

WELCOME TO

 **Midwest**  
**Traveler**

*We'll take you places.*

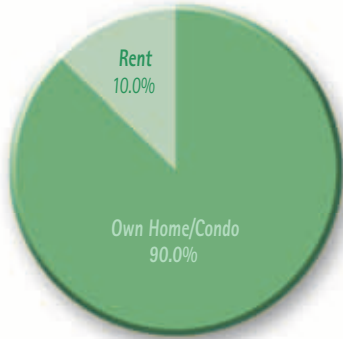
It's an age-old gathering: the vacation slide show. Friends and family convene to retake a beloved trip; some reminisce, some complain. As for us at AAA Midwest Traveler—we're inspired.

We know every trip taken merits a slide show of memories, a list of recommendations, a lasting favorite spot to revisit again and again. We know every trip taken creates a story for our friends, family and readers alike. We know every destination is as important as the journey to it.

**At AAA Midwest Traveler, we love travel.  
It's our business, and our pleasure.**

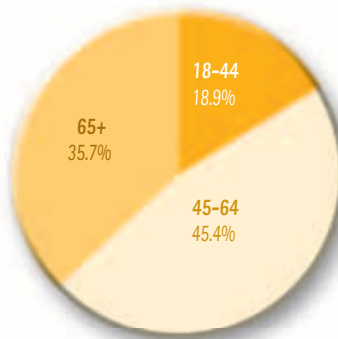


reach an unbeatable market



**MAIN RESIDENCE**

\$230,700 Average Value  
\$176,200 Median Value



**AGE**

58.4 Average Age  
60.0 Median Age



**HOUSEHOLD INCOME**

\$92,400 Average Income  
\$67,000 Median Income

**MARITAL STATUS**

65.1% Married  
13.5% Widowed  
10.2% Separated/Divorced  
7.2% Single (never married)

**OCCUPATION**

50.9% Professional/Manager

**GENDER**

59.9% Female  
40.1% Male



**AAA Midwest Traveler readers are loyal and engaged.**

- 29.3% Visited a AAA office
- 23.7% Visited a magazine/club Web site (AAA.com)
- 13.6% Planned/modified existing travel plans
- 9.1% Visited advertiser's Web site
- 8.0% Called a toll-free number
- 8.0% Called a AAA travel agent
- 6.3% Sent in a Reader Service card
- 4.0% Called advertiser directly

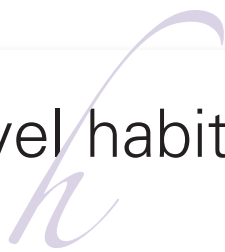


**DirecTV: inserts and coverwraps**

"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

\$2,100 Average spent on vacation

- 97.3% Domestic trips
- 95.3% Vacation
- 29.2% Business
- 18.3% Business/vacation

- 85.7% Traveled by car
- 77.4% Weekend trips
- 58.2% Traveled by plane

- 76.6% Stayed at a hotel
- 54.7% Went shopping
- 51.3% Visited historic sites
- 34.1% Visited museum
- 33.1% Visited theme park/attractions
- 29.9% Went to beach
- 25.1% Participated in casino gambling
- 10.4% Visited resort/spa
- 8.1% Played golf

## CANADIAN AND FOREIGN

- 57.7% Own a valid passport
- 36.4% Took a foreign trip (last three years)

### PLACES VISITED (last three years)

- 35.0% Caribbean
- 31.0% Europe
- 28.3% Mexico
- 18.5% Canada
- 17.8% Hawaii
- 6.8% Middle East
- 3.8% South America

\$3,100 Average spent on foreign travel

## HOTELS/MOTELS

61.9% Vacation/Personal  
8.7 Nights

27.8% Business  
19.1 Nights

## NUMBER OF TRIPS (last 12 months)

6.2% Vacation/Personal  
2.8% Business

## TRAVEL COMPARISONS

(last 12 months)	US HH	MT HH	INDEX
Took trips	53.3%	<b>78.6%</b>	148
Personal car	57.6%	<b>70.5%</b>	128
Plane trips	43.5%	<b>58.2%</b>	132
Rental car	10.1%	<b>35.2%</b>	316
Took a cruise	8.5%	<b>15.0%</b>	194
Bus trips	2.6%	<b>5.2%</b>	209
Railroad trips	2.0%	<b>4.3%</b>	206
Motor home	1.8%	<b>3.6%</b>	228

## SOURCE OF INFORMATION WHEN PLANNING A DOMESTIC OR FOREIGN TRIP

- 4.5% AAA Travel Agency
- 1.9% AAA Magazines



# 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.



# 2012 advertising rates

RATE CARD 62

Rates effective with the Jan/Feb 2012 issue.

## FULL CIRCULATION RATES

(Circulation 552,977)

### Four-color

Full Page	\$15,757
2/3 Page	11,030
1/2 Page	8,667
1/3 Page	6,303
1/6 Page	3,151
1/12 Page	1,576

### Black & White

Full Page	\$13,720
2/3 Page	9,604
1/2 Page	7,546
1/3 Page	5,488
1/6 Page	2,744
1/12 Page	1,372

### Covers (Four-color)

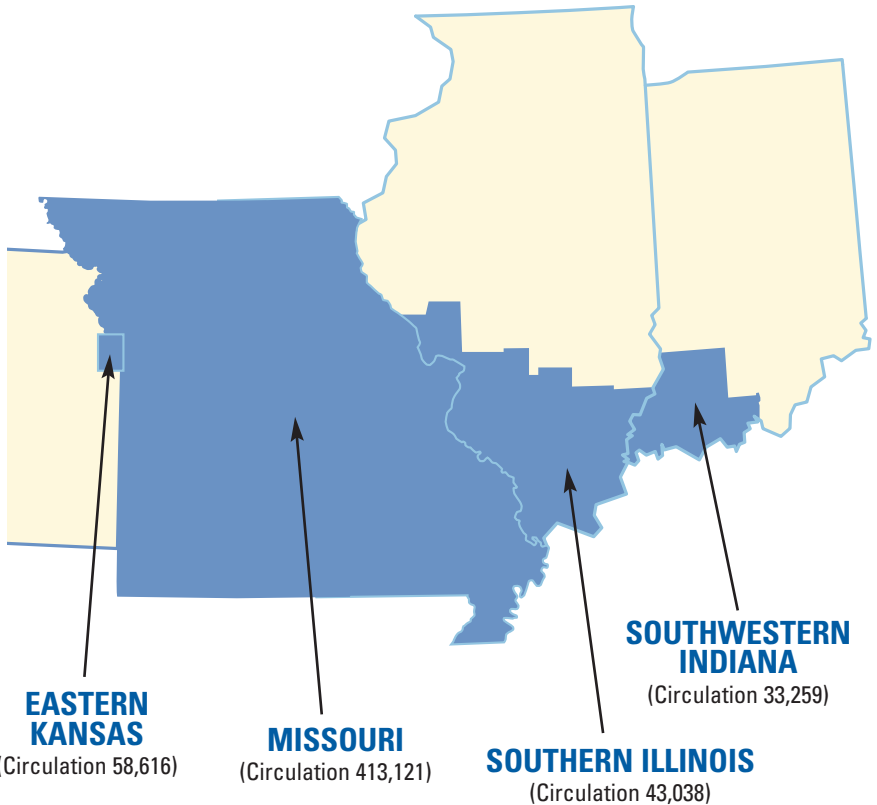
2nd & 3rd	\$17,130
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## TRAVEL DIRECTORY RATES

	B&W	4C
4 inches	\$2,000	\$2,302
3 inches	1,408	1,618
2 inches	1,103	1,267
1 inch	515	567

Travel Directory includes Reader Service and is only available in full circulation. (2.25" wide by size purchased)

For more information,  
call 402.384.4702 or  
fax 402.331.5194



Remainder of circulation goes to various other states.



**Newport Audiology Centers**  
"AAA Member magazines have become an integral marketing tool for Newport Audiology... we're seeing results monthly."

Lori Thompson, Director of Marketing  
Newport Health Network, Inc.

# AAA Midwest Traveler specs

AD SIZES	Live Area (WxH)	Trim Size (WxH)	Bleed (WxH)
2 page spread	15" x 9.625"	15.75" x 10.5"	16" x 10.75"
Full Page	7" x 9.625"	7.875" x 10.5"	8.125" x 10.75"
2/3 Page with bleed	4.375" x 9.625"	5.125" x 10.5"	5.375" x 10.75"
2/3 Page without bleed	4.625" x 9.625"	—	—
1/2 Horizontal	7" x 4.75"	7.875" x 5.25"	8.125" x 5.5"
1/2 Vertical	4.625" x 7.187"	—	—
1/3 Square	4.625" x 4.75"	—	—
1/3 Vertical	2.25" x 9.625"	—	—
1/6 Horizontal	4.625" x 2.234"	—	—
1/6 Vertical	2.25" x 4.75"	—	—
1/12	2.25" x 2.234"	—	—

## TRAVEL DIRECTORY

1 Inch	2.25" x 1"	—	—
2 Inch	2.25" x 2"	—	—
3 Inch	2.25" x 3"	—	—
4 Inch	2.25" x 4"	—	—

Travel Directory includes Reader Service, which runs in full circulation.

## MECHANICALS

Printing Process: Web Offset

Trim Size: 7.875" x 10.5"

Binding: Saddle-stitched (jogged to the head)

## MACINTOSH SUPPORTED SOFTWARE

- PDF files **must be** version 1.3 (PDF/X-1a)
- QuarkXpress 8.5
- Creative Suite 5.0

## FONTS

- Always use real typeface. Do not use application to apply styles (i.e. bold, italic, outline, shadow, underline).
- Black type should be 100% black.

## FILE REQUIREMENTS

- High resolution of 300 dpi.
- LPI is 150.
- Maximum ink density is 280%.

## E-MAIL DELIVERY

- E-mail to: [ataylor@haMediaGroup.com](mailto:ataylor@haMediaGroup.com)

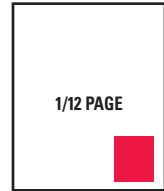
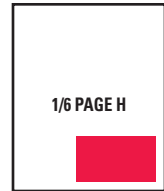
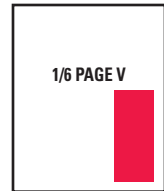
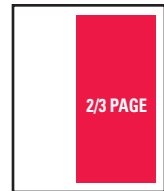
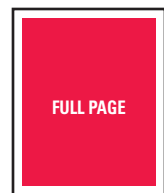
## UPLOAD INSTRUCTIONS

- Must be compressed or zipped.
- <http://ads.haMediaGroup.com>

## DISCLAIMER

- Any reflowing of text in layout because file was not ripped through a high-end output device, 600 dpi or above, will not be the responsibility of the magazine.
- White color is only available as a knock out.
- QR-Codes and Microsoft tags are accepted. QR Code should be 100% black and set to overprint. Background behind items must be white with minimum clear space of .125". Must be specially designated on the ad insertion order and in instructions when ad materials are submitted.

Complete advertising specifications can also be found at [www.haMediaGroup.com/specs](http://www.haMediaGroup.com/specs). For additional information, call (402) 592-5000, ext. 294 or ext. 456.





**Midwest**  
**Traveler**

**AAA Midwest Traveler is published bi-monthly on  
January 1, March 1, April 15, July 1, September 1 and November 1.**

**Closing dates are as follows:**

**JAN/FEB**

Reserve space by Nov. 3, 2011  
Materials due by Nov. 9, 2011

**MAY/JUNE**

Reserve space by Feb. 24, 2012  
Materials due by Mar. 2, 2012

**SEPT/OCT**

Reserve space by July 9, 2012  
Materials due by July 16, 2012

**MAR/APR**

Reserve space by Jan. 12, 2012  
Materials due by Jan. 18, 2012

**JULY/AUG**

Reserve space by May 4, 2012  
Materials due by May 11, 2012

**NOV/DEC**

Reserve space by Sept. 10, 2012  
Materials due by Sept. 17, 2012

**CANCELLATION**

Cancellation will not be accepted by the publisher after Closing Date. Cancellation must be in writing.

**COMMISSIONS/CREDIT**

Agency Commission: 15%. Net in 30 days. First-time advertisers required to pay in advance. Publisher reserves the right to hold advertiser and/or advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

**READER SERVICE**

Available to all advertisers placing insertions in full circulation. Insertions received after Closing Date may not receive a listing.

**INSERTS**

Rates quoted on request.

**ADVERTISING ACCEPTANCE**

The publisher reserves the right to accept or decline any advertising. The advertiser assumes liability for all advertising content (including text, representations and illustrations of advertising printed) and also assumes responsibility for any claims arising thereof made against the publisher. An advertisement which

simulates editorial content will be prefaced by the word "Advertisement."

When a change in copy is not received by the material due date, copy run in the previous issue will be inserted. Late fees may be assessed for copy received after the due date.

Publication of an advertisement demonstrates acceptance by the publisher. Prior to publication, there is no obligation or liability upon the publisher. No credit for positioning unless agreed to in writing.

**MAILING AND SHIPPING INSTRUCTIONS**

Send contracts, insertion orders and artwork to:  
Ann Taylor  
H&A Media Group  
P.O. Box 3535  
Omaha, NE 68103

Use street address for overnight deliveries:

Ann Taylor  
H&A Media Group  
10703 J St., Suite 100  
Omaha, NE 68127-1026

