



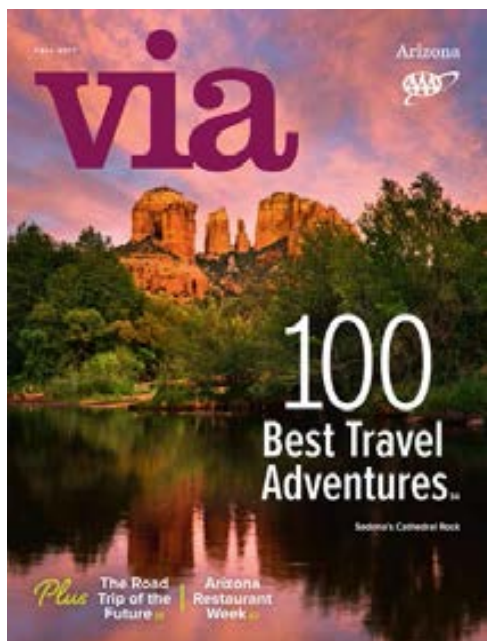
# 2018 Media Kit

## The AAA brand influences readership & buying habits

New name | Same audience

AAA is one of the most recognized brands in the world. Now you can put that power to work for you by going directly into the homes of all AAA members in Arizona. These loyal readers are continuing to enjoy AAA's travel and lifestyle editorial, previously presented under the *Highroads* name—now renamed, published and delivered to their homes four times per year as *Via Arizona!*

The key to AAA's high-return advertising programs is trust. Because active, affluent members trust AAA's reliable, high quality service, they use it to make their travel plans, insure their cars and homes, and to help when they are stranded on the side of the road. There's simply no better time and place to influence their buying decisions than in *Via Arizona*.





## VIA & OUR READERS

AUDIENCE PROFILE

READERSHIP

REGIONAL TRAVEL

TRAVEL PLANNING & BOOKING



## VIA MAGAZINE

CIRCULATION

EDITORIAL



## ADVERTISING: RATES & SPECS

GENERAL

When compared to the average Arizona adult, Via Arizona readers spend more, travel more often, and live more active lifestyles. Desirable audience characteristics, exceptional reach, and low CPMs make Via Arizona a smart buy.

**Rate Base:**  
535,000

**Total Readers:**  
1,284,000

**Circulation Region:**  
Arizona

**AGE AND GENDER**

Men	34.1%
Women	65.9%
18-34	3.7%
35-54	22.7%
55-64	24.7%
65+	48.9%
Average Age	62.9
Median Age	64.7

**MARITAL STATUS**

Married	67.8%
Separated/Divorced	9.9%
Single (never married)	5.0%
Widowed	11.4%
Partnered Relationship	5.8%

**HOUSEHOLD INCOME**

Average	\$86,500
Median	\$68,700
Employed	46.7%
Retired	46.6%

**PRIMARY RESIDENCE**

Average Value	\$322,600
Median Value	\$255,100
Own	85.3%
Rent	14.7%

**EDUCATION**

Any College	85.4%
4 Years+	46.5%
Bachelors Degree	27.6%
Graduate Degree	18.8%

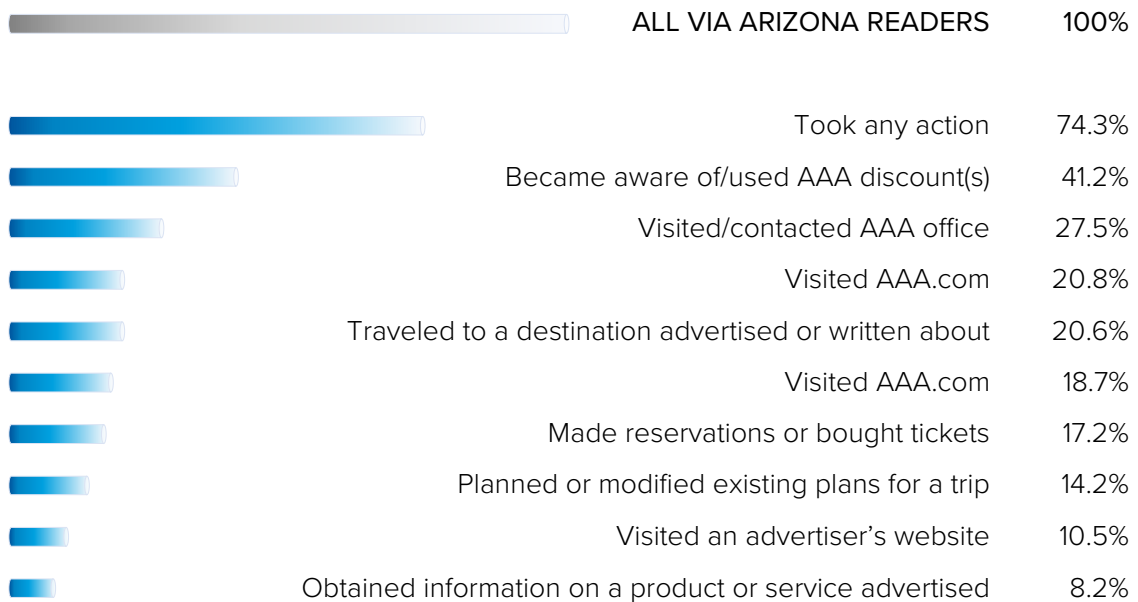


Compelling content drives our reader involvement, and attracts a loyal and involved audience issue after issue.

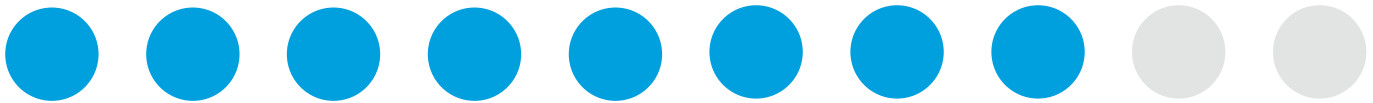


- 80% of Via Arizona readers read 3 or 4 of the last 4 issues received.
- Readers take, on average, 29.1 minutes out of their busy schedules to enjoy reading the magazine. This attentive audience is what produces results for Via advertisers.
- Readers read 79.9% of the last 4 issues received.
- Almost 75% take some type of AAA related action in response to something seen in Via. Some of the actions included:

**ACTIONS TAKEN AS A RESULT OF READING VIA IN THE PAST YEAR**



**79%** of Via readers took at least one overnight domestic trip in the past year



The Via Arizona audience, on average, travels more frequently than others in the region.

**MOST POPULAR CITIES VISITED IN THE PAST YEAR**

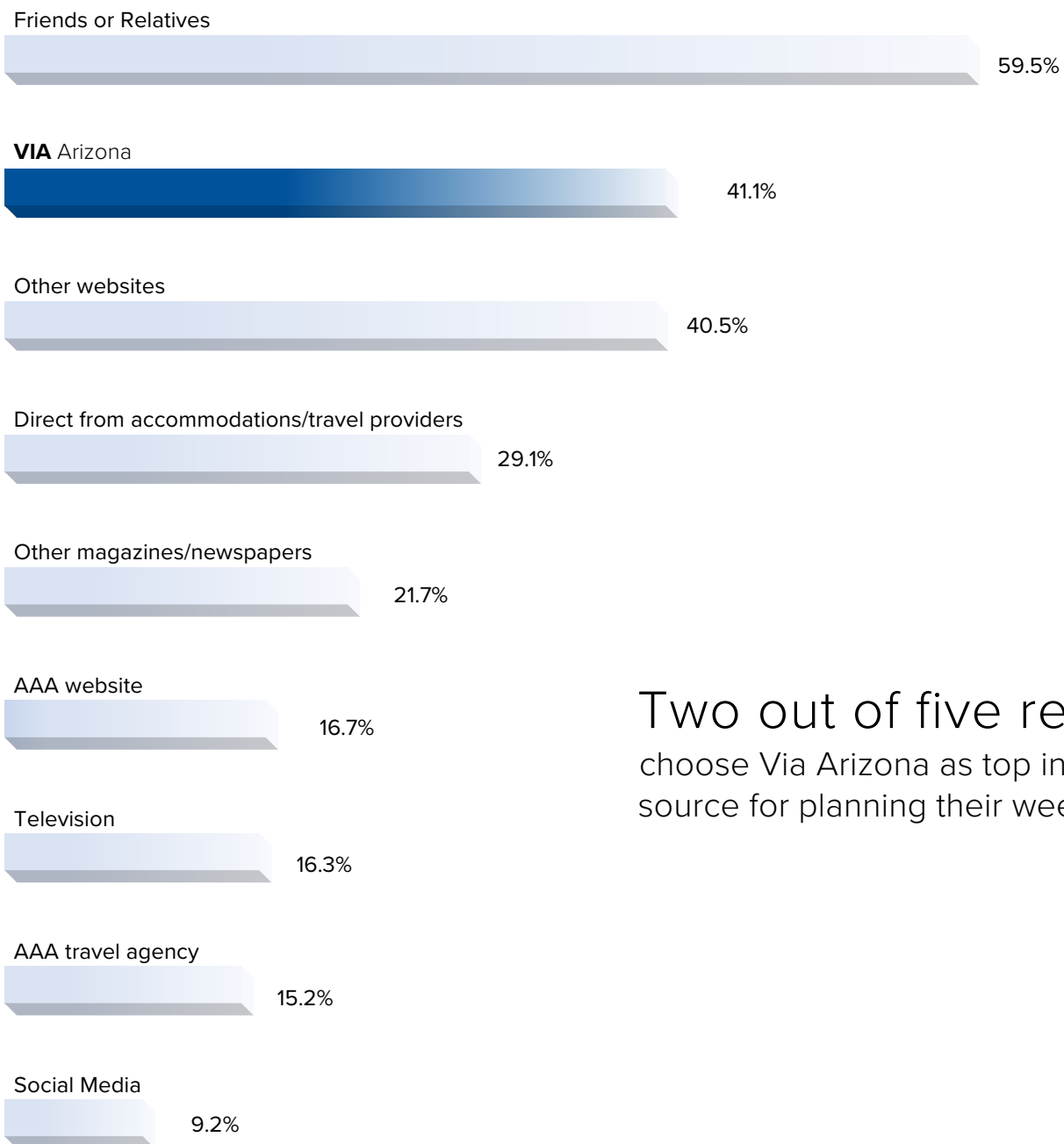
Flagstaff, Arizona	32.7%
Sedona/Oak Creek Canyon, Arizona	33.4%
Las Vegas, Nevada	27.6%
Los Angeles, California	22.1%
White Mountains, Arizona	17.5%
Grand Canyon, Arizona	17.3%
Orange Country, California	15.3%
Mongollon Rim, Arizona	14.8%
Denver, Colorado	12.1%
Laughlin, Nevada	11.4%
Albuquerque, New Mexico	11.1%
Palm Springs, California	10.2%
Pacific Northwest	9.8%
Colorado River	8.8%
Lake Havasu, Arizona	8.0%
Napa Valley, California	5.7%
Lake Powell, Utah/Arizona	4.9%
Colorado Springs, Colorado	4.1%
Lake Merced Recreation Area, Nevada	3.9%
Durango/Mesa Verde, Colorado	3.8%
Monterey/Carmel, California	2.7%
Catalina Island	2.7%
Canyon de Chelly, Arizona	2.3%

**TOP 10 STATES VISITED IN THE PAST YEAR**

California	61.3%
Arizona	58.1%
Nevada	29.7%
Colorado	22.9%
New Mexico	24.5%
Texas	17.6%
Florida	15.9%
Washington	13.5%
New York	12.3%
Utah	11.4%

Via is a respected and helpful travel companion providing readers with inspiration and sound advice.

**SOURCES OF INFORMATION WITH PLANNING A TRIP:**



Two out of five readers choose Via Arizona as top information source for planning their weekend trip