

Readership

Three in five AAA members (63 percent) have read or looked into each of the last four issues of their AAA club publication. Club publications have an average of two readers per copy for a total AAA World readership of 4.5 million plus.

Mechanical Specifications

ADVERTISING MATERIAL

Digital materials (preferred): PDF files (please contact your sales representative for specifications); EPS files, CMYK (no spot colors unless by special arrangement with sales representative), all type converted to outlines; CMYK TIFF files, 300 dpi minimum; InDesign, QuarkXPress native files with all postscript fonts and art included (True Type and Bitstream fonts will not be accepted).

INSERTS

Consult your AAA World sales representative for specification sheet. Publisher reserves the right to omit inserts not complying with specifications.

DIGITAL FILE DELIVERY

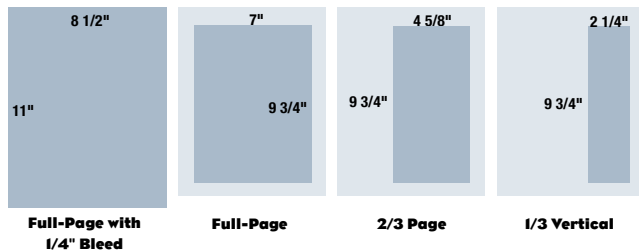
AAA World accepts digital files through many portals, including e-mail and FTP. Please contact your AAA World sales representative for details on digital file transfer.

ADVERTISER PROOFS

Two press proofs required with each ad. AAA World shall not be held responsible for color accuracy if no color proof is provided.

Ad Sizes (in inches)

	Width	Height
Magazine Trim Size	8	10 1/2
Two-Page Spread	14 5/8	9 3/4
Full-Page	7	9 3/4
Full-Page Bleed	8 1/2	11
2/3 Vertical only	4 5/8	9 3/4
1/2 Horizontal only	7	4 3/4
1/3 Vertical	2 1/4	9 3/4
1/3 Square	4 5/8	4 3/4
1/6 Vertical only	2 1/4	4 3/4
1/12 Square	2 1/4	2 1/4
Travel Planner Ads	2 1/4 wide	



Demographics

Median Age of Primary Member	56.7
Female	58%
Male	42%
Average Annual Household Income	\$108,600
Executive/Professional/Managerial	68.5%
Home Ownership	89.6%
Reads Magazine Regularly	70.4%
Took a Domestic Trip	80%
Took Action as a Result from Magazine	68%
Spent on Domestic Vacations*	\$2,100
Travel with Children	45.8%
Took Weekend Trip*	78% (3.6 trips)
Access to Internet	86.1%
Visited a Museum*	36.4%

*in last 12 months

Multiple Publication Discounts

Two Publications	5%
Three Publications	10%

Advertising Rates

Three or More Issues	5%
Six Issues	10%

Premium Placement (Covers)

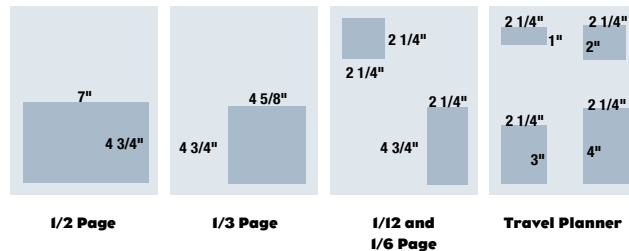
Inside Front Cover	+10%
Inside Back Cover	+5%
Outside Back Cover	+15%

2010 Publishing Calendar

Issue	Space	Ad Material	In Home
Jan./Feb.	Nov. 13	Nov. 27	Dec. 28-31
Mar./Apr.	Jan. 8	Jan. 22	Feb. 22-25
May/June	Mar. 5	Mar. 19	Apr. 23-27
July/Aug.	May 7	May 21	Jun. 21-24
Sept./Oct.	July 9	July 23	Aug. 23-26
Nov./Dec.	Sept. 10	Sept. 24	Oct. 22-26
Jan./Feb. ('11)	Nov. 12	Nov. 26	Dec. 26-30

No cancellations accepted after the closing date.

To advertise, please call **1.888.AAA.4252**



Ask your AAA representative about **ONLINE ADVERTISING OPPORTUNITIES**