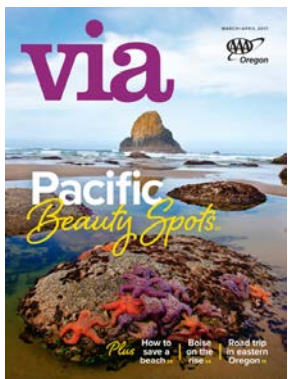


Winner of the Lowell Thomas Award
Silver Medal for *Best Travel Magazine*

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 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.



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



AGE AND GENDER

Men	34.6%
Women	65.4%
18-34	8.0%
35-54	30.7%
55-64	26.8%
65+	34.5%
Average Age	57

HOUSEHOLD INCOME

Average	\$94,800
Median	\$75,200

PRIMARY RESIDENCE

Average Value	\$419,900
Median Value	\$353,100
Own	80.2%
Rent	19.8%

Rate Base:

460,000

Total Readers:

1,058,000

Circulation Region:

Oregon
Southern Idaho

EDUCATION

Any College	91.8%
4 Years+	58.8%
Bachelors Degree	36.1%
Graduate Degree	22.7%

MARITAL STATUS

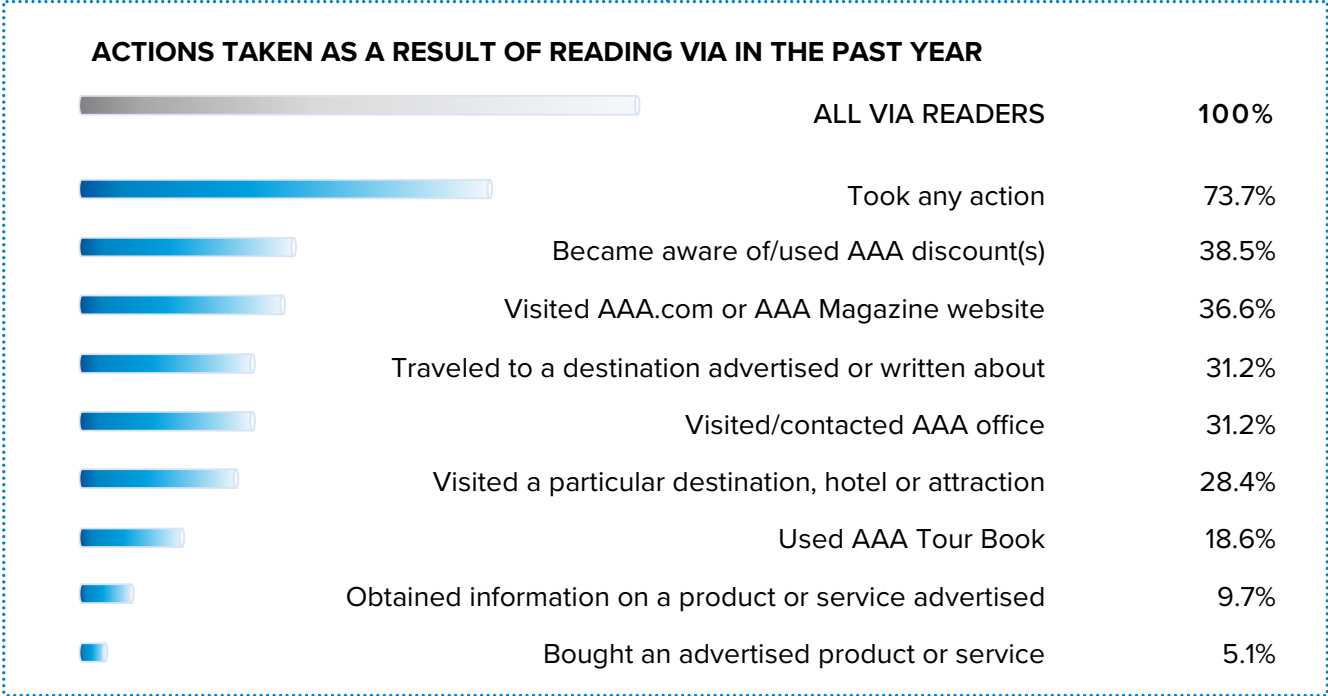
Married	62.0%
Separated/Divorced	15.3%
Single (never married)	9.1%
Widowed	6.3%
Partnered Relationship	7.3%

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



- 82% of Via Oregon | Idaho readers read 3 or 4 out of the last 4 issues.
- Readers take, on average, 29 minutes out of their busy schedules to enjoy reading the magazine. This attentive audience is what produces results for Via advertisers.
- 70% of Via readers prefer receiving the printed magazine in the mail.
- Almost half of Via Oregon | Idaho readers use the magazine, AAA website or other AAA people and products to for planning their travel.

Over 6 out of ten readers take some type of AAA related action in response to something seen in Via, and some of the actions included:



Via readers are **prolific travelers**

Travel more

Via Oregon | Idaho readers took an average of **6.4 trips** lasting more than one day in the past year, which is 2.5 times more than the average US adult.



Spend more

Via Oregon | Idaho readers spent **80% more** than the average US adult on domestic vacations.



Stay longer

Via readers paid for an average of **over 15 nights** of hotel or paid lodging in past year—more than two times the national average for US adults.



Trusted and respected

- Via Oregon | Idaho 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.

89%

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 10 STATES VISITED IN THE PAST YEAR

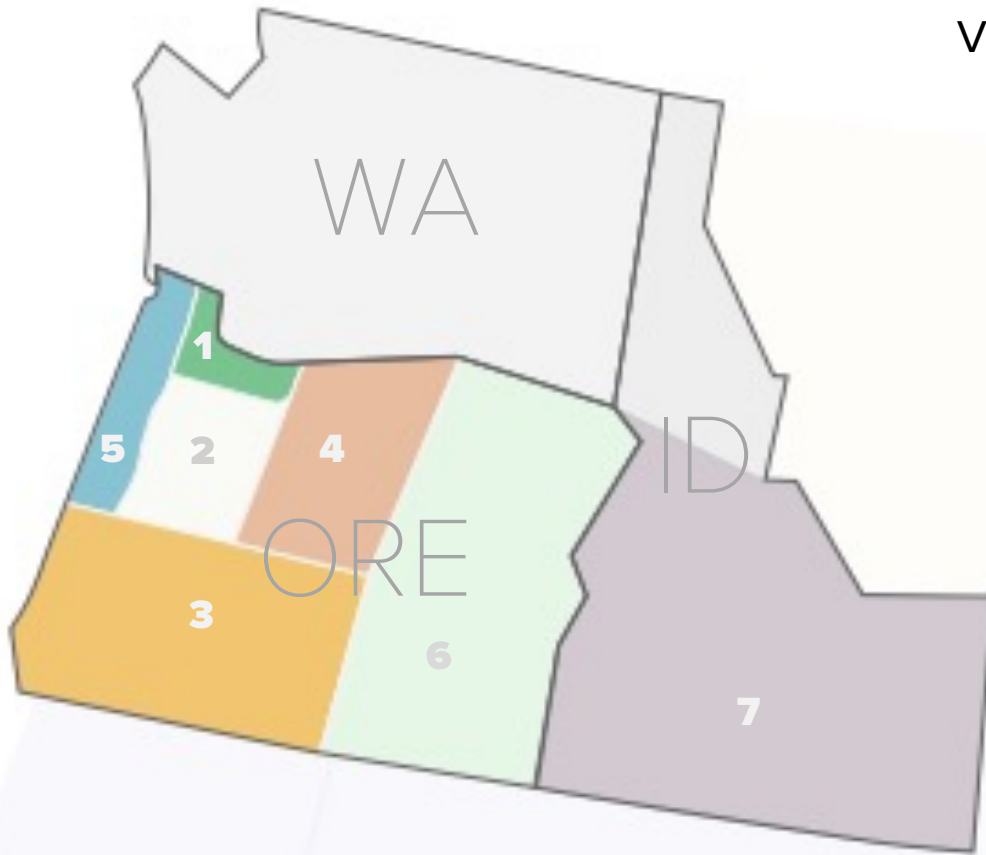
Oregon	60.2%
California	55.9%
Washington	46.1%
Idaho	27.3%
Nevada	21.1%
Arizona	16.3%
Utah	14.2%
Montana	11.6%
Colorado	11.3%
Florida	8.8%

TOP AREAS VISITED IN THE PAST YEAR

Within Oregon*:		Oregon	47.3%
Oregon Coast	52.3%	Seattle, WA	27.5%
Portland	46.9%	Los Angeles Area	17.2%
Bend/Mt. Bachelor	30.5%	San Francisco Bay Area	16.2%
Central Oregon	27.8%	California Wine Country	12.3%
Columbia River Gorge	27.3%	Phoenix/Scottsdale, Arizona	11.1%
Willamette Valley	26.0%	Salt Lake City, Utah	8.6%
Eastern Oregon	12.3%	Sacramento/Central Valley, California	8.3%
		Orange County, California	7.8%
		Palm Springs, California	7.2%
		Shasta/Cascades	6.9%
		Reno/Lake Tahoe, Nevada	6.7%

VIA Oregon | Idaho

Total: 461,144



OREGON: 400,791

1	Greater Portland	198,674
2	Willamette Valley	85,941
3	Southern Oregon	50,967
4	Central Oregon	30,430
5	Oregon Coast	26,546
6	Eastern Oregon	8,233

VIA OREGON | IDAHO
CIRCULATION
BREAKDOWN

7 Southern Idaho 60,353