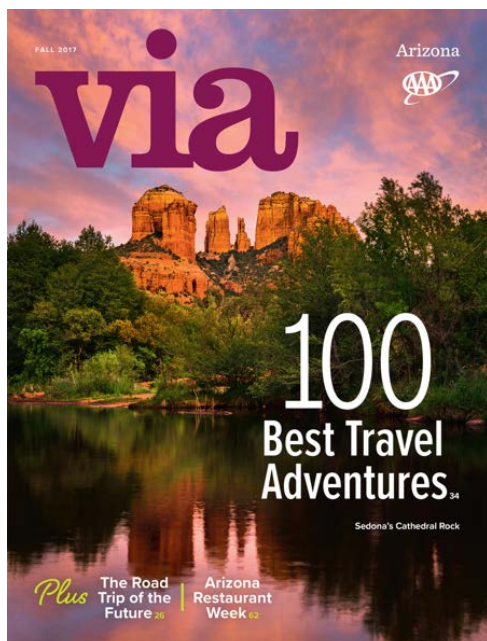


Winner of the Lowell Thomas Award
Silver Medal for *Best Travel Magazine*

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 Arizona. These loyal readers are continuing to enjoy AAA's travel and lifestyle editorial, previously presented under the *Highroads* name—now renamed, published and delivered to their homes four times per year as *Via Arizona*!

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 Arizona*.



When compared to the average Arizona adult, Via Arizona readers spend more, travel more often, and live more active lifestyles. Desirable audience characteristics, exceptional reach, and low CPMs make Via Arizona a smart buy.

Rate Base:
535,000

Total Readers:
1,284,000

Circulation Region:
Arizona

AGE AND GENDER

Men	39.8%
Women	60.2%
18-34	4.4%
35-54	24.7%
55-64	27.2%
65+	43.6%
Average Age	60

MARITAL STATUS

Married	53.8%
Separated/Divorced	20.5%
Single (never married)	11.6%
Widowed	7.9%
Partnered Relationship	6.2%

HOUSEHOLD INCOME

Average	\$84,000
Median	\$70,700
Employed	47.1%
Retired	44.6%

PRIMARY RESIDENCE

Average Value	\$317,700
Median Value	\$280,100
Own	81.0%
Rent	19.0%

EDUCATION

Any College	88.5%
4 Years+	49.3%
Bachelors Degree	27.8%
Graduate Degree	21.5%

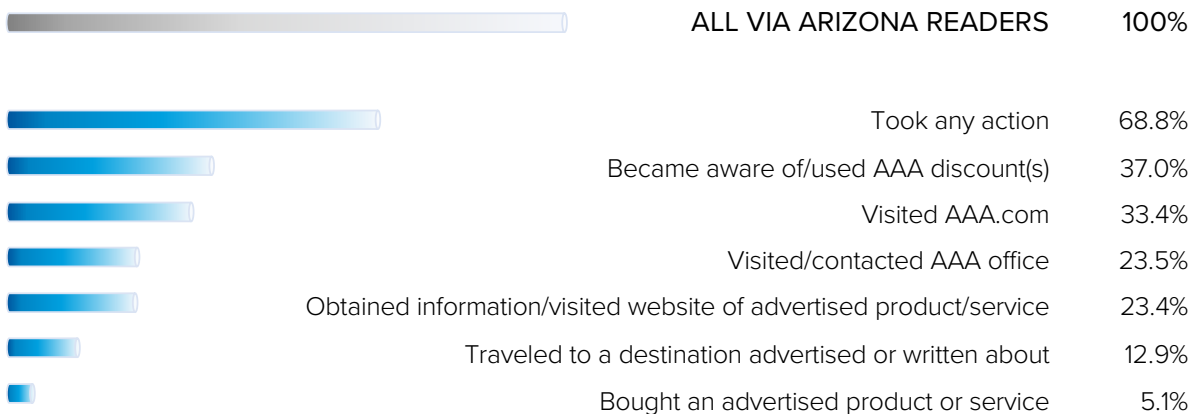


Compelling content drives our reader involvement, and attracts a loyal and involved audience issue after issue.



- 80% of Via Arizona readers read 3 or 4 of the last 4 issues received.
- Readers take, on average, 28 minutes out of their busy schedules to enjoy reading the magazine. This attentive audience is what produces results for Via advertisers.
- 53% Via Arizona readers prefer receiving the printed magazine.
- Over half of Via Arizona magazines received are read by at least 1 other in the household.
- Almost 7 out of 10 readers take some type of AAA related action in response to something seen in Via. Actions included:

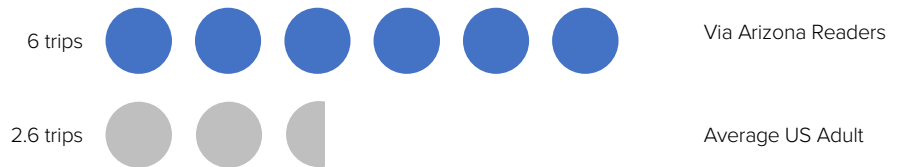
ACTIONS TAKEN AS A RESULT OF READING VIA IN THE PAST YEAR



Via readers are **prolific travelers**

Travel more

Via Arizona readers took an average of **6 trips** lasting more than one day in the past year, which is over two times more than the average US adult.



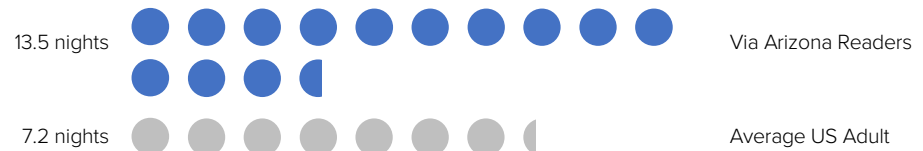
Spend more

Via Arizona readers spent **90% more** than the average US adult on domestic vacations.



Stay longer

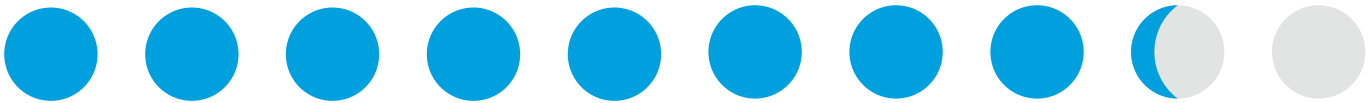
Via Arizona readers paid for an average of **over 13 nights** of hotel or paid lodging in past year—almost two times the national average for US adults.



Trusted and respected

- Via Arizona and AAA website are the No. 1 source for travel advice after friends and relatives.
- Via received *The Silver Lowell Thomas Award for Best Travel Magazine* in 2017.

83% of Via readers took at least one overnight domestic trip in the past year



The Via Arizona audience, on average, travels more frequently than others in the region.

MOST POPULAR AREAS VISITED IN THE PAST YEAR

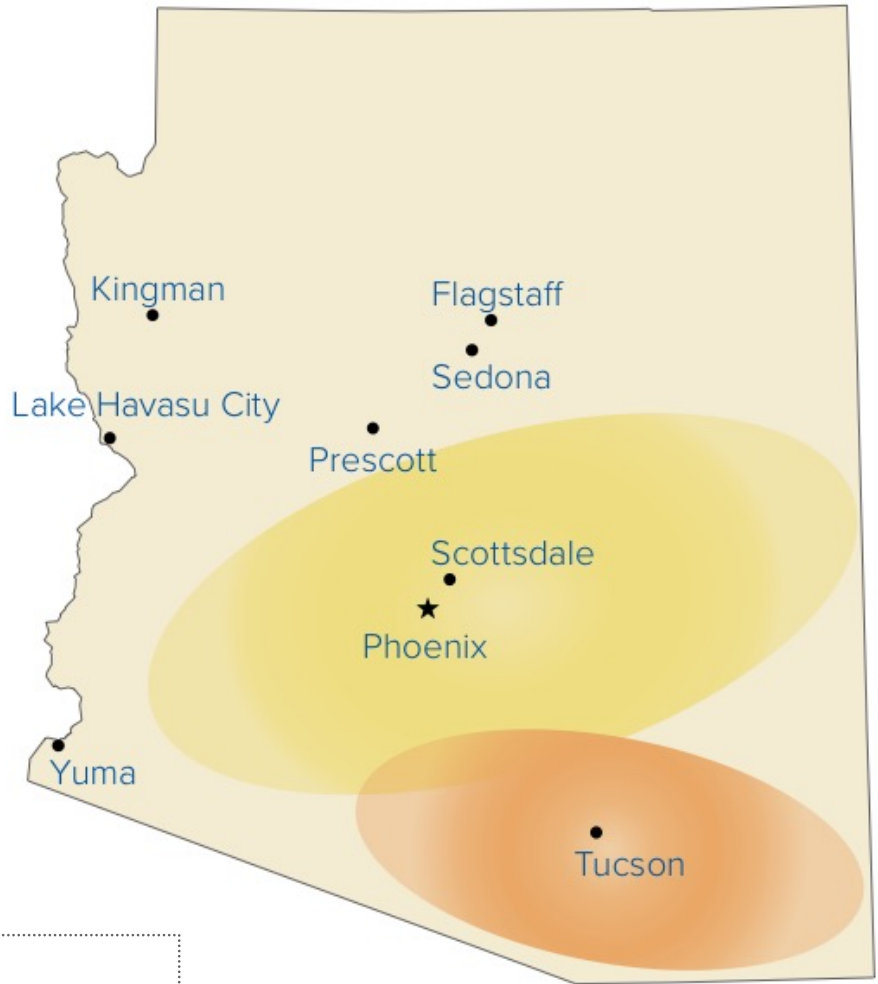
Sedona/Oak Creek Canyon, Arizona	31.5%
Flagstaff, Arizona	29.7%
Las Vegas, Nevada	27.6%
Los Angeles, California	17.7%
Mongollon Rim, Arizona	14.5%
Grand Canyon, Arizona	13.9%
Orange Country, California	10.8%
Laughlin, Nevada	9.5%
Albuquerque, New Mexico	8.4%
Palm Springs, California	8.1%
Denver, Colorado	7.8%
Pacific Northwest	6.9%
Lake Havasu, Arizona	6.8%
Durango/Mesa Verde, Colorado	5.0%
Colorado Springs, Colorado	4.8%
Napa Valley, California	3.8%
Lake Powell, Utah/Arizona	3.6%
Colorado River	3.3%
Catalina Island	2.5%
Canyon de Chelly, Arizona	1.9%

TOP 10 STATES VISITED IN THE PAST YEAR

Arizona	59.5%
California	56.0%
Nevada	28.3%
Colorado	19.5%
New Mexico	18.5%
Texas	17.7%
Pacific Northwest	14.6%
Utah	13.2%
Illinois	10.1%
New York	10.0%

VIA Arizona Circulation:

Total: 537,000

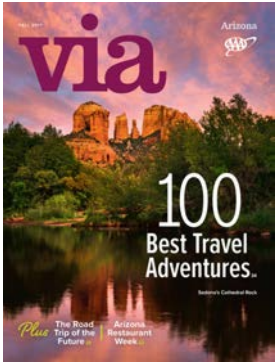


CIRCULATION BREAKDOWN

Phoenix Metro Area 329,029

Tucson Metro Area 87,731

Other Areas 120,240



Rate Base:
535,000

Total Readers:
1,284,000

Circulation Region:
Arizona

	1x	2x	4x
4 COLOR			
Full Page	\$10,890	\$10,350	\$9,800
2/3 Page	8,080	7,674	7,272
1/2 Page	6,471	6,148	5,819
1/3 Page	4,222	4,007	3,759
1/6 Page	2,183	2,078	1,961
B&W			
Full Page	\$9,128	\$8,671	\$8,515
2/3 Page	6,383	6,063	5,745
1/2 Page	5,137	4,876	4,622
1/3 Page	3,318	3,148	2,989
1/6 Page	1,753	1,664	1,579

All rates are gross

DIGITAL REQUIREMENTS

Ad materials will be accepted in the following digital formats: InDesign, Illustrator or Photoshop.

Include all fonts and high resolution images with a list of fonts and graphics. Resolution should be 300 dpi at 100% finished size. All 4-color images should be supplied CYMK.

High resolution PDF files are acceptable.
Email file to: natasha.alcala@norcal.aaa.com

PROOF REQUIREMENTS

Laser prints are acceptable.

CONTACT INFORMATION

All ads sent must include a client name, contact person, phone number, fax number and email address.

EXTENSIONS

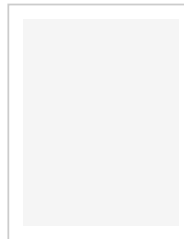
No extensions will be granted without approval. For extensions, contact:
Natasha Alcala on 925.274.8168,
or at natasha.alcala@norcal.aaa.com

SHIPPING INSTRUCTIONS

Via Advertising, Natasha Alcala at
natasha.alcala@norcal.aaa.com

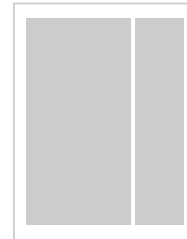
Trim size: 8" x 10.5"
Bleed size: 8.25" x 10.75"

Full Page
7" x 9.5" (live copy area)
8.25" x 10.75" (bleed)



2/3 Page Vertical
4.625" wide x 9.5" tall

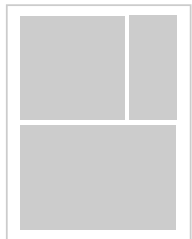
1/3 Page Vertical
2.25" wide x 9.5" tall



1/3 Square
4.625" wide x 4.625" tall

1/6 Page Vertical
2.25" wide x 4.625" tall

1/2 Page Horizontal
7" wide x 4.625" tall



Spring 2018
In-Home February 21-24
Close: 1/3/18
Material: 1/9/18

Fall 2018
In-Home August 21-24
Close: 7/2/18
Material: 7/9/18

Summer 2018
In-Home May 5-9
Close: 3/1/18
Material: 3/8/18

Winter 2019
In-Home December 20-23
Close: 11/1/18
Material: 11/7/18