

via

2020 Media Kit



Outsmart Life™



Via Delivers

- Access to over 6 million AAA Members
- West Coast regional media
- Print 4x a year + ongoing digital
- Highly engaged and loyal audience
- Multi-platform opportunities:
 - Print
 - Digital
 - Sponsored content
 - Customized programs

Content

Evolving to include broader solutions for life

Consumer

Expanding offers to appeal to Members today and tomorrow

Media Mix

Investing in broadening channels for content distribution

AAA Direction

Investing and pursuing solutions to stay ahead of Member needs into the future through programs such as Gig car sharing, House Manager, and GoMentum autonomous vehicle test track





AAA plus its Members

Advertising with *Via* and AAA allows you to reach a loyal and highly engaged audience of Members, who seek information and inspiration to enhance their lives from a trusted source.

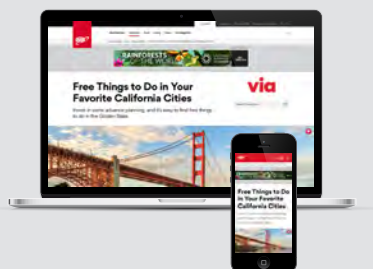
- AAA is one of the most recognized brands in the world
- *Via* is the No. 1 source of travel advice for Members after friends & relatives
- Consistently high membership renewal rates = loyalty & trust
- 80% of Members took some action after reading *Via*



MAGAZINE



WEB/MOBILE



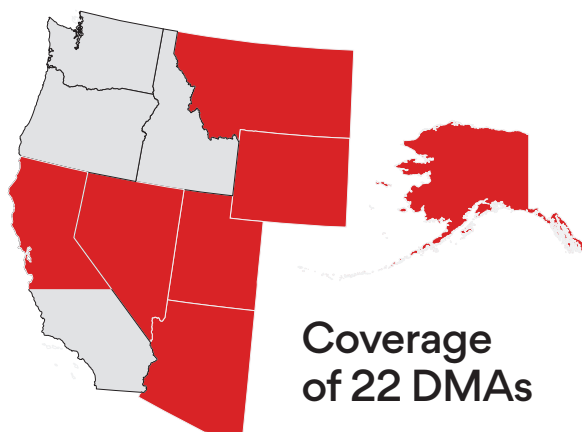
SOCIAL



E-NEWSLETTER



Via delivers
6.5 million readers
in the West



Coverage
of 22 DMAs

Circulation Breakdown

Northern California	2,322,080
Arizona	525,735
Nevada	247,788
Utah	128,367
Montana	72,000
Wyoming	24,300
Alaska	16,130



Reach: **1 out of 2 households** in Northern California



\$111,800
Average income

[27% higher than the U.S. average]



69%
Homeowners

Average home value

\$633,400

[34% higher than the U.S. average]

Age Breakdown

Millennials + Gen X
(22–53 years) **39%**

Boomers
(54–72 years) **42%**

Mature
(73+ years) **19%**



51.3%



48.7%

Via's audience is engaged



76%

of *Via* readers read 3 or 4 of the last 4 issues received.

29 minutes

Readers spend, on average, 29 minutes out of their busy schedules to enjoy reading the magazine.

61%

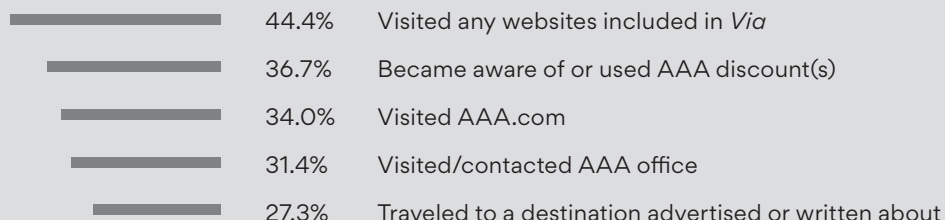
of *Via* readers prefer receiving the printed magazine in the mail.

2.2 readers per copy

Via enjoys pass along readership with an average of 2.2 readers per copy.

80%

of readers took an action as a result of reading *Via*.
Actions include →



Via Website

120k

Avg. uniques/month

360k

Avg. page views/month

Via e-Newsletter

Via's average Open Rate of over 20% exceeds the national average

20%

Via e-Newsletter

17.92%

National Average

Via's average Click-Through Rate of 2.73% outperforms the national average

2.73%

Via e-Newsletter

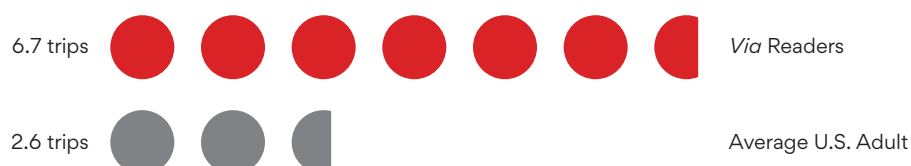
2.69%

National Average

Via readers love to travel

They travel more

Via readers took an average of **6.7** trips lasting 1+ day in the past year, which is two and a half times more than the average U.S. adult.



They spend more

Via readers spent **2x** more than the average U.S. adult on domestic vacations.



They stay longer

Via readers paid for an average of **15+** nights of hotel or paid lodging in past year—more than **2x** the national average for U.S. adults.



84%

of regular Via readers took at least one overnight domestic trip in the past year

Top areas visited in the past year (%)

San Francisco Bay Area	50.0	Reno, NV	21.0
Monterey/Carmel	29.2	San Diego County	20.1
California Wine Country	29.0	Seattle, WA	17.8
Sacramento/Central Valley	28.4	Yosemite	15.8
Central California Coast	24.2	Phoenix/Scottsdale, AZ	12.2
Los Angeles Area	24.1	Big Sur	11.5
Lake Tahoe	23.3	Portland, OR	11.5
Las Vegas, NV	23.3	Shasta/Cascades	10.1
Half Moon Bay	23.2	Palm Springs	9.3

March+April 2020

Monterey, old and new. As California's original capital city turns 250, we celebrate its many attractions—both historic and modern.

Electric road trip. Fifty years after the first Earth Day, we go on a road trip in an all-electric vehicle and ask, "Are EVs ready to replace the old station wagon of yore?"

Sustainable travel tips. Expert tips on how to travel the world without unduly damaging it in the process.

Weekender: Sutter Creek, CA

Close: 1/6/20
Material due: 1/10/20
In-home 3/13/20

May+June 2020

Great Lakes of the West. Summer in the West is best spent in, on, or next to a big, beautiful body of clear, cool water. Here's our guide to the top spots for summer fun.

Yosemite beyond the Valley. When the Valley gets busy, savvy travelers head instead for Hetch Hetchy, Tuolumne Meadows, and Wawona. Here's our guide to these under-visited gems.

Overtourism. From Big Sur and Yosemite Valley to Amsterdam and Venice, locals and travelers are working hard to make the world's most popular destinations better for everyone.

Weekender: Point Reyes, CA

Close: 3/6/20
Material due: 3/9/20
In-home 5/15/20

DIGITAL ONLY

July+August 2020

Volcanoes. A visitors guide to the volcanic peaks—from Mt. Lassen in California to Mt. Baker in Washington—that define the Pacific Rim.

Southern Oregon road trip. We explore the summer pleasures of Oregon's southwest corner, from Crater Lake to the coast.

World War II in the West. On the 75th anniversary of the war's end, we take readers to sites all over the West where history was made.

Weekender: San Juan Bautista, CA

Close: 5/3/20
Material due: 5/9/20
In-home 7/13/20

September+ October 2020

Sonoma coast road trip. Come fall, the fog clears and the sun shines on the dramatic, unspoiled shores of the beautiful coast north of San Francisco.

College towns of the West. From Pullman to Tempe—with stops in Eugene, Corvallis, Berkeley, and Palo Alto in between—we look at what's happening and what's fun in the West's biggest college towns.

Weekender: Reno, NV

Close: 7/6/20
Material due: 7/10/20
In-home 9/11/20

November+ December 2020

Food Fight: SoCal vs. NorCal Mexican food. You want rice in that burrito? We delve into the age-old rivalry between San Francisco and LA when it comes to Mexican-inspired cuisine—then recommend where to find the best dishes in each.

Hawaii gets real. Where to find the true aloha spirit around the islands.

The Coast Starlight. We take Amtrak all the way up the Pacific Coast and ask, "Could train travel make a comeback?"

Weekender: Petaluma, CA

Close: 9/8/20
Material due: 9/11/20
In-home 11/13/20

DIGITAL ONLY

January+ February 2021

Walking San Francisco. The City by the Bay is best explored on foot. We tell you where to go and what to look for.

The Grand Canyon in winter. As the crowds thin and snow dusts the rims, winter is a magical time at the Canyon.

Weekender: Carmel Valley, CA

Close: 11/6/20
Material due: 11/14/20
In-home 1/15/21



Find *Via*'s editorial features online at viamagazine.com along with an ever-expanding library of content.

2020 e-Newsletter Editorial Calendar



Ad close and material due date		Ad close and material due date	
Mid January	12/16/19	Mid July	6/2/20
LEAD Best National Parks to Visit Now (winter)		LEAD Best Pools and Splash Pads in the West	
BONUS Where to See Northern Lights		BONUS 101 Stops on Highway 101	
Late January	1/2/20	Late July	6/16/20
LEAD Affordable/lesser-known Ski Destinations in the West		LEAD 10 Unesco World Heritage Sites to Visit in the West	
BONUS Best Places to See Redwoods		BONUS Best Beaches	
Mid February	1/14/20	Mid August	7/14/20
LEAD Cruises to Book Now		LEAD Bachelor/Bachelorette Trips That Aren't Vegas	
BONUS Hwy. 1, from Santa Cruz to Big Sur		BONUS Yosemite Beyond the Valley	
Late February	1/28/20	Late August	7/28/20
LEAD Cannery Row (companion to print)		LEAD Quiet Island Escapes Around the West	
BONUS Joshua Tree NP Guide		BONUS Packing Tips	
Mid March	2/11/20	Mid September	8/11/20
LEAD The Sights/Stops Along California's I-5		LEAD Best National Park for You	
BONUS Family-Friendly Spring Break Destinations		BONUS Hawaii/Mexico Travel (bucket list travel)	
Late March	2/25/20	Late September	8/25/20
LEAD Babymoon Destinations in the West		LEAD Best Fall Road Trips in the West and Beyond	
BONUS Winery Experiences		BONUS Fall Festivals/Essential Fall Activities	
Mid April	3/10/20	Mid October	9/8/20
LEAD Smart Travel Tips		LEAD Haunted Houses and Corn Mazes in the West Or Pumpkin Patches	
BONUS Ecotourism Adventures to Book Now		BONUS Sonoma Coast Road Trip	
Late April	3/24/20	Late October	9/22/20
LEAD Honeymoon Destinations in the West		LEAD Affordable Fall/Winter City Breaks	
BONUS Alternate Destinations for Popular Places		BONUS Phoenix, Arizona: Must-Visit Spots and Hidden Gems	
Mid May	4/7/20	Mid November	10/6/20
LEAD Essential Things to Do in Vegas		LEAD How to be a responsible tourist / travel like a local	
BONUS Disneyland		BONUS Volunteering/give back	
Late May	4/21/20	Late November	10/20/20
LEAD Updated Big Sur Guide		LEAD Last Minute Holiday Travel	
BONUS Camping Checklist: Everything You Need for a Successful Trip		BONUS TK Things to do this Winter	
Mid June	5/5/20	Mid December	11/3/20
LEAD Great Destinations to Explore with Friends / Trips to Take with Friends		LEAD Unexpected Places to Spend the Holidays	
BONUS Yellowstone Guide		BONUS Holiday Gift Guide	
Late June	5/19/20	Late December	11/17/20
LEAD Mountain Towns for Summer Fun		LEAD 2021 Travel Trends to Get Behind?	
BONUS Iceland Ring Road Trip Itinerary		BONUS Hawaii Gets Real	



Via magazine

RATE BASE
2,950,000

TOTAL READERS
6,500,000

CIRCULATION REGION

Northern California
Arizona
Nevada
Utah
Montana
Wyoming
Alaska

	1x	2x	4x
4 COLOR			
Full Page	\$36,422	\$34,603	\$32,776
2/3 Page	26,877	25,534	24,182
1/2 Page	21,114	20,060	18,997
1/3 Page	14,390	13,676	12,954
B&W			
Full Page	\$28,696	\$27,259	\$25,823
2/3 Page	21,488	20,408	19,346
1/2 Page	16,974	16,124	15,274
1/3 Page	11,483	11,483	10,336

All rates are net

DIGITAL REQUIREMENTS

Print ads must be uploaded to <https://viamagazine.sendmyad.com>.

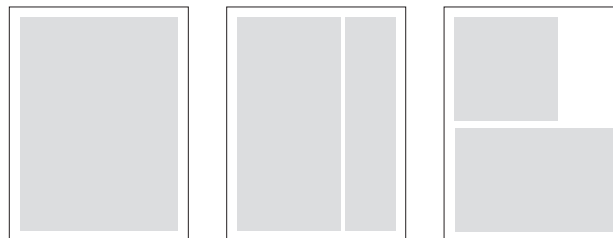
Ads must be submitted as PDF-X1a. Files must be high resolution (300 dpi) with fonts embedded. CMYK or grayscale only (no spot colors, RGB, LAB, or ICC color profiles) with a maximum density of 300.

Trim and bleed marks should be included with bleed-mark offset at .1667 inch (1 pica).

EXTENSIONS & QUESTIONS

No extensions will be granted without approval. For extensions or questions, contact: Natasha Alcala at (925) 274-8168 or natasha.alcala@norcal.aaa.com.

Trim size: 8" x 10.5"
Bleed size: 8.25" x 10.75"



Full Page
7" x 9.5"
(live copy area)
or
8.25" x 10.75"
(bleed)

2/3 Page Vertical
4.625" w x 9.5" h

1/3 Page Vertical
2.25" w x 9.5" h

1/3 Square
4.625" w x 4.625" h

1/2 Page Horizontal
7" w x 4.625" h



VIA MAGAZINE Travel Guide

RATE BASE
2,950,000

TOTAL READERS
6,500,000

CIRCULATION REGION

Northern California
Arizona
Nevada
Utah
Montana
Wyoming
Alaska

	1x	2x	4x
4 COLOR			
1/3 Page	\$11,040	\$10,490	\$9,940
4 inch	5,520	5,240	4,970
3 inch	4,160	3,950	3,740
2 inch	2,820	2,670	2,540
1 inch	1,460	1,380	1,310
B&W			
1/3 Page	\$8,820	\$8,380	\$7,940
4 inch	4,410	4,190	3,970
3 inch	3,340	3,170	3,010
2 inch	2,250	2,130	2,020
1 inch	1,160	1,100	1,050

All rates are net

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Trim size: 8" x 10.5"
Bleed size: 8.25" x 10.75"

1/3 Travel Guide

4.4" w x 4" h
or
2.125" w x 8" h

4-inch

2.125" w x 4" h

3-inch

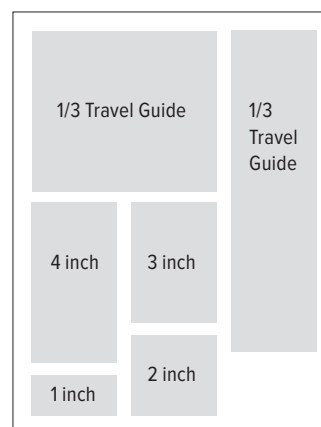
2.125" w x 3" h

2-inch

2.125" w x 2" h

1-inch

2.125" w x 1" h



Ads may not be less than 1 column inch in depth. Columns are 2 1/8" wide. Ads exceeding 4" will be billed at the rate of a 4" ad plus the incremental inches.



VIA MAGAZINE

Discover Insert

Discover is a special advertising section inserted into 500,000 targeted copies of each issue of *Via*. Ad units include native content plus traditional ad space.

CIRCULATION

500,000 affluent (\$75,000+) AAA homes in the Greater Bay Area and Sacramento

Issue & Dates	Full-Page plus Sponsored Content	Half-Page plus Sponsored Content	1/3-Page plus Sponsored Content
Spring	\$16,000	\$9,500	\$5,700
Close: 12/7/19 Materials: 12/14/19 In-home: 3/13/20			
Summer	\$16,000	\$9,500	\$5,700
Close: 2/14/20 Materials: 2/21/20 In-home: 5/15/20			
Fall	\$16,000	\$9,500	\$5,700
Close: 6/15/20 Materials: 6/22/20 In-home: 9/11/20			
Winter	\$16,000	\$9,500	\$5,700
Close: 8/16/20 Materials: 8/23/20 In-home: 11/13/20			

All rates are net

NATIVE CONTENT MATERIALS

Full page + full-page ad

- Full-page ad
- Two 4/c photos
- 375 words of copy

Half page + half-page ad

- Half-page ad
- One 4/c photo
- 225 words of copy

1/6 page + 1/3-page ad

- 1/3-page ad
- One 4/c photo
- 50 words of copy

Co-op Page

- One 4/c photo 2.25"W x 1.75"H
- 300 dpi, JPG (bigger photo will be cropped)
- 50 words of copy, phone # and website

CONTACT INFORMATION

Please email ad (high resolution pdf file) to:

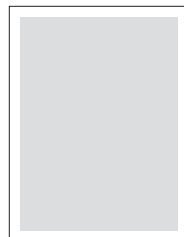
Via Advertising
Attn: Natasha Alcala
natasha.alcala@norcal.aaa.com
AAA Northern CA, NV & UT
1277 Treat Blvd., Suite 1000,
Walnut Creek, CA 94597

Please submit photos and native content copy by email to:
natasha.alcala@norcal.aaa.com

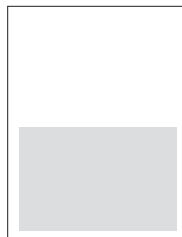
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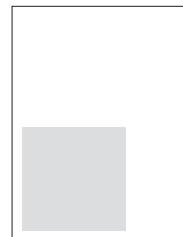
Bleed size: 8.25" x 10.75"



Full Page
7" x 9.5"
(live copy area)
or
8.25" x 10.75"
(bleed)



1/2 Page
7" w x 4.625" h



1/3 Page
4.625" w x 4.625" h

DIGITAL

Website Ads

Viamagazine.com is migrating to AAA.com, and site traffic will increase by 10 times to 1 million impressions.

CURRENT REACH

120k avg. unique visitors per month

360k avg. page views per month

Desktop/Laptop

LEADERBOARD

Desktop:

728 x 90 pixels
JPEG or GIF

Mobile:

320 x 50 pixels
JPEG or GIF

Mobile

**MEDIUM
RECTANGLE**
300 x 250 pixels
JPEG or GIF

Desktop:

Top of sidebar

Mobile:

Bottom of article

DIGITAL

e-Newsletter

Bi-weekly newsletter sent to 1.1 million opt-in AAA Members



SPONSORED

Pacific Grove on the Monterey Peninsula

Pacific Grove, a charming town on the Monterey Peninsula is known for its unique, colorful hotels and houses.

PacificGrove.org

SPONSORED CONTENT

Image specs: 360 x 300 pixels, JPEG or GIF, no text or logos on the image—NO EXCEPTIONS.

Headline: 2 lines max (about 40 characters with spaces).

Copy: 4 lines max (about 100 characters with spaces).

URL or call-to-action: 1 line max (about 25 characters).

\$9,000 net



Dry Creek Valley—Sonoma Wine County's Premier Wine & Food Festival

Don't miss out! Celebrate Passport's 30th Anniversary with food, music & of course, lots of wine! [Tickets available here.](#)

SMALL SPACE

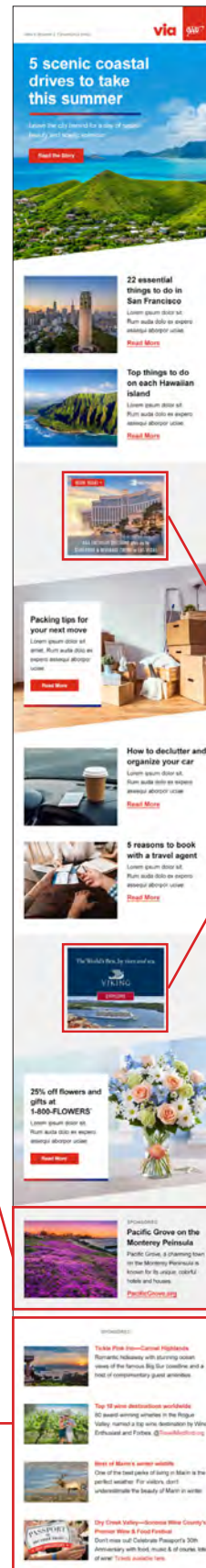
Image specs: 200 x 128 pixels, JPEG, PNG, or GIF.

Headline: 1-2 lines (about 38 characters with spaces per line).

Subhead: 3-4 lines (about 40 characters with spaces per line).

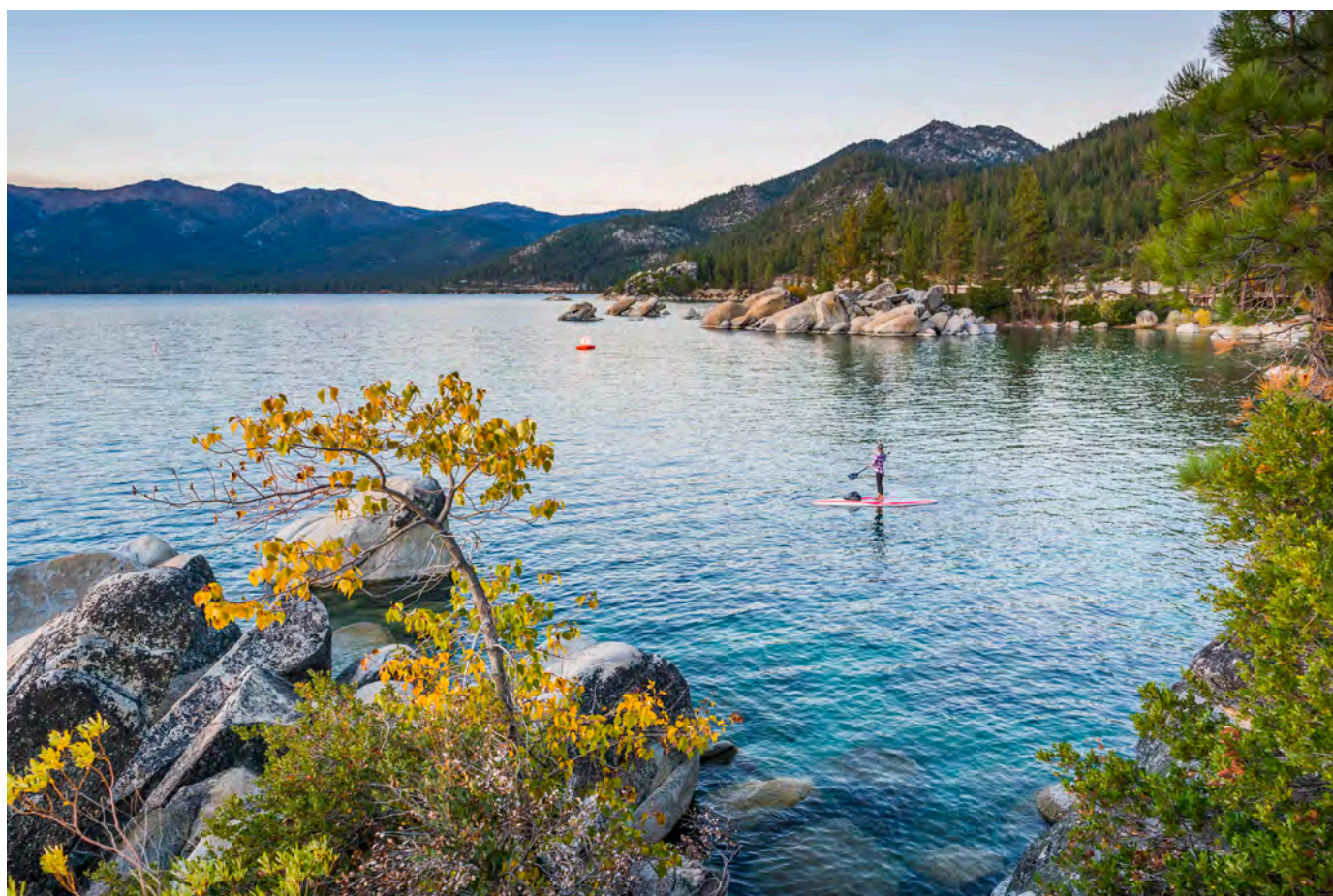
Maximum 5 lines total.

\$4,000 net



LARGE SPACE

Image specs: 300 x 250 pixels, JPEG or GIF, and URL.
\$12,000 net



Thank you.

If you have any questions please contact: