



2018 Media Kit

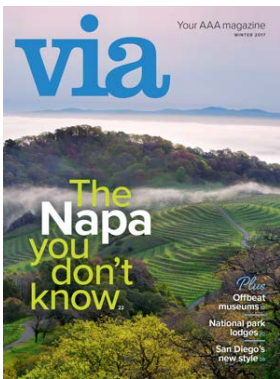
Winner of the Lowell Thomas Award
Silver Medal for *Best Travel Magazine*

The AAA brand influences readership & buying habits

Via magazine is the award-winning title serving AAA members in Northern California, Nevada, Utah, Montana, Wyoming and Alaska.

Via's popularity is fueled by the strength and integrity of the AAA brand, which drives readership and brings credibility to our content. The magazine is the only way advertisers can gain access to all of our members and the tremendous purchasing power they represent.

Via reaches every other household in Northern California with market penetration exceeding that of any other regional media—broadcast or print. Via is published four times a year and features travel, automotive and lifestyle editorial content. The club's consistently high membership renewal rate and Via's impressive readership statistics are evidence of the reader trust that produces measurable results for advertisers.



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



AGE AND GENDER

Men	51.3%
Women	48.7%
18-34	7.7%
35-54	30.8%
55-64	29.7%
65+	31.9%
Average Age	57

HOUSEHOLD INCOME

Average	\$111,800
Median	\$88,300

PRIMARY RESIDENCE

Average Value	\$633,400
Median Value	\$471,400
Own	69.2%
Rent	30.8%

Rate Base:
2,700,000

Total Readers:
5,940,000

Circulation Region:
Northern California
Nevada
Utah
Montana
Wyoming
Alaska

EDUCATION

Any College	94.6%
4 Years+	57.7%
Bachelors Degree	35.5%
Graduate Degree	22.2%

MARITAL STATUS

Married	55.9%
Separated/Divorced	16.7%
Single (never married)	13.9%
Widowed	5.7%
Partnered Relationship	7.9%

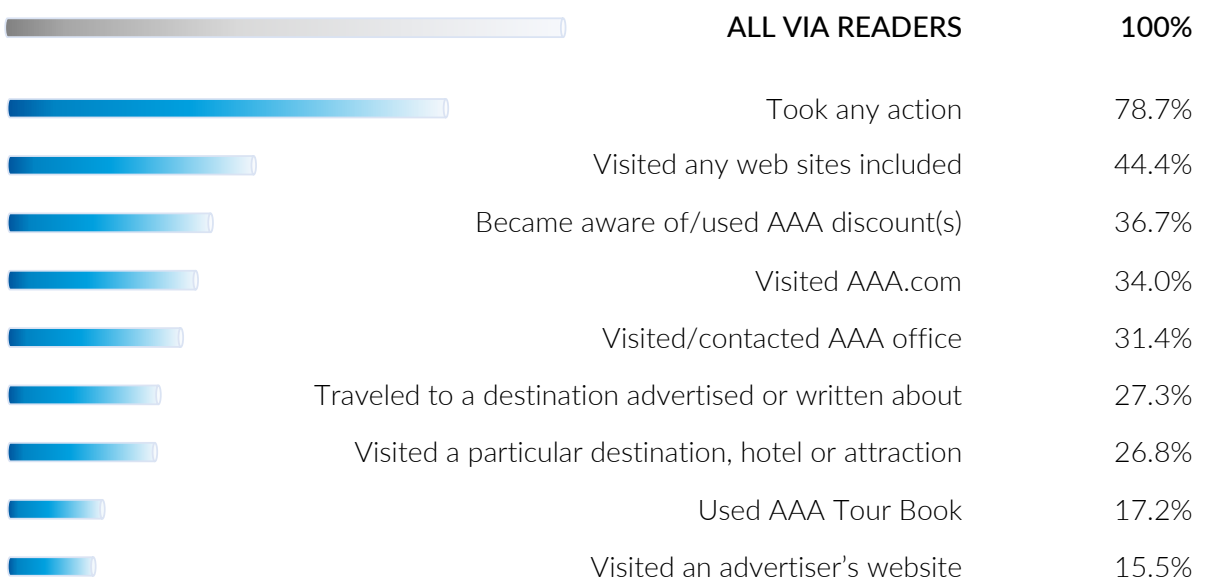
Compelling content drives reader involvement and attracts a loyal and involved audience issue after issue.

Via readers are engaged, looking to Via as a trusted source of information and advice.



- 76% of Via readers read 3 or 4 of the last 4 issues received.
 - Readers spend, on average, 29 minutes out of their busy schedules to enjoy reading the magazine. This attentive audience is what produces results for Via advertisers.
 - Via enjoys pass along readership with an average of 2.2 readers per copy.
 - 61% of Via readers prefer receiving the printed magazine in the mail.
- Eight out of ten readers took any action as a result of reading Via. Actions included:

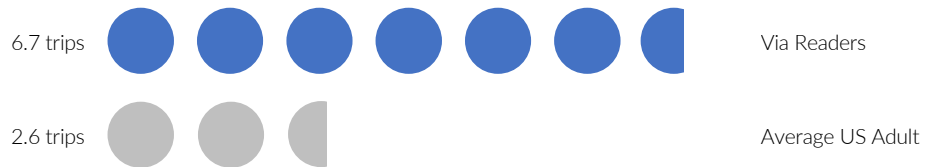
ACTIONS TAKEN AS A RESULT OF READING VIA IN THE PAST YEAR



Via readers are **prolific travelers**

Travel more

Via readers took an average of **6.7 trips** lasting more than one day in the past year, which is two and a half times more than the average US adult.



Spend more

Via readers spent **more than two times as much** as 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.

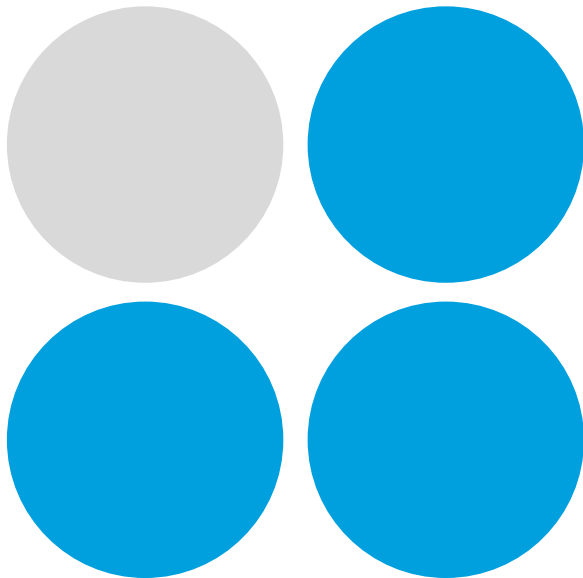


Trusted and respected

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

84% of regular Via readers took at least one overnight domestic trip in the past year

Three out of four of California's leisure visitors in 2016 were California residents



TOP AREAS VISITED IN THE PAST YEAR

San Francisco Bay Area	50.0%
Monterey/Carmel	29.2%
California Wine Country	29.0%
Sacramento/Central Valley	28.4%
Central California Coast	24.2%
Los Angeles Area	24.1%
Lake Tahoe	23.3%
Las Vegas, NV	23.3%
Half Moon Bay	23.2%
Reno, NV	21.0%
San Diego County	20.1%
Seattle, WA	17.8%
Yosemite	15.8%
Phoenix/Scottsdale, AZ	12.2%
Big Sur	11.5%
Portland, OR	11.5%
Shasta/Cascades	10.1%
Palm Springs	9.3%

TOP 5 STATES VISITED IN THE PAST YEAR

California	72.4%
Nevada	39.0%
Oregon	27.7%
Arizona	22.0%
Washington	20.4%

CIRCULATION BREAKDOWN

VIA California: 2,844,877

Northern California	2,359,566
Nevada	244,890
Utah	126,247
Montana	73,608
Wyoming	24,429
Alaska	16,137

SAN FRANCISCO BAY AREA 1,383,521

SACRAMENTO AREA 598,181

FRESNO AREA 137,322

MONTEREY 120,617

REDWOOD COAST/SIERRA 119,925

