

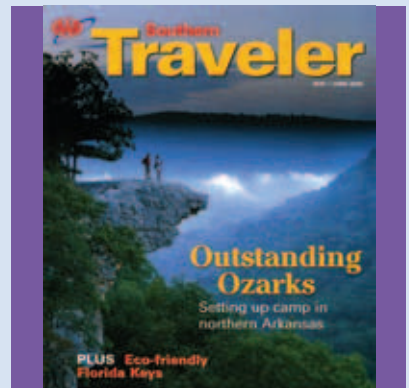
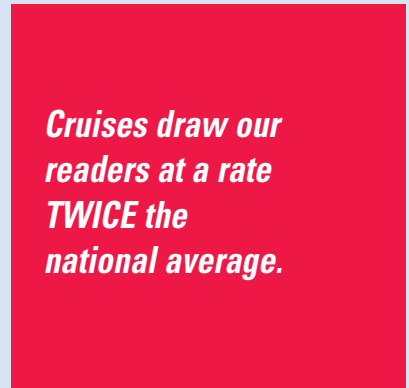
AAA Southern
Traveler



*When they travel,
almost 76 PERCENT
of our readers stay
at a hotel.*



*Cruises draw our
readers at a rate
TWICE the
national average.*



Our magazine takes you places.

2012 editorial calendar



JAN/FEB

RESERVE SPACE BY: OCT. 28, 2011
MATERIALS DUE BY: NOV. 4, 2011

Cover Story: Romance of Disney

Food of Mardi Gras

Home on the Range in Arkansas

Tank Trip: Jackson, Miss.

Online Bonus: Disney Cruises, regional events and more.



MAR/APR

RESERVE SPACE BY JAN. 6, 2012
MATERIALS DUE BY JAN. 13, 2012

Cover Story: Louisiana: 200 years in the Union

Spring Festival Round-up

Hawaii on a Budget

Robert Trent Jones Golf Trail

Civil War: 150th Observance of Battle at Shiloh

Tank Trip: Baton Rouge, Louisiana

Online Bonus: Memphis, regional events and more.



MAY/JUNE

RESERVE SPACE BY FEB. 16, 2012
MATERIALS DUE BY FEB. 22, 2012

Cover Story: Protect Southern Beaches

His & Her Travel

Cabo (Mexico)

Harry Connick Jr.'s New Orleans

Civil War: Battle of Pea Ridge (Arkansas)

Tank Trip: Eufaula, Alabama

Online Bonus: Theme Park Round-up, 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 South there are overlooked gems—places and festivals that must not 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 APRIL 30, 2012
MATERIALS DUE BY MAY 7, 2012

Cover Story: Best of the South

Caribbean Getaways

Patriotic Sites / Fourth of July

Tank Trip: Pocahontas, Arkansas

Online Bonus: Back to School, regional events and more.



SEPT/OCT

RESERVE SPACE BY JULY 2, 2012
MATERIALS DUE BY JULY 9, 2012

Cover Story: European Cruise Vacation

Arkansas State Parks' New Luxury Lodges

Tailgate Tales: New Orleans, Atlanta, Houston

Shopping weekender: Southern cities

Civil War: Oxford's Lamar House

Tank Trip: Jefferson, Texas

Online Bonus: Savannah, regional events and more.



NOV/DEC

RESERVE SPACE BY SEPT. 3, 2012
MATERIALS DUE BY SEPT. 10, 2012

Cover Story: Southern Presidential Libraries

Holiday Story: Sela Ward remembers home for the holidays

Dine in Italy

Tank Trip: St. Francisville & Christmas along the river

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 Southern 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 Southern Traveler, whether you're turning pages or making page views.

