers a unique and unforgettable experience. Our members have shared their stories of adventure and discovery, and we are excited to share them with you. Join us on our African adventure and discover the wonders of this incredible continent.

**MEANINGFUL LAND AND WATER SAFARI**

For adventure seekers or those looking to explore a new continent, a safari in Africa is a must. From the majestic savannas to the lush rainforests, Africa offers a unique and unforgettable experience. Our members have shared their stories of adventure and discovery, and we are excited to share them with you. Join us on our African adventure and discover the wonders of this incredible continent.

**IMMERSIVE EAST AFRICA**

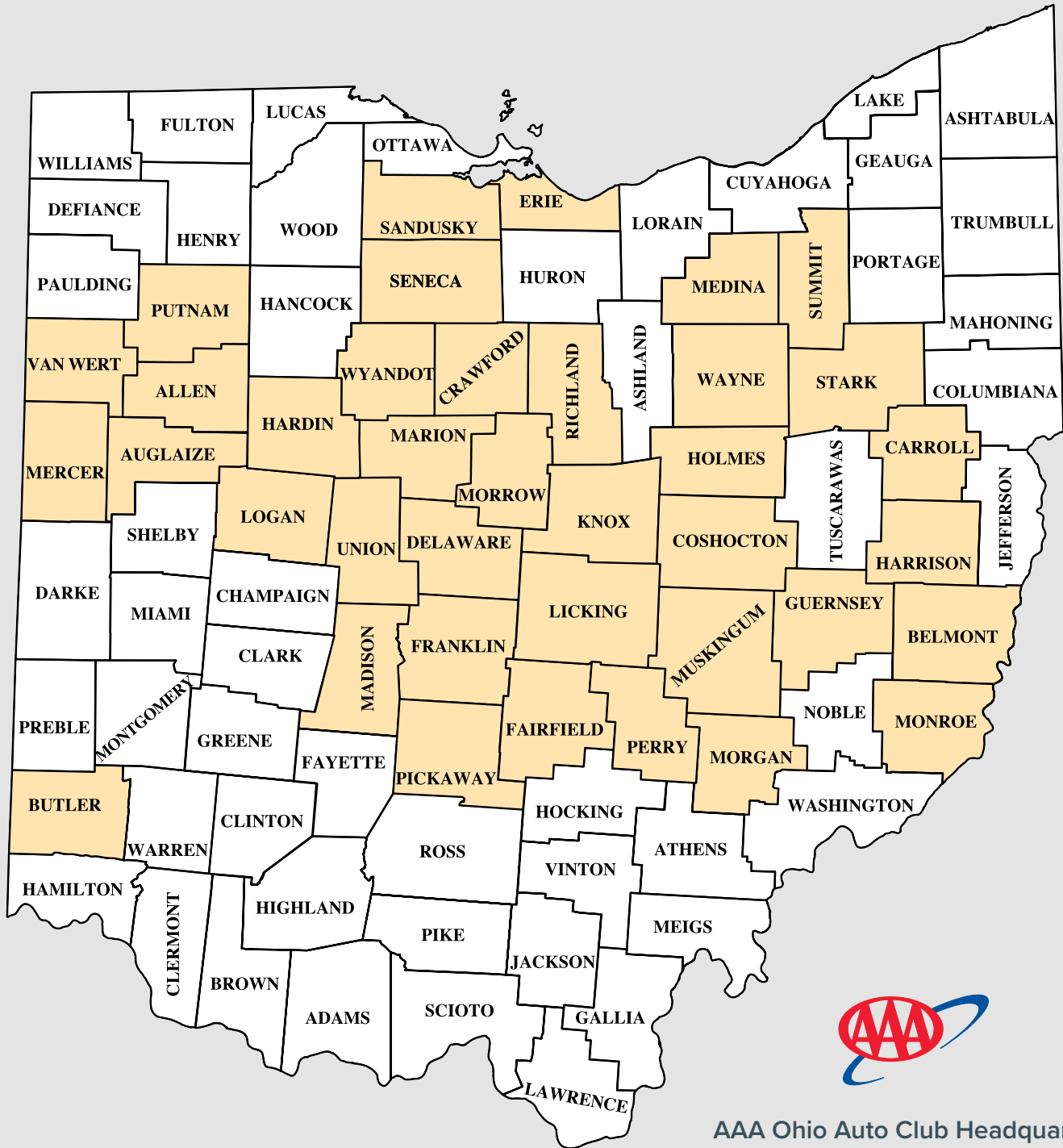
For those who want to experience the heart of Africa, an immersive safari is the way to go. From the majestic savannas to the lush rainforests, Africa offers a unique and unforgettable experience. Our members have shared their stories of adventure and discovery, and we are excited to share them with you. Join us on our African adventure and discover the wonders of this incredible continent.

**SOMETHING FOR EVERYONE IN SOUTHERN AFRICA**

For those who want to experience the heart of Africa, an immersive safari is the way to go. From the majestic savannas to the lush rainforests, Africa offers a unique and unforgettable experience. Our members have shared their stories of adventure and discovery, and we are excited to share them with you. Join us on our African adventure and discover the wonders of this incredible continent.

# AAA MEMBERS COVERAGE MAP

497,000 AAA households



AAA Ohio Auto Club Headquarters  
90 E. Wilson Bridge Road  
Worthington, OH 43085

# AAA

MAGAZINE

## FEATURES

- **Explore Ohio**  
Discover the best of the best in the Buckeye State
- **Great American Road Trips**  
Hit the highways to America's iconic destinations
- **Global Explorations**  
Discover a world of travel possibilities
- **Explore North America**  
Cruise the Caribbean, lose yourself in an all-inclusive resort or hit the California wine trails
- **Celebrity Travel**  
Meet some of America's best-known figures as they describe their favorite destinations

## COLUMNS

- **Your AAA**  
Learn how to make the most of your AAA membership
- **Here & There**  
Get your weekend game plan in gear with these Ohio events
- **Insurance Services**  
Get everyday insurance and financial planning advice
- **Cars & Driving**  
Everything you need to know about proper car maintenance
- **Traffic Safety & Advocacy**  
Discover the latest AAA research on motoring and pedestrian safety
- **Discounts & Rewards**  
Learn about the latest offerings from AAA's Discounts & Rewards partners
- **The Last Word**  
AAA experts share their views on AAA today



### WALKING ALASKA'S KENAI PENINSULA

By Rachel Jordan

Mass mountains, seemingly untouched trails, and a chill in the wind that's so refreshing you can almost taste it. Alaska's Kenai Peninsula is one of the most pristine areas in the world. Escape from the city streets with waterfalls cascading down alongside kidlock fishing towns. And, since the region juts directly out from the capital of Anchorage, the Kenai Peninsula is the perfect Alaskan escape — without the long drive.

As a first-time visitor, I wasn't sure what I was in for. I had heard that Alaska was a beautiful state, but I didn't know what to expect. I was told that the Kenai Peninsula was a beautiful area with waterfalls cascading down alongside kidlock fishing towns. And, since the region juts directly out from the capital of Anchorage, the Kenai Peninsula is the perfect Alaskan escape — without the long drive.

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### TRAFFIC SAFETY & ADVOCACY

## Parents Play Critical Role in Driver Education

By Barbara Brinkley



When Michelle had her 16-year-old son, she knew she had to get him ready for the road. She knew that driving was a critical skill, and she wanted to make sure he was ready for it. She knew that driving was a critical skill, and she wanted to make sure he was ready for it.

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# AAA MAGAZINE

## PRODUCTION CALENDAR & AD POLICIES

### PRODUCTION CALENDAR:

#### JANUARY 2023 EDITION

**In-Home Start Date: January 2, 2023**

Reserve Space Date: October 1, 2022

Materials Due Date: October 19-21, 2022

#### MAY 2023 EDITION

**In-Home Start Date: May 1, 2023**

Reserve Space Date: February 4, 2023

Materials Due Date: February 21-23, 2023

#### SEPTEMBER 2023 EDITION

**In-Home Start Date: September 1, 2023**

Reserve Space Date: June 3, 2023

Materials Due Date: June 26-28, 2023

#### NOVEMBER 2023 EDITION

**In-Home Start Date: November 1, 2023**

Reserve Space Date: August 1, 2023

Materials Due Date: August 21-23, 2023

### AD POLICIES:

#### Cancellation

Cancellations will not be accepted by the publisher after the closing date. Cancellation must be in writing. First-time advertisers are required to pay in advance. Publisher reserves the right to hold advertiser and/or advertising agency, jointly and severally liable for such monies as are due and payable to the publisher.

#### Inserts

Rates quoted on request.

#### Advertising Acceptance

The publisher reserves the right to decline any advertising. The advertiser assumes liability for all advertising content (including text, representations and illustrations of advertising printing) and hereby agrees to indemnify and hold harmless the publisher, AAA Ohio Automobile Club and its licensors, officers, directors and employees against any damages, losses, liabilities, settlements, and expenses (including without limitation costs and reasonable attorney's fees) in connection with any claim or action that arises in any way from the advertiser's product/offer submissions to AAA Ohio Automobile Club which are to be included in both the *AAA Magazine* print, e-publications and/or email campaigns. Any advertisement that simulates editorial content will be labeled as advertisements. 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.





# ADVERTISING RATES\*

Circulation: 497,000 households

Ad Size	1 Edition	2 Editions	4 Editions
Full Page: .....	\$12,355 .....	\$11,232 .....	\$10,109
Half Page: .....	\$6,178 .....	\$5,616 .....	\$5,054
Third Page: .....	\$4,118 .....	\$3,744 .....	\$3,370
Quarter-page .....	\$3,089 .....	\$2,808 .....	\$2,527
Sixth Page: .....	\$2,059 .....	\$1,872 .....	\$1,685
Inside Front Cover: .....	\$14,157 .....	\$12,870 .....	\$11,583
Inside Back Cover: .....	\$12,870 .....	\$11,700 .....	\$10,530
Back Cover: .....	\$15,444 .....	\$14,040 .....	\$12,636

### Advertising and Editorial Contact:

**Bill Purpura**

614-431-7919

[bpurpura@aaaohio.com](mailto:bpurpura@aaaohio.com)

*\*Advertising rates are per edition and are good through 2023.*

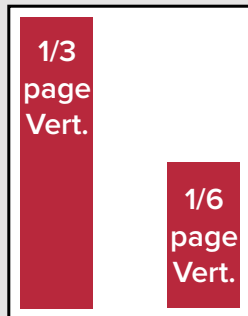
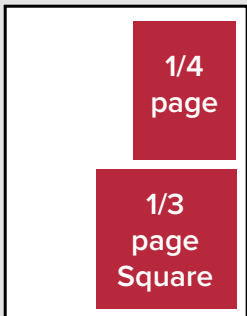
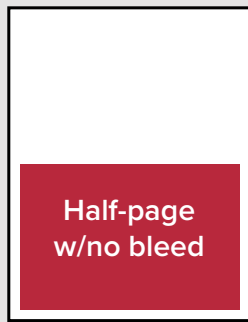
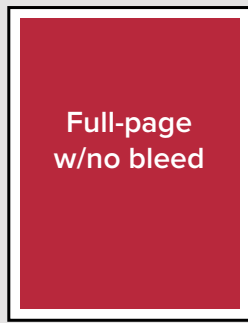
# AD SPECS

Ad Size.....	Live Area.....	Trim Size .....	Bleed (.125")
Full-page w/bleed .....	7.25" x 9.625" .....	8.125" x 10.5" .....	8.375" x 10.75"
Full-page w/no bleed.....	7.25" x 9.625"		
Half-page w/bleed.....	7.25" x 4.8125" .....	8.125" x 5.25" .....	8.375" x 5.5"
Half-page w/no bleed.....	7.25" x 4.8125"		
Third-page Square.....	4.8125" x 4.8125"		
Third-page Vertical .....	2.4" x 9.625"		
Quarter-page.....	3.5625" x 4.8125"		
Sixth-page Vertical.....	2.4" x 4.8125"		

## FILE DELIVERY

Email to:

Bill Purpura: [bpurpura@aaaohio.com](mailto:bpurpura@aaaohio.com)



## Mechanicals

Printing Process: Web Offset

Trim Size: 8.125" x 10.5"

Binding: Saddle-stitched (jogged to the head)

## Accepted file types:

- Hi-resolution, print-ready PDF (PDF/X-1a) – Preferred file type
- Adobe Creative Cloud (Mac)

## Fonts

- Best to not use TrueType fonts
- Black type should be 100% black (Not a 4-color mix)

## File Requirements

- High resolution of 300 dpi
- Four color process, CMYK

## Disclaimer

- Any reflowing of text in layout because file was not ripped through a high-end output device, 600 dpi or above, will not be the responsibility of the magazine
- White color is only available as a knock out
- QR Codes are accepted, but should be 100% black and set to overprint

# SPECIALTY TRAVEL GUIDES

Both print and digital opportunities available to targeted consumer travel segments.

## THE TRAVELER:

Print and digital tactic: Print copy inserted and mailed with the AAA Magazine and mailed to approximately 100,000 households. AAA Traveler also is sent via email to roughly 270,000 active and engaged emails. The digital copy is housed on AAA.com/Travel.

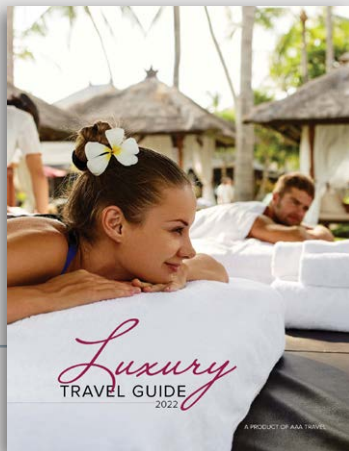
### Featured Editorial in the Traveler:

Editorial promoting a featured destination with a specific call to action to a featured itinerary chosen by the AAA Travel partner.



## LUXURY TRAVEL GUIDE:

Print and digital tactic: Guide promoting luxury travel vendors and luxury travel products. Printed for and handed out at multiple, in-person luxury travel events. Housed on the AAA Travel website. AAA Luxury Guide also is sent via email to roughly 270,000 active and engaged emails. The digital copy is housed on AAA.com/Travel.



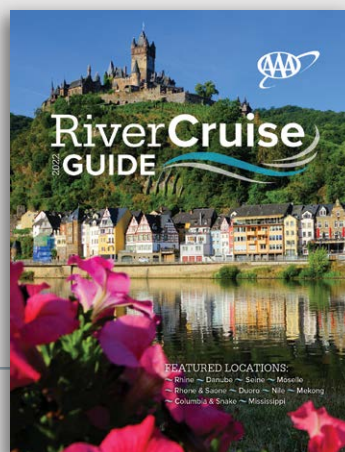
## DIGITAL FAMILY TRAVEL GUIDE

Housed on the AAA Travel website and family travel page where members are actively funneled into through multiple family campaigns. AAA Family Guide also is sent via email to roughly 270,000 active and engaged emails within our member base.



## DIGITAL RIVER CRUISE GUIDE:

Housed on the AAA Travel website and on the cruising travel page where members are actively funneled through multiple cruise travel campaigns. AAA River Cruise Guide also is sent via email to roughly 270,000 active and engaged emails within our member base.





# AAA TRAVEL CAMPAIGNS

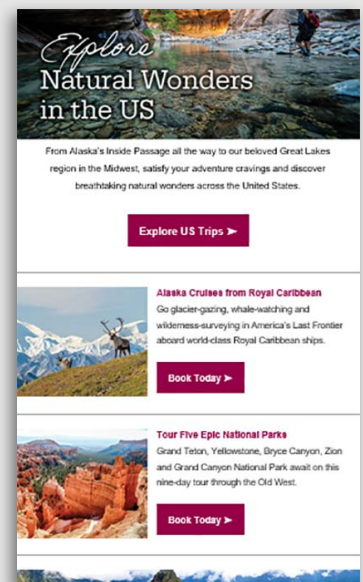
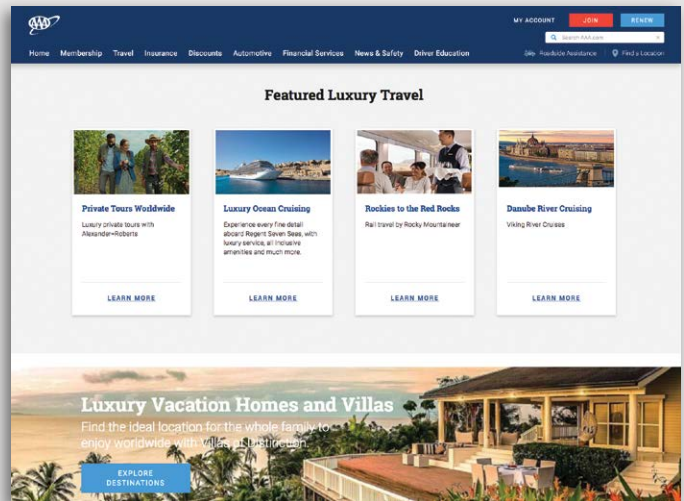
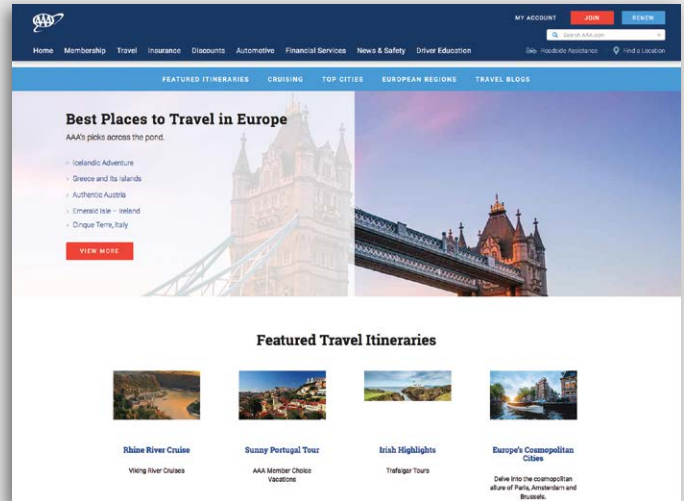
AAA Travel Campaigns execute digital tactics on multiple marketing channels. Travel partners have the opportunity to promote a featured vacation on a corresponding themed travel page on the AAA Travel website. Additionally, partners receive a featured vacation promotion within a quarterly travel-themed email and a quarterly travel-themed social media post featured on both AAA Ohio Auto Club main accounts and AAA Great Vacations accounts. These travel campaigns are offered at a bundled rate in comparison to buying these tactics individually.

## Partners receive the following promotions through each travel campaign:

- Strategic digital placement on themed travel pages featured on the AAA Travel website.
- Featured in the campaign quarterly email.
- Promoted in a quarterly social media post.
- Bundled discounted rate of \$2,000

## Available Travel Campaigns:

- **North America Travel Campaign**  
Campaign promotes North American destinations with a special focus on domestic travel.
- **Europe Travel Campaign**  
One of our most popular travel destinations, the Europe Travel Campaign promotes popular European destinations and features our international travel services.
- **Luxury Travel Campaign**  
A very targeted campaign, our Luxury Travel Campaign focuses on sales and education of our travel products and partners that are defined as luxurious travel.
- **Honeymoon Travel Campaign**  
The Honeymoon Travel Campaign focuses on the ease of trip planning and booking through AAA while promoting top honeymoon destinations and travel partners.
- **Cruise Travel Campaign**  
Making up one of the largest travel interests of our member base, the cruise campaign educates travelers about the different types of cruising, amenities and variety of destinations while promoting our AAA Travel partners.
- **Adventure Travel Campaign**  
This campaign focuses on in-depth or active travel to both well-traveled and exotic destinations. We also provide a heavy emphasis on our partners that provide exciting and adventurous itineraries.





AAA Ohio Auto Club Headquarters  
90 E. Wilson Bridge Road  
Worthington, OH 43085