• AAA is a Federation of Member-owned Clubs serving more than 64 million Members in the U.S. and Canada
• More than 120 years of reliable service and solutions for Members has made AAA one of the most loved and trusted brands¹
• Desirable Demographics combined with mass market penetration
• Deep knowledge of AAA Members and their lifestyles
• Loyal Members and strong retention rates
• AAA Club Alliance is one of the largest Clubs in the U.S. with 7.4m+ Members
• AAA WORLD is among the largest circulated publications in the U.S.
TAP INTO A POWERFUL AUDIENCE

As one of America’s most trusted brands and with more than seven million Members, our Club can provide your brand with unique access to a diverse and educated Membership base with disposable income that *travels more, stays longer* and *spends more*.

**MARITAL STATUS**
- Married: 47.0%
- Partnered/Living Relationship: 4.6%
- Widowed: 15.5%
- Separated/Divorced: 17.1%
- Single (never married): 15.8%

**AGE**
- 18-34: 6.8%
- 35-54: 25.1%
- 55-65: 23.6%
- 65+: 44.5%
- 55+: 68.1%

**AVERAGE AGE**
- 60.0

**MAIN RESIDENCE**
- $293,400 Average Value

**EMPLOYED**
- 46.8%

**RETIRED**
- 44.0%

**OWN**
- 73.6%

**RENT**
- 22.2%

**HOUSEHOLD INCOME**
- $89,500 Average Income
- $100k+: 32.3%

**EDUCATION**
- 4+ Years: 49%
- Any College: 85%

**FAST FACT:** AAA IS ONE OF AMERICA’S MOST TRUSTED BRANDS

Data courtesy MRI-Simmons AAA World 2022 Reader Profile Study
Fast Fact courtesy of Morning Consult: 1 AAA is the #18 Most Trusted Brand overall, and the #6 Most Trusted Brand with Boomers in 2020.
OUR CONTENT OFFERINGS

Real people helping real people have real experiences. That’s the foundation of all the content we create, which allows us to empower and educate our Members, while elevating their experiences.

Our goal is to serve AAA Club Alliance Members and the general public with authentic and engaging content that demonstrates and enhances Member value through a multi-channel immersive content experience.

AAA WORLD
Our award-winning AAA Member magazine, AAA World, has an average circulation of more than 3.5 million HH’s reaching up to 7.3 million Members throughout our Club’s territory. Produced in four regional editions, AAA World is our Member’s guide and companion, offering both inspiration and intel to help them live an empowered life out on the open road and beyond.

AAA TRAVELER WORLDWISE
Connecting top travelers with top experiences, this highly targeted publication positions our brand and our trusted partners two to four times each year to help our Members plan the vacation of a lifetime. Sharing quality travel information, tips and destinations, AAA Traveler reaches 165,000+ select Member HH’s of highly educated and higher-income travel enthusiasts.

THE EXTRA MILE
The Extra Mile, is our multiple award-winning Online Content Hub to connect our digital Member users with the content they want on the device they prefer. With travel, finance, automotive, and lifestyle content, our loyal Members engage with The Extra Mile content hub at impressive numbers throughout their AAA.com navigation experience.
Print Ad Sizes & Specs

Magazine Trim Size:
7” wide x 10” height

Full HH Circulation Ave: 3,585,000

FP Live Area:
6.5” w x 9.5” h

FP Bleed:
7” w x 10” h
Bleed .125”

2/3 VERT:
4.25” w x 9.5” h

1/2 HORIZ:
6.5” w x 4.6875” h

1/3 VERT:
2.125” w x 9.5” h

1/3 SQ:
4.25” w x 4.6875” h

1/6 VERT:
2.125” w x 4.6875” h

Events:
- Great Plains Circulation Ave: 378,000 HH’s
- Central Region Ave: 935,000 HH’s
- Eastern Region North Ave: 1,198,000 HH’s
- Eastern Region South Ave: 1,074,000 HH’s

Deadlines

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>AD SPACE</th>
<th>AD MATERIALS</th>
<th>IN-HOME DATES*</th>
</tr>
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<tbody>
<tr>
<td>FEB-MAR’24</td>
<td>Dec 1, 2023</td>
<td>Dec 15, 2023</td>
<td>Feb 3, 2024</td>
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<tr>
<td>MAY-JUN’24</td>
<td>Mar 1, 2024</td>
<td>Mar 15, 2024</td>
<td>Apr 30, 2024</td>
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<td>AUG-SEP’24</td>
<td>Jun 3, 2024</td>
<td>Jun 17, 2024</td>
<td>Aug 3, 2024</td>
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<td>NOV-DEC’24</td>
<td>Sep 6, 2024</td>
<td>Sep 20, 2024</td>
<td>Nov 2, 2024</td>
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<tr>
<td>FEB-MAR’25</td>
<td>Dec 6, 2024</td>
<td>Dec 20, 2024</td>
<td>Feb 1, 2025</td>
</tr>
</tbody>
</table>

*Estimated In-Home Dates. Subject to Change.

Submitting Ad Files

ADVERTISING MATERIAL
Digital materials (preferred): High resolution PDF files; EPS files, CMYK (no spot or lab colors unless by special arrangement with Sales Rep. PMS colors will be automatically converted to CMYK, all type converted to outlines; CMYK TIFF Files, 300 dpi minimum. Send each page as a single PDF. No spreads. No bleed on fractional ads. Single crop marks should be offset .125 inch.

MECHANICALS
Printing Process: Web Offset Binding: Saddle-stitched (jogged to the foot); Trim Size 7” x 10”.

ADVERTISER PROOFS
Two press proofs required with each ad. AAA World shall not be held responsible for color accuracy if no color proof is provided.

FILE TRANSFER
To upload your production files, please contact your Sales Rep.
**AAA TRAVELER WW**

**Print Ad Sizes & Specs**

*Magazine Trim Size:*
9" wide x 10.5" height

<table>
<thead>
<tr>
<th>FULL PAGE</th>
<th>HALF-PAGE</th>
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<tbody>
<tr>
<td>Live Area:</td>
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<tr>
<td></td>
<td>Bleed: .25&quot;</td>
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<tr>
<td></td>
<td>8.5&quot; w x 5&quot; h</td>
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<tr>
<td></td>
<td>Bleed: None</td>
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</tbody>
</table>

**Submitting Ad Files**

**ADVERTISING MATERIAL**
Digital materials (preferred)
Target Resolution: 300 dpi
(including embedded images)
Color: CMYK – PMS/Spot
colors will be automatically converted to CMYK

**File Format:** PDF x1a:2001
Send each page as a single PDF (no spreads)

**ADVERTISER PROOFS**
Two press proofs required with each ad. Publisher shall not be held responsible for color accuracy if no color proof is provided.

**FILE TRANSFER**
To upload your production files, please contact your Sales Rep.

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**Print Full Circulation: 165,000 HH’s**

**AAA Traveler Worldwise Deadlines*"**

<table>
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<th>AD SPACE</th>
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</thead>
<tbody>
<tr>
<td>WINTER 2024</td>
<td>Nov 3, 2023</td>
<td>Nov 17, 2023</td>
<td>Jan 2, 2024</td>
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<tr>
<td>SPRING 2024</td>
<td>Feb 5, 2024</td>
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<td>SUMMER 2024</td>
<td>Apr 12, 2024</td>
<td>Apr 26, 2024</td>
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<td>FALL 2024</td>
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<td>WINTER 2025</td>
<td>Nov 1, 2024</td>
<td>Nov 15, 2024</td>
<td>Jan 2, 2025</td>
</tr>
</tbody>
</table>

*Number of Issues, Deadlines & Estimated In-Home Dates Subject to Change.

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**Audience Profile**

- 68% Female  32% Male
- 15%  18-34
- 65%  35-64
- 20%  65+
- 85% Purchased Leisure Travel
- $127,500 Average Income
- 50% Bachelor’s Degree
- 25% Graduate Degree +
AAA DIGITAL SOLUTIONS

The Extra Mile Weekly Content Email
Average Open Rate: 53.4%
Average Click Through Rate: 5.7%

Monthly eSaver Partner Email
Average Open Rate: 59.5%
Average Click Through Rate: 2.5%

Monthly eLodging Partner Email
Average Open Rate: 55.3%
Average Click Through Rate: 1.7%

The Extra Mile Content Hub Site
Average Monthly Site Visits: 327,100
Average Monthly Unique Visits: 280,200
Average Time on Site: 2.6 min

AAA.com/TEM Leaderboard Ads
Average Click Through Rate: 0.25%

Social Media / AAA World FB Posts
11,600+ Followers
Average Click Through Rate: 15.2%

Digital Metrics Are Trailing Monthly Averages. Email Open Rates & CTR’s Reflect Their Respective Email Products. Ad Results May Vary.
LET’S CHAT

Enough about us. Let’s hear about you!

Maybe you have a great content idea you want to share. Or maybe you’re a brand that can provide our Members with great products, experiences and solutions that we should be aware of.

Let’s have a conversation. We look forward to partnering with you.

AAA is a Federation of Member-owned Clubs located throughout North America. Additional AAA publications, including SJ FIRST (130,000 HH’s) are available in other areas. Ask for details.