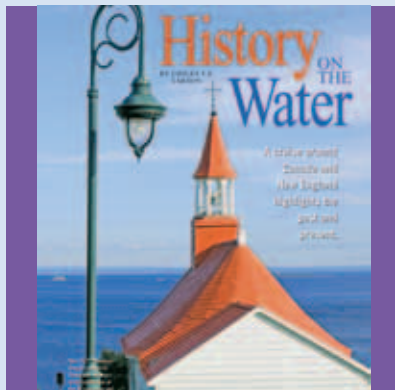
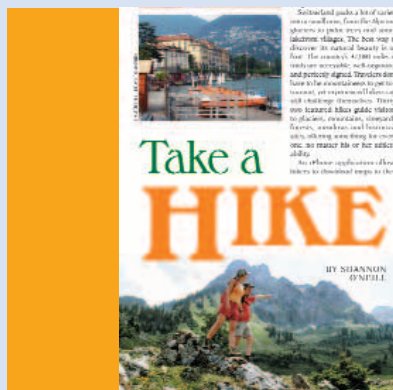


HOME & AWAY

AAA Members spend an average of \$2,300 on their vacations.

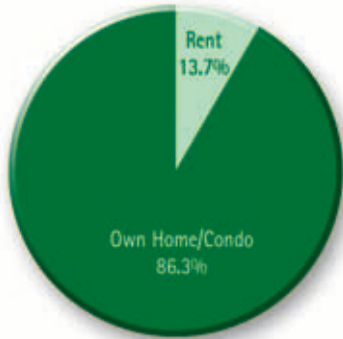


In 2011, 72 PERCENT of AAA Members took action after reading their AAA Publications.



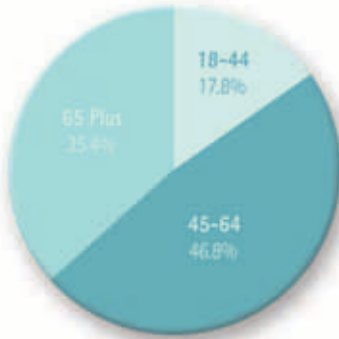
Our magazine takes you places.

reach an unbeatable market



MAIN RESIDENCE

\$198,900 Average Value
\$155,300 Median Value



AGE

60 Median Age
59 Average Age



HOUSEHOLD INCOME

\$85,300 Average Income
\$66,300 Median Income

MARITAL STATUS

62.9% Married
12.8% Widowed
11.0% Separated/Divorced
10.6% Single (never married)

OCCUPATION

53.0% Professional/Manager

GENDER

59% Female
41% Male



Home & Away readers are loyal and engaged.

- 37.9% Visited AAA office
- 26.4% Visited magazine/club Web site (or AAA.com)
- 12.6% Planned/modified existing travel plans
- 10.7% Called AAA travel agent
- 9.9% Called a toll-free number
- 8.8% Visited advertiser's Web site
- 6.4% Used Reader Service card
- 3.9% Called advertiser directly

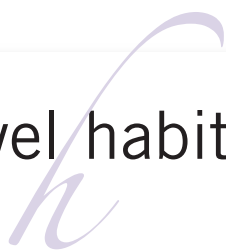


DirectTV: inserts and coverwraps

"The AAA Partnership has proven to be win/win for both DIRECTV and AAA. AAA's Member base of homeowners making over \$75,000 is an ideal new customer target for us. We see significant growth potential as the relationship continues to mature, and we find new ways to communicate our special offer."

Michael Rudich, Director Business Development and Affinity Marketing, DIRECTV Inc.

travel habits



TRIPS

\$2,300 Average spent on vacation

- 93.8% Domestic trips
- 74.4% Vacation
- 24.6% Business
- 16.3% Business/vacation

- 87.7% Traveled by car
- 78.4% Take weekend trips
- 59.4% Traveled by plane
- 76.6% Stayed at a hotel
- 50.5% Visited historic sites
- 35.8% Visited a national park
- 35.2% Went to the beach
- 27.0% Visited a theme park/attraction
- 19.2% Visited art galleries/shows
- 12.4% Played golf
- 9.6% Visited spa/retreat

HOTELS/MOTELS

76.6% Business and Vacation
12.5 Average number of nights per year

63.0% Vacation
8.2 Average number of nights per year

26.1% Business
15.0 Average number of nights per year

TRAVEL COMPARISONS

(last 12 months)	US HH	H&A HH	INDEX
Took trips	53.3%	74.4%	140
Plane trips	43.5%	59.4%	137
Used rental car	10.1%	29.8%	296
Casino gambling	15.4%	28.8%	188
Took a cruise	8.5%	15.5%	183
Bus trips	2.6%	7.2%	278
Motor home	1.8%	5.1%	279
Railroad trips	2.0%	4.9%	243

TRAVEL OUTSIDE CONTINENTAL U.S.

- 54.2% Own a valid passport
- 33.8% Took a foreign trip (last three years)

PLACES VISITED (last three years)

- 23.4% Canada
- 13.6% Ontario
- 4.9% Pacific Provinces
- 4.2% Atlantic Coast Provinces
- 3.8% Heartland Provinces
- 2.0% Quebec

- 32.0% Europe
- 28.6% Caribbean
- 10.5% Asia

- 28.6% Mexico
- 11.9% Hawaii
- 11.1% Alaska

SOURCE OF INFORMATION WHEN PLANNING A DOMESTIC OR FOREIGN TRIP

- 53.8% Friends and family
- 42.3% Home & Away Magazine**
- 27.6% AAA Travel Agency**
- 19.0% Television
- 9.5% Other



HOME & AWAY



*HomeAndAway Magazine.com
More of what makes the magazine so good is online, and it has gone mobile. We go everywhere.*

*AAA.com
America's largest travel services provider reaches out to millions with full-service site.*

*eUpdate
Readers are always in the know when Home & Away has something to share.*

BRAND MAP

