

Why AAA and Journey Magazine?

Circulation Region: WA/N.Idaho ♦ Circulation: 611,631 ♦ Audience: 1,200,000+

2012

- **77.4% of club members prefer to receive Journey magazine versus via online.**
- **Membership growth 2 to 3 net percent annually.**
- **78.6% of our readers have been a AAA member for 5 years and 26.6% have been a AAA member for 20 years.**
- **71% of our club members read 3-4 out of 4 Journey magazines.**
- **The highest magazine circulation in Washington State/N. Idaho with 611,000+ households. Over 1.2+ million total readers per issue. Excellent reach.**
- **73% of readers rate Journey magazine as "One of my favorites/very good/good.**
- **Journey readers spend an average of 25 minutes reading or looking at Journey magazine.***
- **AAA Washington club member renewal rate is 90%. Loyal members!**
- **71.3% of AAA club members took some type of action as a result of reading Journey magazine.**