

AAA MEDIA KIT | EDITORIAL CALENDAR

SECTION	DESCRIPTION	JAN/FEB	MAR/APR	MAY/JUNE
AAA Travel Agency	Travel Value	Shoulder season values (China)	Places where the dollar is strongest	How AAA helps you pay for travel - AAA credit card rewards points etc.
	Diamond Property Spotlight & Domestic Destination	Westin Kierland (Scottsdale), Phoenician (Scottsdale), JW Marriott Desert Ridge (Phoenix)	Westin Hilton Head	Fairmont Waterfront, Vancouver
	IA Road Trips	Romantic Winter Weekend	(AAA) Diamonds in the Rough	Farm Getaway
	IA Highlights	Casinos: Grand Falls and/or Riverside Casino and Golf Resort	Spring getaways with your pet	Bike trails roundup, National Bike Month (could be all states)
		Winter Dance Party (early Feb, Clear Lake)	Mount Vernon sidewalk chalk festival (early May)	Classic car shows/museums
		"University of Okoboji" Winter Games, Jan 27-29--broomball, x-country skiing, et al	Crafts at the Amana colonies (tie in with Easter)	Orange City Tulip Festival (75th anniversary)
		Muscatine Art Center/new works (Picasso, Van Gogh, Matisse, Renoir)	Civic Center/Des Moines (Memphis & Billy Elliot musicals)	New Miss. Plaza and Riverfront Marina open OR Des Moines art festivals
	IL Road Trips	Romantic Winter Weekend (casino mention)	(AAA) Diamonds in the Rough - Restaurants	Farm Getaway
	IL Highlights	Miss. River eagle watching	Spring getaways w/your pet (Camp Dogwood) Nod to safe driving with your pet	Golf: What's new and mention-worthy (incl. Ryder Cup @ Medinah CC)
		N. Indiana maple syrup festivals	Illinois movie palaces	Indiana summer fun (incl. Valparaiso Popcorn Festival, Gary Air Show)
		Pond hockey: Trend-feature w/ tournament roundup	TBD	Literary Illinois—including Printers Row Book Fair in Chicago
		Ski deals/ski resort news (Mich. & Wis.)	Broadway in Chicago preview	Children's Museums: DuPage, Navy Pier
	MI Road Trips	Romantic Winter Weekend	(AAA) Diamonds in the Rough	Lake St. Clair Circle Tour
	MI Highlights	Casinos: High rollers on a budget (MGM Grand, Motor City, Greektown)	Live in a Lighthouse! Lighthouse Keepers program in Traverse City	Golf story: golf packages, weekends, or what's new or mention-worthy in MI
		Henry Ford Museum: "Driving America" exhibit	Ann Arbor Film Festival (50th anniversary)	Flower Day at Detroit's Eastern Market or Wright Museum Wine Festival
		Pond hockey: Trend-feature w/ tournament roundup	Cincinnati Museum Center's "A Day in Pompeii" exhibition, March 2-August 12	New "Dark Sky Park," Traverse City. (This summer: best views of aurora borealis in 10 years)
		Michigan ski deals/ski resort news	Winery story, likely from a Lake Michigan Shore Wine Trail winery (April is Michigan Wine Month)	Classic car shows/ museums
	MN Road Trips	Romantic Winter Weekend	(AAA) Diamonds in the Rough - Restaurants	Farm Getaway Weekend
	MN Highlights	Casinos: Fortune Bay and Objibwe Heritage Center	Spring getaways with your pet	Bike trails roundup, pegged to National Bike Month
		Red Wing Eagle spot weekends	MN zoo expansion	Classic car shows/museums
		Where to find fresh local produce in winter	Spring at new Lake Vermilion State Park	Where to see flowers blooming: Apple Blossom Scenic Drive
		Pond hockey: Trend-feature w/ tournament roundup	Fishing spots roundup	Grand Old Day in St. Paul (Midwest's largest one-day festival)
	ND Road Trips	Romantic Winter Weekend	(AAA) Diamonds in the Rough	Ranch Getaways
	ND Highlights	Casinos	New National Historic Register sites	Golf: Bois de Sioux Golf Course (only course in US straddling a state line, MN/ND)
		Art of the Plains exhibit (Fargo)	Fort Totten (new visitor center, 2011)	New ways to camp (yurts, earth lodges, etc)
		Dog Sledding	Trail building/working vacations (volunteer vacation locally)	Wagon train fun
		Warm up at new ND spas (Medora, Bismarck, Fargo)	TBD	Outdoor women getaway
	NE Road Trips	Romantic Winter Weekend	(AAA) Diamonds in the Rough	Farm Weekend
	NE Highlights	Casinos: Council Bluffs near Omaha	Spring getaways with your pet	Bike trails roundup, pegged to National Bike Month
		Heart City Bull Bash (Valentine's Day)	Wine, Writers and Song Festival (Brownsville)	Classic car shows/museums
		Joslyn Art Museum: Egyptian art exhibit	Homestead Act, 150th Anniversary	Drive-in movie theaters
		Bald eagle spotting	TBD	US Olympic swim trials
	WI Road Trips	Romantic Winter Weekend	(AAA) Diamonds in the Rough	Farm Weekend
	WI Highlights	Miss. River eagle watching	Kids museums (Green Bay's opens in spring)	Classic car shows/museums
		Pond hockey	Spring getaways with your pet	Milwaukee Riverwalk boat tours
		Casinos	Spring festivals/events	Madison rooftop fun
		Where to find fresh produce in winter	Milwaukee performing arts spring preview	Cheese Fests



Editorial that is timely, relevant and helpful to our members

JUL/AUG (DIGITAL EDITION ONLY)	SEP/OCT	NOV/DEC (DIGITAL EDITION ONLY)
Booking early vs. booking last-minute: Which is best way to save?	Group travel discounts/destination weddings	Slow Periods - Book now for 2013 spring break or winter escape
The Liberty Hotel, Boston, MA	Jade Mountain Resort or Cotton Bay Village	Ritz-Carlton Bachelor Gulch
Beat the Heat Road Trip (Whitewater Park opening in Charles City)	Taste of Fall (food trails, upick spots, etc)	Urban Escape
Farmers markets	Horseback riding	Holiday train rides: Midwest Central Railroad, Mt. Pleasant
Iowa State Fair, Des Moines	Pie—best in state: Cronk's Café, Denison (85th anniv.), Farmer's Kitchen, Atlantic (Nat Chps.) more	Prairie Christmas at living history museum in Des Moines
Drive-in movie theaters	New John Deere museum opening	Family-dinner destination restaurants
TBD	Herbert Hoover Presidential Library, West Branch	TBD
Best Beaches (for families, dogs, walking, etc)	Taste of Fall (food trails, upick spots, etc)	Urban Escape
Presidential attractions (Lincoln, Reagan)	Fall festivals	Winter lights roundup (incl. Lincoln Park Zoo)
Lincoln Highway mural project	Horseback riding	Holiday trains
Cool self-guided Chicago tour(s) (via apps or podcasts)	Vineyard grape stomp (Harbor Springs, MI)	TBD
TBD	Best places to watch the Big Game—and save with AAA	TBD
Best Beaches (for families, dogs, walking, etc)	Taste of Fall (Chocolate Trail thru Traverse City and surrounding towns)	Urban Escape
Farmers Markets	Fall Festivals (roundup)	Holiday nights at Greenfield Village, Dearborn
Detroit Int'l Jazz Festival (North America's largest free jazz fest)	Resort for a family getaway	Holiday trains: Steam Railroading Institute, Owosso; Holiday Train Show, Holland
Blueberry Festivals (4 around the state in Aug)—with blueberry recipe from Diamond-rated restaurant chef	Great pie: Grand Traverse Pie Co., Achatz Pie Co/Armada; House of Pies, Oden; Sweetie-icious Pie Pantry, DeWitt; Fennville	Dining: Great Spots for a Family Dinner Out
President-themed outing—with mention of Ford Library & Museum	TBD	TBD
Beat the Heat Weekend or Best Beaches	Taste of Fall (food trails, upick spots, etc)	Urban Escape
Farmers markets	Where to go horseback riding	Holiday train rides: North Shore Scenic Railroad, Duluth
MN State Fair, St Paul	Resorts as destinations	Winter Escapades, Lanesboro
Tettegouche State Park new visitor center	Fort Snelling State Park (50th Anniversary)	Great family dining destinations
Local/Organic Farm visit	Fall festivals	TBD
Beat the Heat Weekend	Taste of Fall (food trails, upick spots, etc)	Urban Escape
Unusual destinations (burning coal veins, dinosaur hunts, missile silos)	Fall festivals	Images of ND - Winners of 2012 AAA-sponsored photo contest
Medora's walking tours return	Horseback riding	Family dining destination restaurants
AAA Photo Contest - kick off	Fargo/Moorhead studio crawl	Holiday trains
Local/Organic farm visit	Fall migration in Kulm	TBD
Beat the Heat Weekend	Taste of Fall (food trails, upick spots, etc)	Urban/museum Weekend Getaway
Farmers markets	Where to go horseback riding OR Market to Market Relay Race, Omaha to Lincoln	Holiday train rides: Fremont Dinner Train
NE State Fair	Smithsonian Museum on Main Street tour/Calhoun	Omaha holiday lights festival
Scenic drive along the Oregon Trail in NE	Riverside Discovery Center opening/Scottsbluff	Family dining destination spots
TBD	Gerald R. Ford Conservation Center, Omaha	TBD
Beat the Heat OR Best Beaches	Taste of Fall (food trails, upick spots, etc)	Urban/museum Weekend Getaway
Farmers markets	Fall festivals	Winter lights
Apostle Island paddling	Horseback riding	Dells Holiday Train
Barn tours	Vineyard grape stomps	Ice Sculpting (Eagle River Ice Castle)
TBD	Lighthouse stays	TBD

