

2012 MEDIA KIT: audience profile



AAA Members spend an average of \$2,400 on their vacations.



More than 78 PERCENT of AAA Members took action after reading their AAA publication.



*Our magazine takes you places.*

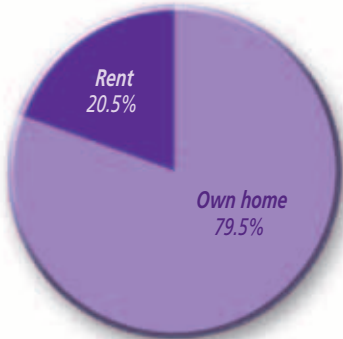
# reach an unbeatable market



## EMPLOYMENT

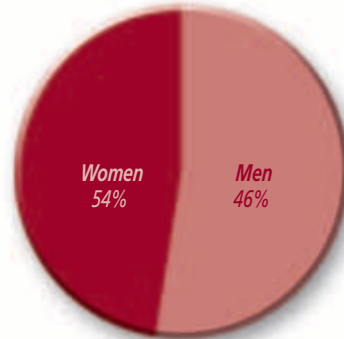


## HOME OWNERSHIP



\$505,000 Average  
\$419,600 Median

## GENDER



## INCOME

\$159,600 Average  
\$92,400 Median

## AGE

59.2 Median Age  
58.6 Average Age

## MARITAL STATUS

59% Married

## EMPLOYMENT

51.9% Professional/  
Managerial



### Car & Travel readers are loyal and engaged.

- 78.0% Took any action
- 42.5% Visited/contacted AAA office for maps, TripTiks or destination brochures
- 33.0% Visited a AAA club/magazine Web site or AAA.com
- 30.5% Called or visited AAA office
- 12.3% Traveled to a destination advertised or written about
- 10.5% Called an 800 number
- 8.3% Visited an advertiser's Web site
- 7.0% Sent for information using magazine reader service card
- 6.1% Called or visited a AAA travel agent
- 3.4% Called an advertiser direct

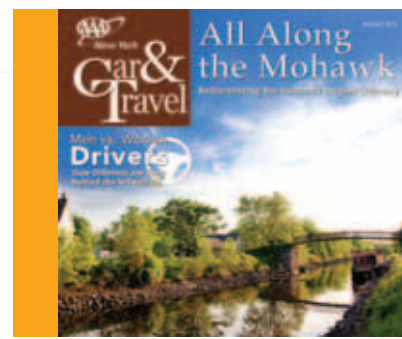
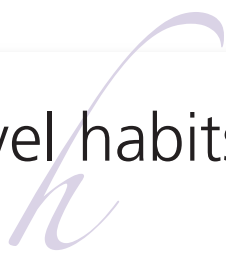


### DirecTV: inserts and coverwraps

"The AAA Partnership has proven to be win/win for both DIRECTV and AAA. AAA's members base of homeowners making over \$75,000 is an ideal new customer target for us. We see significant growth potential as the relationship continues to mature and we find new ways to communicate our special offer."

*Michael Rudich, Director Business Development and Affinity Marketing, DIRECTV, Inc.*

# travel habits



## TRIPS

**75.5%** Took a weekend trip

4.1 Average number of trips

**78.2%** Stayed in hotel

11.4 Average number of nights

**80.0%** Took a domestic trip

**\$2,400** Amount spent on vacation

## MEANS OF TRAVEL

	All U.S.	AAA NY	INDEX
Plane	43.5%	<b>69.0%</b>	159
Car	57.6%	<b>61.0%</b>	106
Rental Car	10.1%	<b>30.4%</b>	302

## TOP DESTINATIONS

	All U.S.	AAA NY	INDEX
NY/PA/NJ	15.5%	<b>63.8%</b>	410
MA/CT/RI	4.5%	<b>42.2%</b>	935
Florida	19.7%	<b>39.5%</b>	201
DC/MD/DE	6.4%	<b>26.7%</b>	417
ME/NH/VT	5.6%	<b>17.7%</b>	318
VA/WV	6.0%	<b>13.9%</b>	233

## FOREIGN TRAVEL

81.5% Own a passport

54.4% Took a foreign trip

25.4% Took a trip to Canada

## TOP DESTINATIONS: SELECT STATES

40.8% New York

37.9% New Jersey

29.3% Pennsylvania

13.4% Maryland

13.4% Virginia

## ACTIVITIES

55.6% Cultural sites  
(art galleries, music festivals, etc.)

53.5% Historical sites

46.0% Sports (golf, tennis, skiing, etc.)

34.1% National Parks

33.8% Casino gambling

27.3% Theme park/local recreation attractions

26.5% Took a cruise

18.0% Spa/retreat

## SOURCE OF INFORMATION USED WHEN PLANNING A TRIP

60.0% Friends/relatives

42.4% Internet

32.5% Other magazines/  
newspapers

**28.2%** AAA magazines

19.7% Television



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**AAA.com**  
*America's largest travel services provider reaches out to millions with a full-service site.*

**AAA.com/CarandTravel**  
*More of what makes the magazine so good is online.*

**C&T Digital**  
*Perfect for readers who are on the go. Published every month with exclusive content.*

