

Editorial Profile

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

2012

Journey is the award-winning magazine for all AAA members in Washington and Northern Idaho. Its informative writing and lively design engage readers with articles that highlight the best the state has to offer. Colorful features and columns with strong regional appeal give readers a greater, and sometimes undiscovered, appreciation for their state, as well as the detailed information they need to get out and explore-in their own backyard and across the state. Other articles encourage readers to travel beyond the state's borders to exciting U.S. and international destinations.

Readers turn to *Journey* for expert information on travel, automotive and insurance topics, and to learn about the many benefits and discounts their AAA membership offers. To readers of *Journey*, the magazine is a road map to gems just waiting to be found.

journey
WESTERN



APPEALING DEMOGRAPHICS

Throughout Washington & Northern Idaho, **Journey** readers consistently take more trips and spend more money than the average traveler. Also, readers are more likely to make over \$100,000 a year, graduate college+, own a luxury vehicle, own a vacation/weekend home, and have a home value of \$300,000+.

ACTIVE LIFESTYLE

Journey readers are very active. They attend live theater, museums, music and dance performances. Readers also participate in a wide range of outdoor activities ranging from backpacking to sailing. Cooking for fun, dining out, and entertaining friends or relatives at home are just a few more of our readers favorite activities.

VALUE

Journey provides advertisers with the best value and quality in the Washington Market. With it, you can reach 28% of Washington most affluent, active, and educated readers at a cost of just \$22.00 per thousand readers for a 4C-1X-1PG ad, no other magazine in Washington offers this quality of coverage for this price.

Why AAA and Journey Magazine?

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2012

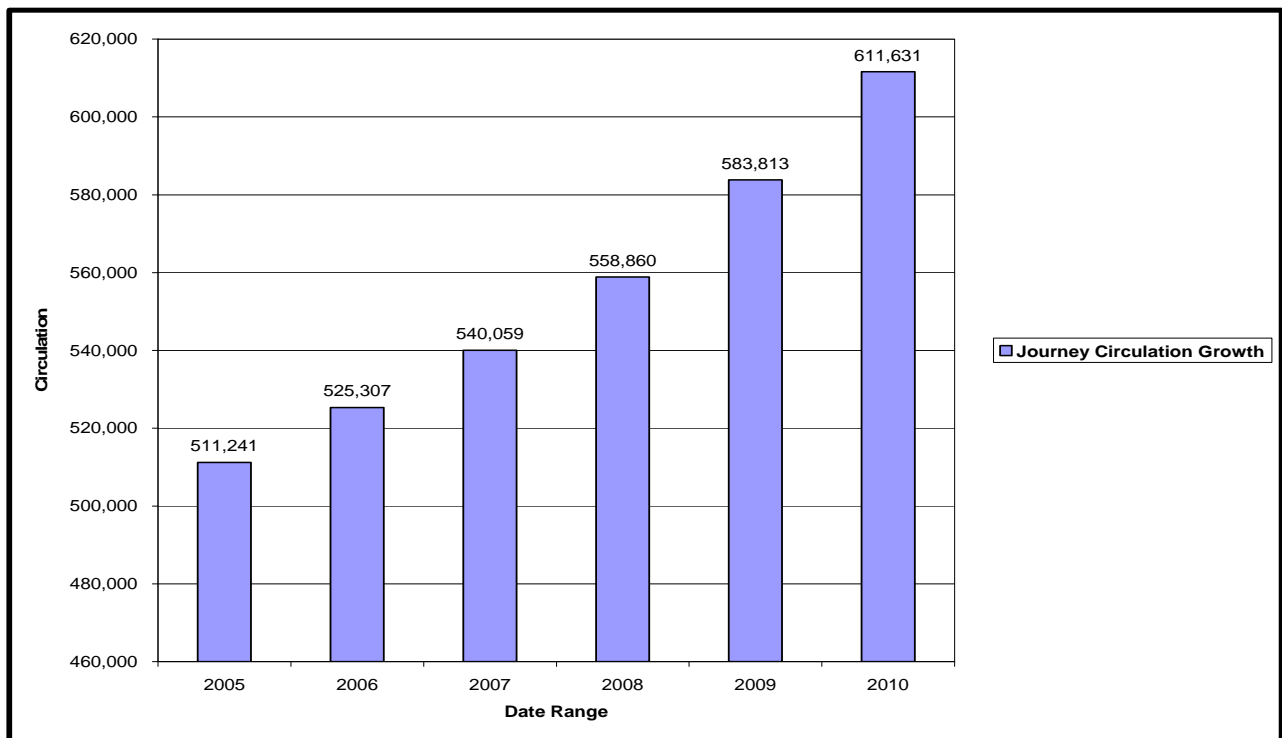
- **77.4% of club members prefer to receive Journey magazine versus via online.**
- **Membership growth 2 to 3 net percent annually.**
- **78.6% of our readers have been a AAA member for 5 years and 26.6% have been a AAA member for 20 years.**
- **71% of our club members read 3-4 out of 4 Journey magazines.**
- **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.**

Journey's Circulation Growth

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2012

2005 – 2010 Circulation Growth



As a significant number of Newspaper and Magazine circulations have declined year-over-year, Journey's circulation has steadily increased year-over-year.

Market Penetration

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

2012



Washington Circulation
579,214 or 94.7%

Idaho Circulation
17,737 or 2.9%

Other Circulation
14,680 or 2.4%

Total Circulation
611,631

Audience Profile

2012

Circulation Region: Washington and Northern Idaho

Circulation: 611,631 ♦ Audience: 1,200,000+

- Each issue of Western Journey reaches to 1 in every 4 Washington and Northern Idaho adults.
- On average, Western Journey reader households earn \$21,400 more than non-reader households in Washington and Northern Idaho.
- Western Journey readers are 61% more likely to have a post-graduate degree than the average Washington and Northern Idaho adult.
- When compared to the average Washington and Northern Idaho adult, Western Journey readers spend more, travel more often, and live more active lifestyles.



journey

WA and N. IDAHO		Audience	Composition	Coverage	Index
Men		572,000	43%	24%	93
Women		773,000	57%	27%	106
Married		823,000	61%	28%	110
Household Income					
\$60,000+		960,000	71%	32%	125
\$75,000+		689,000	51%	31%	123
\$100,000+		479,000	36%	37%	144
\$150,000+		205,000	15%	46%	179
\$200,000+		70,000	5%	43%	168
Average HHI	\$93,300				
Median HHI	\$77,000				
Age					
18-34		202,000	15%	10%	41
35-54		535,000	40%	29%	115
55-64		321,000	24%	39%	152
65+		287,000	21%	43%	169
Median Age	52.3 years				
Education					
Attended college		851,000	63%	27%	105
Bachelor's degree+		464,000	34%	33%	131
Home					
Own home		1,066,000	79%	32%	124
Median home value	\$334,059				
Mean home value	\$379,228				

Source: 2011 Doublebase, prototype; GfK MRI



Domestic Travel

2012

Circulation Region: Washington and Northern Idaho
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journey

- 7 in 10 readers took at least one domestic trip in the last 12 months
- On average, Western Journey readers spent \$534 more on domestic trips than non-readers in Washington and Northern Idaho
- Western Journey readers are 54% more likely to take 3+ domestic vacations than non-readers in Washington and Northern Idaho



Source: 2011 Doublebase, Mediamark Research & Intelligence

Readers of Western Journey define the Washington and Northern Idaho travel audience

	Washington and Northern Idaho			
	Audience	Composition	Coverage	Index
Took a domestic trip (past years)	1,006,000	75%	31%	120
Took 3+ domestic vacation trips (past year)	434,000	32%	30%	119
Average amount spent on domestic vacation trips	\$1,935			
Top 5 states/regions visited (past year):				
1. California	365,000	27%	32%	125
2. Washington/Oregon	410,000	30%	28%	109
3. Utah/Colorado	99,000	7%	28%	110
4. Montana/Idaho/Wyoming	159,000	12%	30%	118
5. Arizona/New Mexico/Nevada	275,000	20%	31%	120
Means of travel:				
Rental Vehicle	130,000	9%	34%	133
Personal Vehicle	639,000	48%	32%	126
Plane	584,000	43%	32%	124
Average number of nights stayed in Hotels/motels in the past year	7.1 nights			
Top activities on domestic vacation trips:				
1. Visit relatives or friends	383,000	28%	36%	143
2. General sightseeing	469,000	35%	39%	151
3. Shopping	241,000	18%	29%	112
4. Go to the beach	176,000	13%	26%	103
5. Attend a specific event	189,000	14%	36%	141
6. Visit a National Park	141,000	10%	31%	122
7. Play golf	30,000	2%	25%	100

Source: 2011 Doublebase prototype, Mediamark Research & Intelligence



Travel Planning and Booking

2012

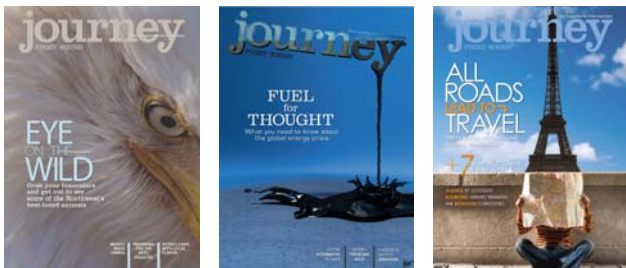
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Readers of Western Journey most often look to the magazine for travel related information. This is evident from the high percentage of readers who use the magazine when planning a trip.

Sources of information when planning a trip:

Friends or Relatives	51.1%
Journey Magazine	34.3%
Other Magazines/Newspapers	21.9%
Direct from Accommodations/ Travel provider	21.5%
AAA Travel Agency	21.3%
AAA Web Site	16.4%
Television	16.0%
Other Travel Agencies	14.8%
Books	14.7%

Source: 2011 Doublebase prototype. Mediamark Research & Intelligence



Method readers use to make reservations or buy tickets for a trip:

Direct from Travel Provider	53.9%
Other Web Sites	36.9%
AAA Travel Agency	18.0%
Other Travel Agency	15.7%
AAA Web Site	8.3%



eExtra Online Newsletter

Circulation Region: WA/N. Idaho.

2012

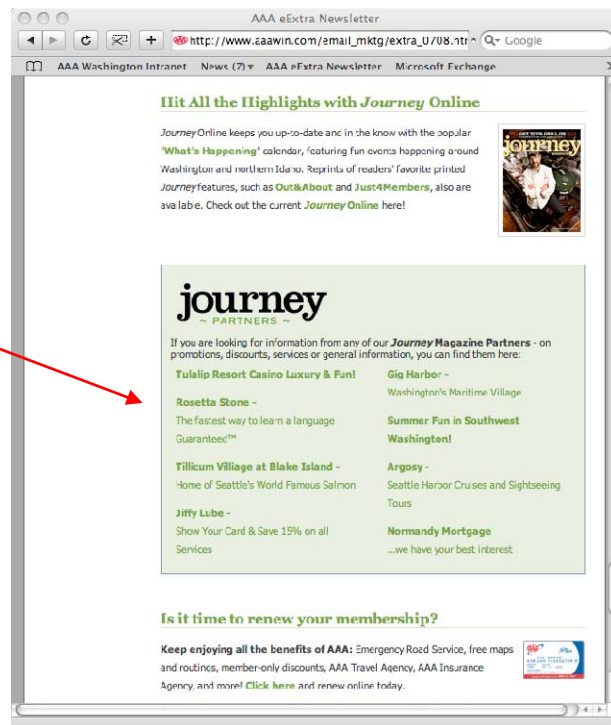
AAA's eExtra Online Newsletter provides advertisers with the opportunity to reach our highly engaged email, eblast subscribers. The eExtra Newsletter goes out to a total opt-in database of more than **220,000+** Washington State/N. Idaho club members per month. The eExtra Newsletter provides club members with valuable information on a spectrum of topics such as: Automotive, Travel, Insurance, member discounts and local happenings!

Opt-In Members (avg. est.): 220,000+ AAA Club Members

How Often: 1x during the middle of each month

Cost: \$500

The *journey* Partner's section and Advertiser links will be listed at the bottom of the AAA eExtra Newsletter's Home Page



To visit a sample of our eExtra Online Newsletter, please click on the link below...

http://www.aaawa.com/email_mktg/extra_spotlight.htm

Call your local Sales Representative for more information.

General Advertising Rates

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

2012

Rate Card 14
Effective January 2012
Rate Base: 590,000
All rates are NET

	1X	3X	6X
FOUR COLOR			
Full page	\$12,989	\$12,342	\$11,687
2/3 page	\$9,091	\$8,640	\$8,115
1/2 page	\$7,797	\$7,404	\$7,019
1/3 page	\$4,939	\$4,696	\$4,442
1/6 page	\$2,972	\$2,821	\$2,671
BLACK AND WHITE			
Full page	\$10,393	\$9,877	\$9,352
2/3 page	\$7,272	\$6,907	\$6,542
1/2 page	\$6,241	\$5,933	\$5,613
1/3 page	\$3,955	\$3,758	\$3,562
1/6 page	\$2,390	\$2,268	\$2,156
COVERS			
Cover 2	\$14,938	\$14,189	\$13,448
Cover 3	\$14,292	\$13,580	\$12,867
Cover 4	\$15,576	\$14,798	\$14,020

Travel Guide Rates

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

2012

Rate Card 14
Effective January 2012
Rate Base: 590,000
All rates are NET

	1X	3X	6X
FOUR COLOR			
1/3 page	\$4,432	\$4,212	\$3,991
1/6 page	\$2,690	\$2,558	\$2,426
3 inch	\$2,139	\$2,029	\$1,930
2 inch	\$1,599	\$1,521	\$1,445
1 inch	\$960	\$916	\$860
BLACK AND WHITE			
1/3 page	\$3,550	\$3,374	\$3,197
1/6 page	\$2,150	\$2,040	\$1,940
3 inch	\$1,754	\$1,665	\$1,577
2 inch	\$1,301	\$1,235	\$1,169
1 inch	\$761	\$728	\$684

Publishing Schedule

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2012

Rate Card 14
Effective January 2012
Rate Base: 590,000

ISSUE DATE	Ad Close	Materials Due
January/February (2012)	10/21/11	11/2/11
March/April	12/23/11	1/5/12
May/June	2/20/12	3/1/12
July/August	4/20/12	5/2/12
September/October	6/26/12	7/9/12
November/December	8/24/12	9/6/12
January/February (2013)	10/22/12	11/1/12

Production Specifications

2012

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DIGITAL REQUIREMENTS

Preferred format is PDF/x1a:2001. Other accepted file formats include InDesign CS4, Illustrator CS4 and Photoshop CS4. PDFs may be sent via email. Native files will be accepted on CD, DVD or via our VPN (call for upload details). Macintosh Platform preferred.

File Requirements:

All 4/color images should be supplied CMYK at a resolution of 300 dpi at 100% final size, and a maximum color density of 300%. All black type should be supplied at 100% black and set to overprint.

PDF Requirements

Minimum: PDF/x1a: 2001

Extended PDF/x1a:2001 Settings*:

- **GENERAL** Standard: PDF/x1a:2001, Compatibility: Acrobat 4
- **COMPRESSION** Change the tab Bicubic Downsampling to "Do Not Downsample" and Compression to "None" for **all** image types.
- **MARKS & BLEEDS** All Printer's Marks except Color Bars. Type: Default. Weight: .25pt. Offset: .125 in. Bleed: all at .125"
- **OUTPUT** Color: Color conversion: convert to Destination. Destination: Document CMYK. PDF/X: US Web Coated (SWOP) v2.
- **ADVANCED** Fonts: 100%. Transparency Flattener: High Resolution. JDF: leave unchecked.
- **SECURITY** Leave as is with no added protection.

Native File Requirements:

Provide all fonts and high-resolution images with a list of fonts and graphics. Image resolution should be 300 dpi at 100% finished size. All 4/color images should be supplied CMYK. All ads require a color proof that meets SWOP standards - if one is not provided, one will be output and the advertiser billed at prevailing rates. Please use postscript fonts and provide both the screen and printer font for all fonts used.

PROOF REQUIREMENTS

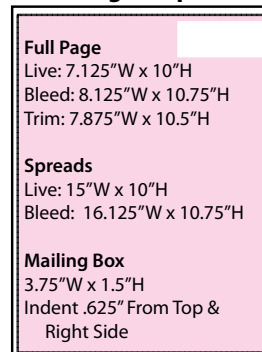
Laser prints are not acceptable. All 4/C ads (full page or fractional): High quality digital proof required. If proof is not supplied, one will be output and billed to advertiser at prevailing rates. Color matching will not be guaranteed if advertiser waives proof fee.

AD CORRECTIONS

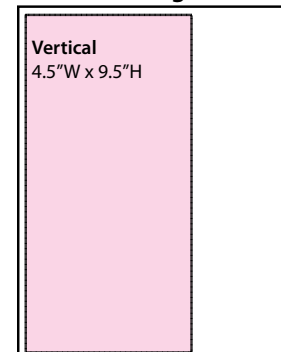
For ads supplied as native files, corrections requested prior to Material Due date will be made and billed at prevailing rates. For ads supplied as PDF/x1a files, advertiser will be responsible for supplying a corrected art file.

*Settings are available as an importable preset. Call or email to request file.

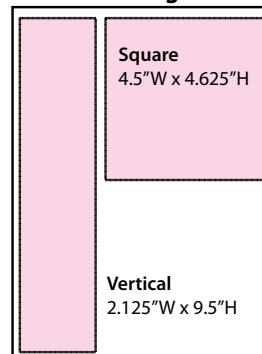
Full Page & Spreads



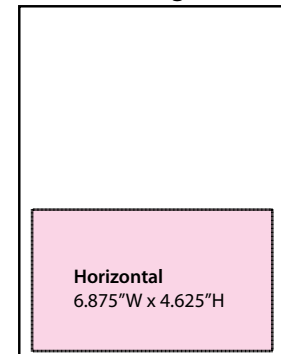
2/3 Page



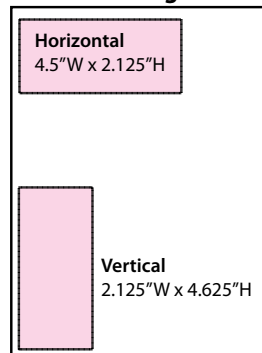
1/3 Page



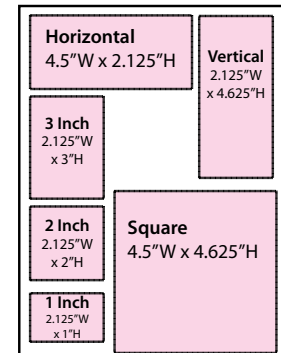
1/2 Page



1/6 Page



Travel Guide



CONTACT INFORMATION

For production information or questions, please contact Stacie Holder, Production Manager at 425.467.7724, E-mail: StacieHolder@aaawin.com. No extensions will be granted without approval of the Production Manager. All ads sent must include a contact name, phone number and email address.

SEND ALL MATERIALS TO:

Stacie Holder Phone: (425) 467-7724
1745 114th Ave SE FAX: (425) 467-7729
Bellevue, WA 98004 E-Mail: StacieHolder@aaawin.com

Advertiser Information

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Rate Card 14 Effective January 2012

ADVERTISER INFORMATION TERMS OF SALE

Net 30 days from date of invoice. First time advertisers must prepay by Ad Close date. Publisher reserves the right to request further prepayment for so long as Publisher desires.

COMMISSION

15% paid to recognized agency on space, position, color and bleed charges, provided the account is paid within 30 days from invoice date.

COMBINATION RATES

Sold in combination with AAA Western Magazine Network.

SHORT RATES AND REBATES

Each page or fractional page counts as one insertion. Frequency discounts may be earned with any combination of different size insertions used during a 12 month period. If a greater frequency discount is earned, a rebate will be made. If the billed rate is not earned, the short rate will be based on the number of insertions actually run during the contract period. See Advertising Contract Provisions for more details.

CANCELLATIONS

Must be received from Advertiser in writing prior to Materials Due date; all orders non-cancelable after Materials Due date of relevant issue.

SEND ALL MATERIALS ORDERS TO:

Western Journey
Stacie Holder
1745 114th Ave SE
Bellevue, WA 98004
Phone: (425) 467-7724
FAX: (425) 467-7729
E-Mail: StacieHolder@aaawin.com

COPY REGULATIONS

A. The caption line "ADVERTISEMENT" shall be printed at the top of advertisements that either carry no signature or resemble editorial pages.

B. When new ad material, covered by an uncanceled Insertion Order is not received by the applicable Materials Due date, copy run in the previous Issue will be inserted.

C. The Publisher will not be bound by any terms or conditions, printed or otherwise, appearing on any order blank or copy instructions, when such conditions conflict with the Publisher's Advertising Policy and Guidelines, Advertising Contract Provisions or Rate Card.

CONTRACT CONDITIONS ADVERTISING CONTRACT PROVISIONS

A. Advertiser shall have the right to terminate this contract at any time after having used space hereunder by written notice to Publisher and by paying the Publisher within 30 days after invoice date all sums due for space actually used at the actual rate earned.

B. Cancellation of advertisements by Advertiser shall not be effective unless written notice of cancellation is received by Publisher prior to the cancellation deadline as set forth in the applicable Publisher's Rate Card. Cancellation of any portion of an advertising contract on behalf of the Advertiser automatically nullifies any rate protection and any preferred position reservation on the remainder of the contract.

C. Publisher shall have the right, at its option, to terminate this contract at any time by written notice to Advertiser, in which event Advertiser shall pay for space actually used at the rate set forth on the face of this contract. If a space discount has been deducted in paying for prior insertions on a contract canceled by the Advertiser or Publisher, the Advertiser and/or its agency shall reimburse Publisher for any difference between the rate paid and the rate earned.

D. Publisher shall have the right to terminate this contract at any time with or without notice to Advertiser for non-payment of bills at due date, or because the minimum amount of space herein contracted for is not used by Advertiser within the contract period. In the event of such termination by Publisher, for either of said reasons, Advertiser shall pay Publisher for all space used under the contract at the actual rate earned.

E. Publisher reserves the right to revise its advertising rates at any time. Any new rate immediately applies to business not previously covered by a formal order (contract) specifying space to be used and dates of insertion. Business already covered by a formal order (contract) may receive rate protection only for advertising appearing in the next six months published after the date the new rates become effective. Advertiser may terminate this contract on the date new rates become effective, provided that prior to said effective date, Advertiser gives to Publisher written notice of such termination; and, in the event of such termination, shall be liable for space used at rates set forth on the face of this contract and not the actual rate earned.

F. Failure of Publisher to terminate this contract at any time on account of breach of this contract by Advertiser shall not be deemed a waiver of Publisher's right to terminate this contract by reason of any subsequent breach by Advertiser.

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G. Publisher reserves the right at Publisher's sole discretion to revise or reject any advertisement or portion thereof. Publication of advertising copy shall not affect Publishers' right to revise or reject such copy thereafter. (See Advertising Policy)

H. Advertiser warrants and represents that any material submitted to Publisher is original; does not violate any law or infringe the copyrights, trademarks, trade names, or patents of any other person; and contains no matter that is libelous, an invasion of privacy, an unlawful appropriation of the name or likeness, or is otherwise injurious to the rights of any other person, and the Advertiser has obtained all necessary consents prior to submissions to Publisher. Advertiser assumes all responsibility for all content (including, but not limited to, texts, representations, names, photographs, and illustrations) of advertisements printed, and Advertiser agrees to indemnify and hold Publisher harmless against any and all claims, losses, liabilities and expenses, including attorney's fees and legal expenses resulting from or attributable to the publication of any advertisement submitted by Advertiser.

I. Advertising orders specifying pages or directing insertion of advertisements in positions with the proviso "or omit" will not be accepted. Any provision in the advertising order specifying or barring the use of any page because of the kind of news or advertising on that page, on its reverse side, or on the facing page will not be legally binding upon Publisher but will be treated as a request only. Discontinuance of advertisements ordered "Till Forbid" and changes or cancellations of advertisements must be given in writing. No oral agreements will be recognized.

J. In the event of any error in printing or other inadvertent publication of an advertisement, Publisher's liability shall not exceed the cost of the space used. Advertiser must notify the Publisher of the error in time to enable Publisher to make the correction before the second insertion. Credit, if allowed, shall be for the first insertion only and may be given in the form of republication of the corrected advertisement. No adjustment will be made in which Advertiser or its agent is responsible for the error. Under no circumstances shall Publisher be liable for lost profits or consequential damages of any kind.

K. Advertiser agrees that no representations of any kind have been made to Advertiser by Publisher or by any of its agents and that no understanding has been made or agreement entered into other than as set forth herein.

L. This contract shall be governed by the laws of the state of Washington. Any legal action relating to this Contract shall be brought in a State of Federal Court sitting in the County of Bellevue, State of Washington.

ADVERTISING POLICY GUIDELINES

A. All advertisements must be approved by the Publisher before they are deemed acceptable for publication in *Western Journey*.

B. Publisher reserves the right to inspect or test any product or service to be advertised before the advertisement is deemed acceptable.

C. All advertising copy must complement the guidelines established for editorial material in word, illustration, and design.

D. Priority of available advertising space will be given to Advertisers of products and services that bear a relationship to the demographics of *Western Journey* subscribers. General categories include, but are not limited to, (1) automobiles, other vehicles, and transportation facilities; (2) accommodations, resorts, restaurants, recreational areas, tours, and cruises; (3) consumer electronics and sporting equipment; and (4) aftermarket products and services related to the above general categories.

E. Advertisements of products or services in which the AAA Washington/Inland has a special expertise or in which the ad might be construed as an endorsement must receive specific approval by the Publisher with regard to the veracity of the ad or the product or service advertised. Examples include (1) automotive products, (2) insurance products, (3) vehicle-repair business or products, (4) travel-related products or services, and (5) group-purchase plans.

F. Advertisements considered unacceptable include, but are not limited to, the following: (1) distilled spirits; (2) all "per inquiry" arrangements; (3) personal vanity products (such as those claiming to restore hair, reduce weight, remove fat, increase bust size, restore youth, improve sexuality); (4) get-rich-quick schemes, speculative land offerings, and any claims made to amass personal fortunes or to guarantee "winning"; (5) garish displays, unacceptable posture of models, or advertisement that might appeal to sensuous or prurient interests; (6) political candidates or causes; (7) religious persons or doctrines; (8) escort services; and (9) illegal or questionable products or services. Advertisement for products or services not included in the categories set forth above may also be unacceptable if, in the opinion of the Publisher, they are considered inappropriate for publication in *Western Journey*.