

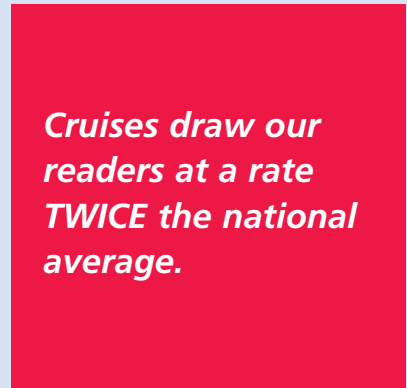
2012 MEDIA KIT: editorial calendar



*When they travel,
almost 70 PERCENT
of our readers stay
at a hotel.*



*Cruises draw our
readers at a rate
TWICE the national
average.*



Our magazine takes you places.

2012 editorial calendar



JAN/FEB

CLOSING DATE: NOV. 17, 2011
MATERIALS DUE BY: NOV. 21, 2011

AROUND THE CAROLINAS Family Activities Theme

- Museums
- Zoos
- Aquariums

Worth the Drive

- Washington, DC (Smithsonian, Newseum, National Mall, National Zoo)
- Atlanta (GA Aquarium, World of Coke, Atlanta Zoo, Six Flags)



MAR/APR

CLOSING DATE: JAN. 16, 2012
MATERIALS DUE BY: JAN. 19, 2012

AROUND THE CAROLINAS Mountains Section

- North Carolina (Emerald Isle, Atlantic Beach, Wilmington, Sunset Beach)
- South Carolina (Georgetown, Litchfield, Port Royal, North Myrtle Beach)

Worth the Drive

- Virginia (Hampton, Virginia Beach)
- Florida (St. Augustine & Ponte Verde)
- Georgia (St. Simons)
- North Carolina (Brunswick Isles)



MAY/JUNE

CLOSING DATE: MARCH 14, 2012
MATERIALS DUE BY: MARCH 22, 2012

AROUND THE CAROLINAS Mountains Section

- North Carolina (Hendersonville, Boone, Highlands)
- South Carolina (Oconee State Park, Mountain Lakes)

Worth the Drive

- Virginia (Virginia Tidewater region)
- Tennessee (Pigeon Forge, Sevierville Southeast Spa Resorts)

in every issue



AAA.com

Calendar of Events/Happenings

Car Care & New Cars

Diamond Destinations

Driver Improvement/
Traffic Safety

Insurance

News and Issues

Reader Response Contest

Show Your Card & Save
Benefits

Stories subject to change without notice.



JULY/AUG

CLOSING DATE: MAY 16, 2012
MATERIALS DUE BY: MAY 23, 2012

AROUND THE CAROLINAS Mountains History and Outdoor Adventures Theme

- Civil War in Carolinas (150th Anniversary)
- Cool Down with River Excitement (rafting, kayaking, canoeing)
- Best Fishing Holes
- Carolina Camping and RV Vacations

Worth the Drive

- Virginia (Charlottesville, VA)
- Georgia (Athens)
- Tennessee (Johnson City)



SEPT/OCT

CLOSING DATE: JULY 18, 2012
MATERIALS DUE BY: JULY 26, 2012

AROUND THE CAROLINAS Autumn Festivals, Wineries and Sports Theme

- Festival by the Sea (Holden Beach)
- Apple Festival (Westminster, SC)
- Football Travel (UNC, WAKE, Furman, NCSU, DUKE, ECU, APP STATE, Clemson, USC)
- Best Tours and Tastings in the Carolinas

Worth the Drive

- Fall Wine Festival (Mount Vernon, VA)
- Tybee Island Pirate Festival (Savannah, GA)



NOV/DEC

CLOSING DATE: SEPT. 19, 2012
MATERIALS DUE BY: SEPT. 25, 2012

AROUND THE CAROLINAS NC and SC Holidays Section

- Four and Five Diamond Restaurant Recipes
- Festival of Lights
- Alternative Holidays Away from Home

Worth the Drive

- Skiing in Virginia/West Virginia
- Holidays in Sunny Florida



2012 MEDIA KIT: editorial calendar



in every issue

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