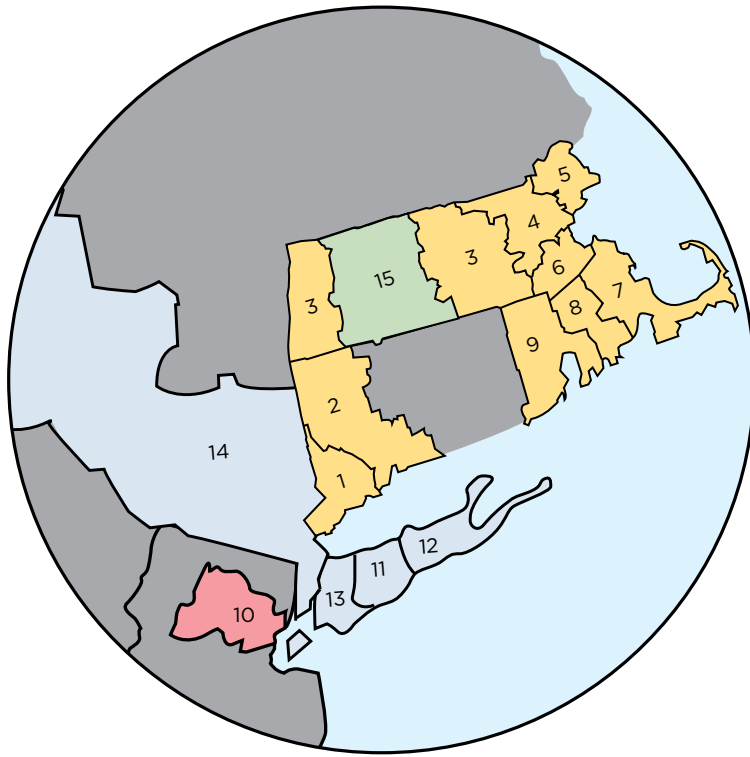


Reach of AAA publications



Editions:

1. Fairfield, Conn.
2. New Haven, Conn.
3. Central & Western Massachusetts
4. Middlesex, Mass.
5. Essex, Mass.
6. Norfolk, Mass.
7. Plymouth, Mass.
8. Bristol, Mass.
9. Rhode Island
10. New Jersey
11. Nassau, N.Y.
12. Suffolk, N.Y.
13. Queens, N.Y.
14. NYC & Upstate
15. Pioneer Valley, Mass.

COMBINED CIRCULATION 2,855,869

Middlesex	352,518
Rhode Island	242,822
Norfolk	235,844
Plymouth	182,310
Central & Western Massachusetts	177,384
New Haven	161,552
Essex	159,774
Fairfield	129,186
Bristol	111,214
New Jersey	193,850
Nassau	149,419
Suffolk	144,466
Queens	109,543
NYC & Upstate	505,987
Pioneer Valley	116,306

Audience profile

ENGAGED & LOYAL READERS

67% of our readers took action as a result of reading the publication

- 36%** became aware of AAA discounts
- 24%** used/received AAA discounts
- 21%** visited AAA.com
- 19%** visited a AAA office for maps or TripTiks
- 18%** dined at a restaurant
- 15%** made reservations or bought tickets



45% of readers pass on the publication to at least one other reader

73% of readers prefer print as the method to receive their member publication

DEMOGRAPHICS

Average age: **56.8**

- 53%** female
- 47%** male

College degree: **69%**

Employment status:

- Employed: **59%**
- Retired: **30%**

Marital status:

- 60%** married



Average household income: **\$119,710**

Main residence:

- Own home: **81%**
- Rent: **19%**

Source: 2015 GfK MRI Readership Study. Study based on Horizons and Your AAA readers.

READERS LOVE TO TRAVEL

73% of our readers took a continental U.S. trip in the past year
Average number of plane trips: **3.2**

49% of our readers took a trip outside of the continental U.S.

76% took a weekend trip
Average number of weekend trips: **3.3**

Average amount spent on domestic vacations: **\$3,769**

72% own a valid passport

Average amount spent on foreign vacations: **\$4,261**

75% stayed in a hotel in the past year
Average hotel nights for personal travel: **6.5**
Average hotel nights for business travel: **2.2**

ACTIVITIES DONE ON VACATION IN THE LAST 12 MONTHS:

Dined out	66%
Shopped	58%
Beach	55%
Historic sites	41%
Museums	37%
Live theater/concerts	31%
National parks	31%
Theme parks/local recreation	21%
Zoos/aquariums	21%
Art galleries/shows	20%
Music performances/festivals	20%
Casino gambling	16%
Spa/retreat	14%

TOP STATES VISITED IN THE LAST 12 MONTHS:

Massachusetts	40%
Florida	38%
New York	36%
New Hampshire	34%
Connecticut	29%
Maine	28%
Rhode Island	25%

MEANS OF TRAVEL:

Personal or rental vehicle	85%
Plane	63%
Train	17%
Bus	7%

OTHER INTERESTS:

Participated in outdoor gardening in the past year	62%
Participated in casino gambling in the past year	23%

Source: 2015 GfK MRI Readership Study. Study based on Horizons and Your AAA readers.

