

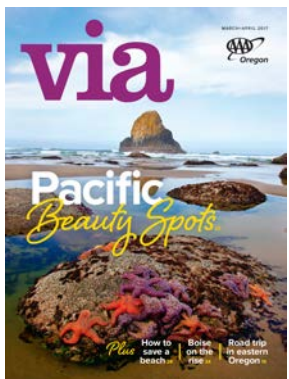


The AAA brand influences readership & buying habits

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 Oregon and Southern Idaho. Via Oregon/Idaho is published six times per year and features travel, automotive, and lifestyle editorial.



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 Oregon/Idaho.





VIA & OUR READERS

AUDIENCE PROFILE

READERSHIP

REGIONAL TRAVEL

TRAVEL PLANNING & BOOKING



VIA MAGAZINE

CIRCULATION

EDITORIAL



ADVERTISING: RATES & SPECS

GENERAL

TRAVEL GUIDE

Desirable audience characteristics, exceptional reach and low CPMs make Via a smart buy.



AGE AND GENDER

Men	40.1%
Women	59.9%
18-34	5.8%
35-54	26.1%
55-64	26.6%
65+	41.6%
Average Age	61
Median Age	62

HOUSEHOLD INCOME

Average	\$98,100
Median	\$73,400

PRIMARY RESIDENCE

Average Value	\$345,800
Median Value	\$295,000
Own	88.6%
Rent	11.4%

Rate Base:

460,000

Total Readers:

1,058,000

Circulation Region:

Oregon
Southern Idaho

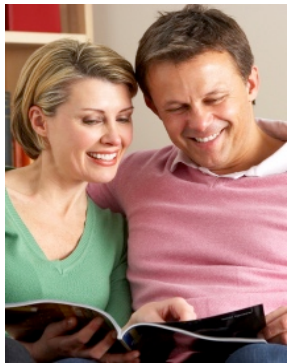
EDUCATION

Any College	87.9%
4 Years+	55.8%
Bachelors Degree	32.7%
Graduate Degree	23.0%

MARITAL STATUS

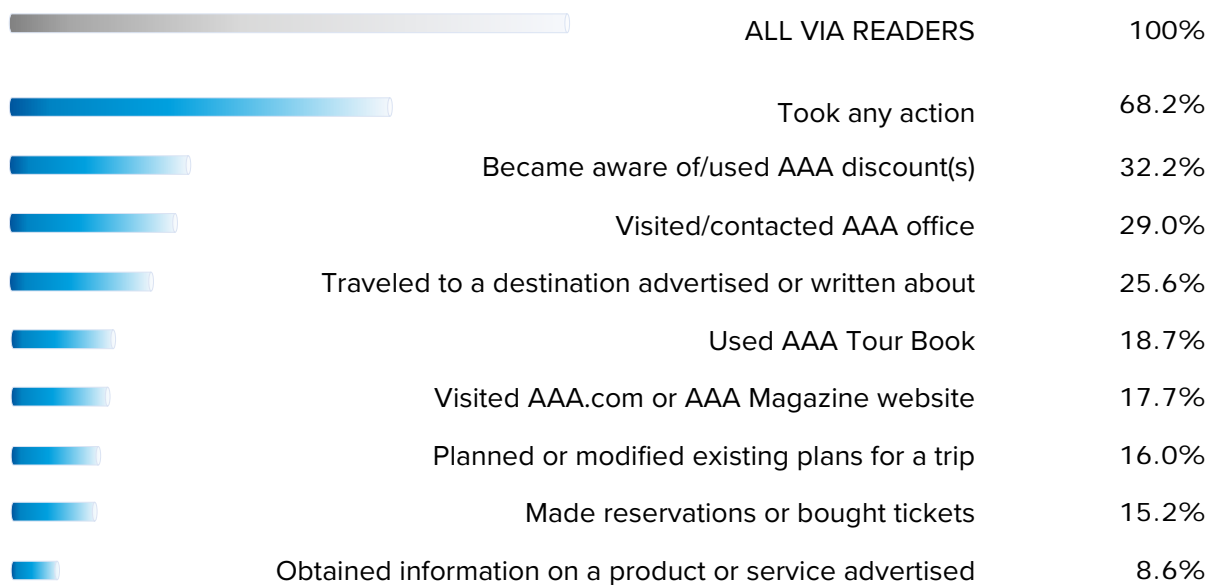
Married	64.3%
Separated/Divorced	12.4%
Single (never married)	10.7%
Widowed	8.5%
Partnered Relationship	4.1%

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

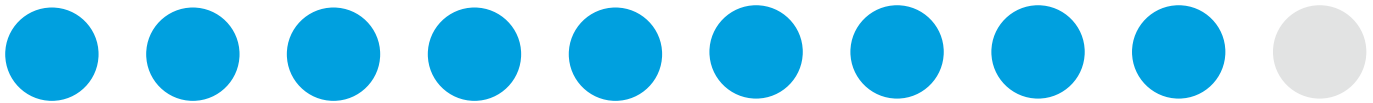


- 72% of Via Oregon/Idaho readers read 3 or 4 out of the last 4 issues.
- Readers take, on average, 24.3 minutes out of their busy schedules to enjoy reading the magazine. This attentive audience is what produces results for Via advertisers.
- 82.8% of Via readers prefer receiving the printed magazine in the mail.
- Almost seven out of ten readers take some type of AAA related action in response to something seen in Via, and some of the actions included:

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



90% of Via Oregon/Idaho readers took at least one overnight domestic trip in the past year.



Via Oregon | Idaho readers, on average, travel more frequently than non-readers in the region.

TOP 25 AREAS VISITED IN THE PAST YEAR

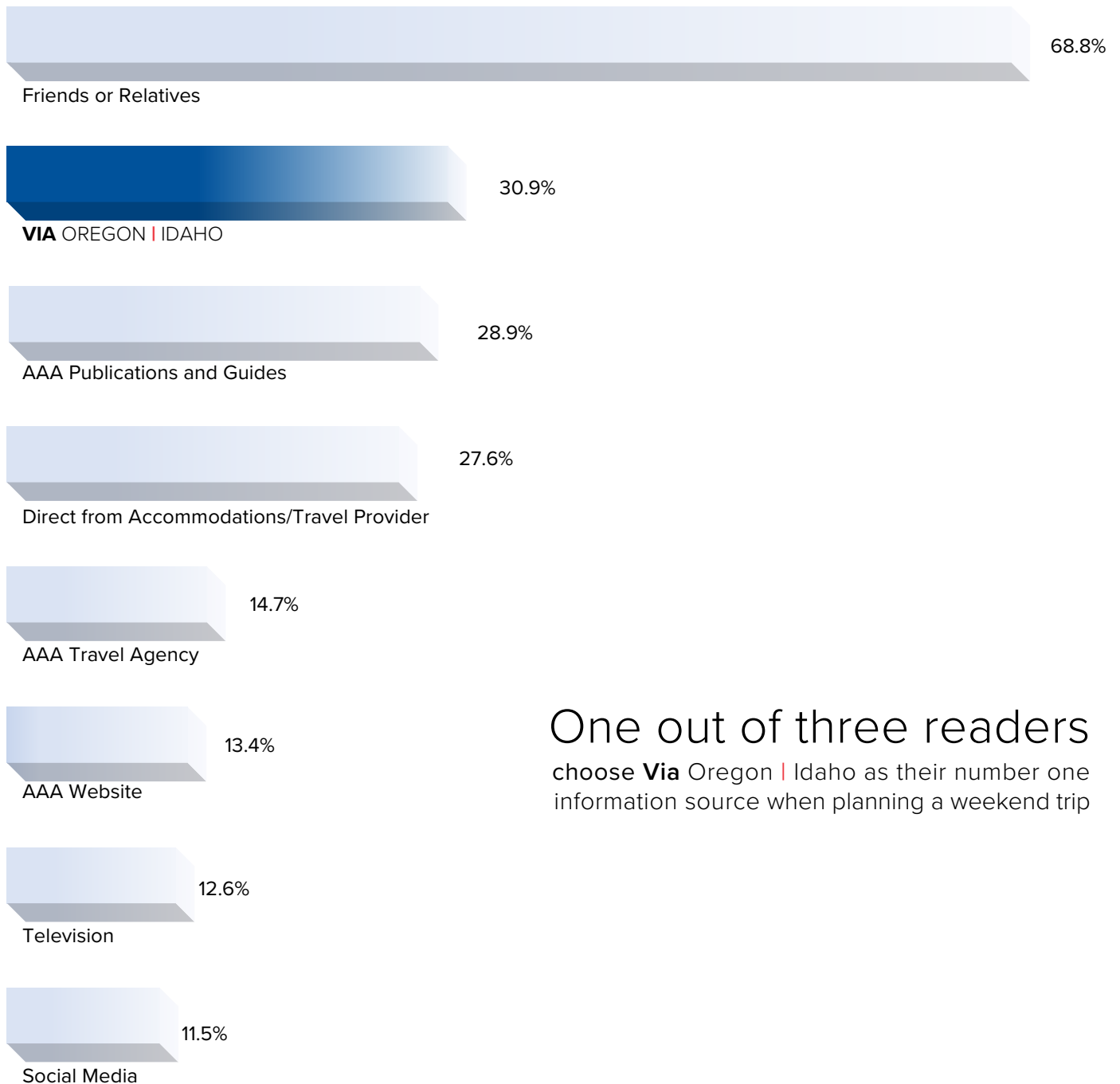
Oregon Coast	52.3%
Portland, OR	46.9%
Seattle, WA	31.4%
Bend/Mt. Bachelor	30.5%
Central Oregon	27.8%
Columbia River Gorge	27.3%
Willamette Valley	26.0%
San Francisco Bay Area	16.8%
Las Vegas, Nevada	15.4%
Los Angeles Area	14.4%
Southern California	12.7%
Phoenix/Scottsdale, Arizona	12.6%
Eastern Oregon	12.3%
Boise, Idaho	10.8%
Coastal Washington	9.8%
Oakland/East Bay Area	9.3%
Salt Lake City, Utah	8.9%
Sacramento/Central Valley, California	8.2%
Palm Springs, California	7.4%
California Wine Country	7.2%
Central California Coast	7.1%
Shasta/Cascades	7.0%
Orange County, California	6.8%
Reno/Lake Tahoe, Nevada	6.3%
San Diego County	5.9%

TOP 10 STATES VISITED IN THE PAST YEAR

Oregon	54.1%
California	54.1%
Washington	41.8%
Idaho	21.9%
Arizona	20.5%
Nevada	20.1%
Utah	15.4%
Colorado	11.9%
Montana	9.8%
Texas	9.2%

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

SOURCES OF INFORMATION WITH PLANNING A TRIP:



One out of three readers choose **Via** Oregon | Idaho as their number one information source when planning a weekend trip