



SJ FIRST

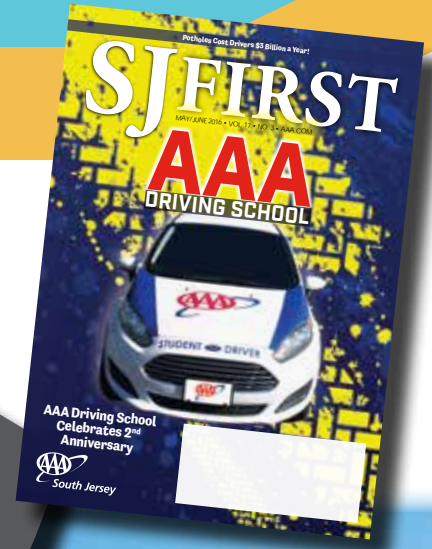
The official publication for AAA South Jersey members



Media Planner 2017

SJ FIRST Content

SJ FIRST engages AAA members with current and meaningful articles, provides helpful travel and automotive tips and information, and informs members about current promotions, discounts, and benefits of their membership.



AAA SJ First magazine

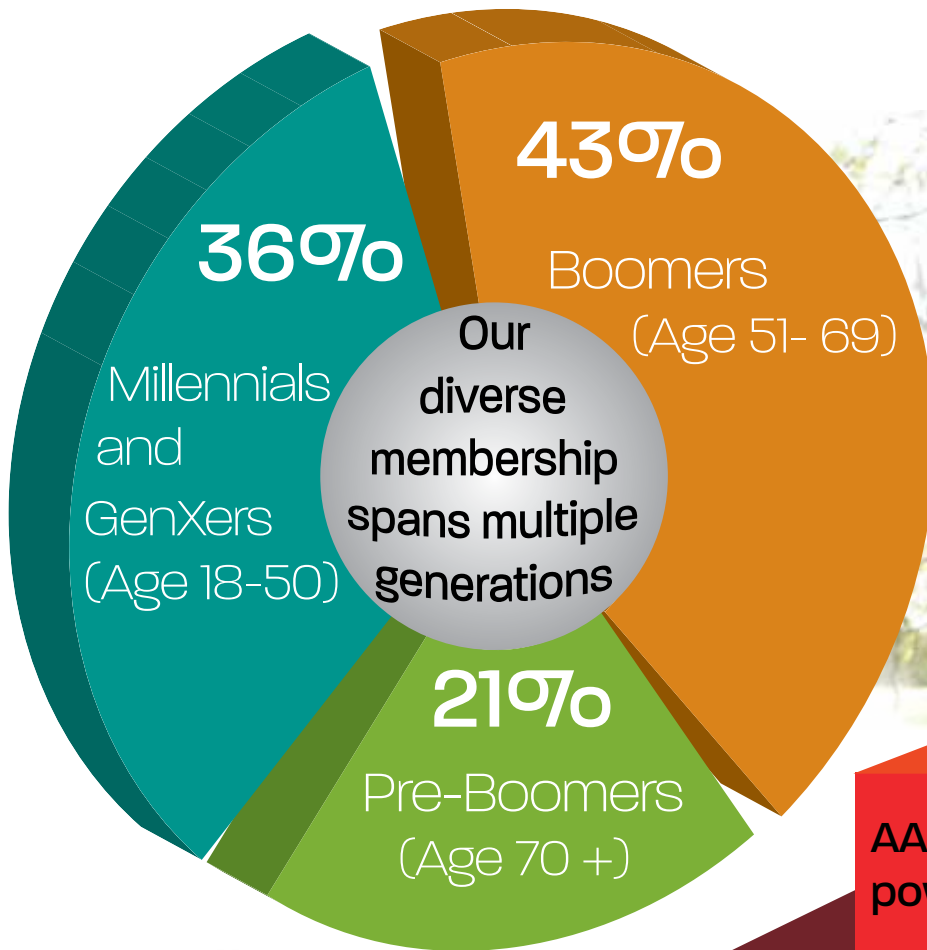
is the member publication for AAA South Jersey, reaching over 220,000 members in Camden, Gloucester, Salem, and Cumberland counties.



About AAA

Founded in 1902 and currently service over 54 million members in the United States, AAA is the largest leisure travel organization in North America, and one of the largest membership organizations in the world. From Roadside Assistance and Approved Auto Repair to driver safety initiatives and our coveted Diamond Rating System, AAA has been an advocate for the American driving public for more than 110 years. With robust discounts and rewards, financial services, insurance products, publications and travel planning, AAA provides one of the most valuable member benefits packages in the marketplace.

AAA Members make ideal customers for just about any business.



AAA members have **buying** power... and **staying** power:

\$85K Average Household Income

18.5 Average Years of Membership

80%
Homeowners

56%
Female

54%
4-Year
Degree

59%
Married

Our members fit many key target demographics:

