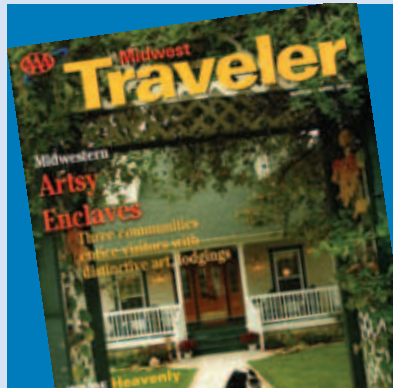


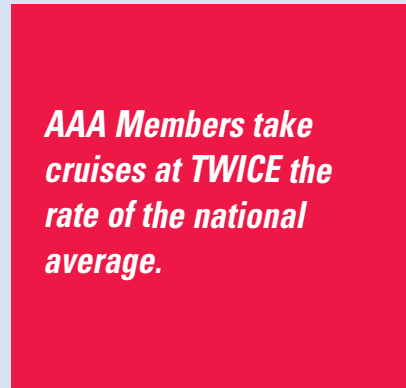
 **Midwest**
Traveler



*When they travel,
almost 71 PERCENT
of our readers stay
at a hotel.*



*AAA Members take
cruises at TWICE the
rate of the national
average.*



Our magazine takes you places.

2012 editorial calendar



JAN/FEB

RESERVE SPACE BY NOV. 3, 2011
MATERIALS DUE BY NOV. 9, 2011

Cover Story: The Romance of Disney

Play Ball! Arizona Spring Training Getaway

Alaska's Amazing Wildlife

St. Louis' French Side

Tank Trip: Arrow Rock, Missouri

Online Bonus: Disney Cruises, regional events and more



MAR/APR

RESERVE SPACE BY JAN. 13, 2012
MATERIALS DUE BY JAN. 20, 2012

Cover Story: 10 Things You Didn't Know About Branson

Jesse James' Missouri

Kentucky

Civil War: Alton, Illinois and Lincoln Legacy Trail

Tank Trip: Military Trail, Kansas

Online Bonus: Memphis, regional events and more



MAY/JUNE

RESERVE SPACE BY FEB. 24, 2012
MATERIALS DUE BY MAR. 2, 2012

Cover Story: Summer Fun at Colorado Resorts

Family Lake Vacations in Michigan

Play Ball! All-Star Getaway to Kansas City

Civil War: Battle of Pea Ridge NHS in Arkansas

Tank Trip: New Harmony, Indiana

Online Bonus: Shop Chicago, regional events and more

in every issue



In the News

Things happen fast in the traveling world. Attractions open, events are scheduled, rules change. We try to stay on top of it all and provide a snapshot of what's going on.



Travel Treasures

All across the Midwest there are overlooked gems—places and festivals that mustn't stay hidden any longer. We bring them to light.



Card Tricks

Shopping. Playing. Traveling. Dining. Living life to its fullest and with savings galore! It's what the AAA card is all about. We keep Members updated on why it pays to belong to AAA.

Stories subject to change without notice.



JULY/AUG

RESERVE SPACE BY MAY 7, 2012
MATERIALS DUE BY MAY 14, 2012

Cover Story: Third Annual Best of the Midwest

Caribbean Getaways

Fourth of July/Patriotic Sites

Tank Trip: Villages of Van Buren, Iowa

Online Bonus: Santa Barbara, California, regional events and more



SEPT/OCT

RESERVE SPACE BY JULY 9, 2012
MATERIALS DUE BY JULY 16, 2012

Cover Story: European Cruise Vacations

Football Weekends: St. Louis, Kansas City, Chicago

Fall Color in Missouri's Arcadia Valley

Tank Trip: Springfield, Illinois

Online Bonus: Alabama Gulf Coast Beaches



NOV/DEC

RESERVE SPACE BY SEPT. 11, 2012
MATERIALS DUE BY SEPT. 18, 2012

Cover Story: Presidential Museums (Missouri and Kansas)

Holiday Traditions

Searching for the Tudors in England

Tank Trip: Weston, Missouri

Online Bonus: Las Vegas, regional events and more



Driver's Seat

Whether it's gadgets or fuel efficiency, there's plenty to talk about when it comes to our vehicles.



Tips on Travel

We strive to keep our readers up-to-date with the latest information. Travelers who know what to expect are sure to have a more carefree getaway.



Common Cents

Money is important to our readers. We offer them advice on shopping smartly, staying on budget and other ways to keep themselves financially stable.

AAA Midwest Traveler

HEAD FOR THE WEB

Much more than a rehash of the magazine, **AAA.com/Traveler** contains content that complements our print component and stands on its own. Check out the regional calendar of events to spark an idea for your weekend getaway. Read Behind the Scenes, an online department profiling interesting people connected with popular regional attractions or festivals. Get the inside scoop about restaurants—old favorites and new choices—with Review from the Road. Look to AAA Midwest Traveler, whether you're turning pages or making page views.

