



The AAA brand influences readership & buying habits

Via magazine is the award-winning title serving AAA members in Northern California, Nevada, Utah, Montana, Wyoming and Alaska.



Via's popularity is fueled by the strength and integrity of the AAA brand, which drives readership and brings credibility to our content. The magazine is the only way advertisers can gain access to all of our members and the tremendous purchasing power they represent.



Via reaches every other household in Northern California with market penetration exceeding that of any other regional media—broadcast or print. Via is published four times a year and features travel, automotive and lifestyle editorial content. The club's consistently high membership renewal rate and Via's impressive readership statistics are evidence of the reader trust that produces measurable results for advertisers.





VIA & OUR READERS

AUDIENCE PROFILE

READERSHIP

REGIONAL TRAVEL

TRAVEL PLANNING & BOOKING



VIA MAGAZINE

CIRCULATION

EDITORIAL



ADVERTISING: RATES & SPECS

GENERAL

TRAVEL GUIDE

DISCOVER INSERTS

DIGITAL OPTIONS

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



AGE AND GENDER

Men	37.7%
Women	62.3%
18-34	8.7%
35-54	27.2%
55-64	28.1%
65+	36.0%
Average Age	59
Median Age	60

HOUSEHOLD INCOME

Average	\$120,300
Median	\$91,400

PRIMARY RESIDENCE

Average Value	\$539,500
Median Value	\$418,200
Own	79.6%
Rent	20.4%

Rate Base:

2,700,000

Total Readers:

5,940,000

Circulation Region:

Northern California
Nevada
Utah
Montana
Wyoming
Alaska

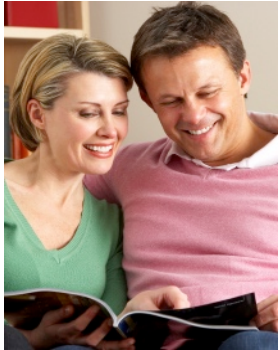
EDUCATION

Any College	84.9%
4 Years+	49.2%
Bachelors Degree	27.7%
Graduate Degree	21.5%

MARITAL STATUS

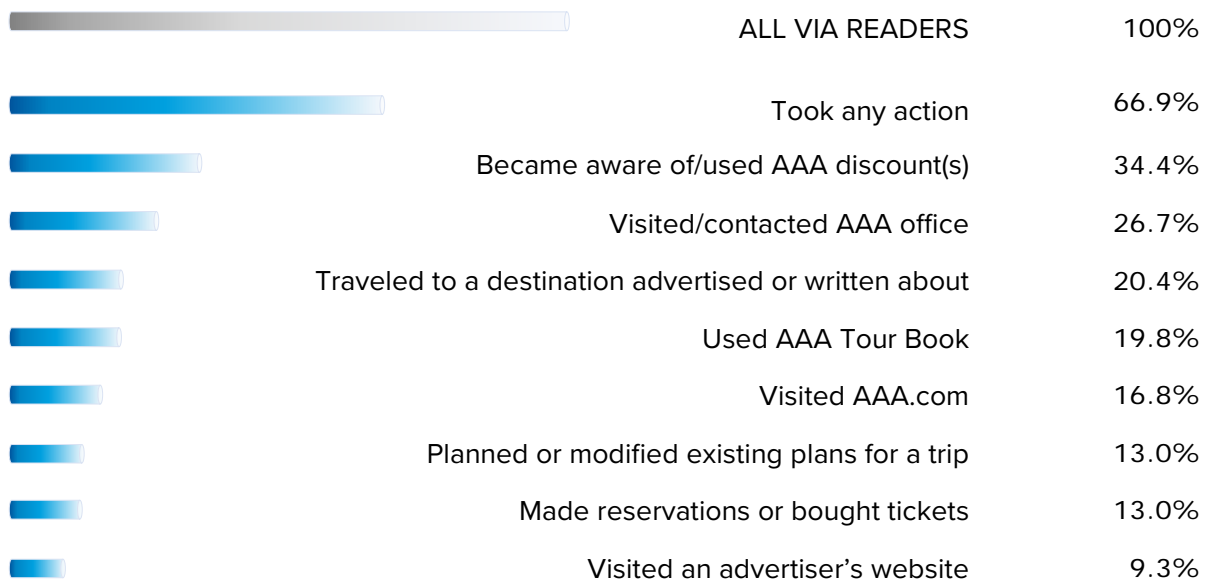
Married	51.4%
Separated/Divorced	16.2%
Single (never married)	14.1%
Widowed	11.2%
Partnered Relationship	7.1%

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



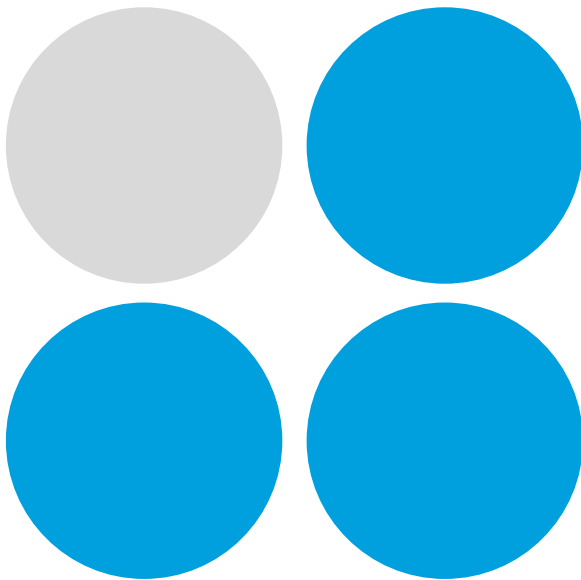
- 68.3% of Via readers read 3 or 4 of the last 4 issues received.
 - Readers spend, on average, 24.9 minutes out of their busy schedules to enjoy reading the magazine. This attentive audience is what produces results for Via advertisers.
 - Via consistently ranks among the best read AAA titles in the US.
 - 76% of Via readers prefer receiving the printed magazine in the mail.
- Six 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



76% of Via readers took at least one overnight domestic trip in the past year

Three out of four of California's leisure visitors in 2016 were California residents



TOP AREAS VISITED IN THE PAST YEAR

San Francisco Bay Area	49.5%
California Region - Wine Country	28.2%
Lake Tahoe	27.6%
Sacramento/Central Valley	23.9%
Monterey/Carmel	23.8%
Central California Coast	23.1%
Los Angeles Area	21.1%
Reno, NV	20.9%
Las Vegas, NV	20.3%
Half Moon Bay	18.2%
San Diego County	14.5%
Orange County	13.0%
Yosemite	11.5%
Seattle, WA	11.2%
Portland, OR	10.8%
Phoenix/Scottsdale, AZ	8.8%
Palm Springs	7.9%

TOP 5 STATES VISITED IN THE PAST YEAR

California	62.2%
Nevada	39.1%
Arizona	22.0%
Oregon	20.4%
Washington	15.4%

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

SOURCES OF INFORMATION WITH PLANNING A TRIP:

