



2020 MEDIA KIT

# journey







*The largest circulation in the Pacific Northwest*

# journey

**700,000+** circulation

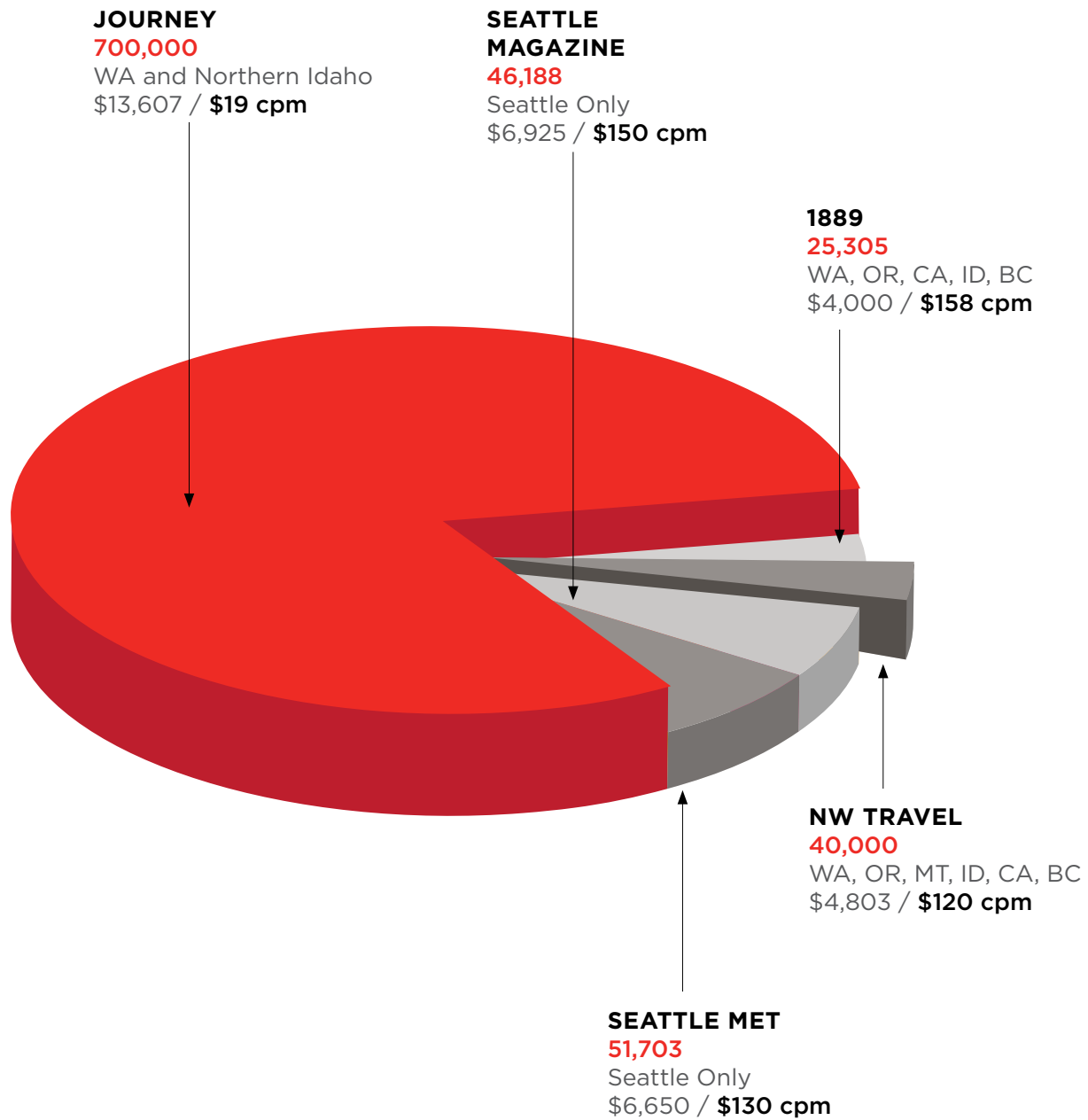
The largest circulation in the Pacific Northwest

**1.2 million readers** 

 <p><b>Age Breakdown</b>  18-34: 12%  35-54: 27%  55-64: 25%  65+: 36%  <b>AVERAGE AGE: 58</b></p>	<p><b>56%</b> </p>	<p>REACH:  <b>1 of 3 households</b>  in Washington  &amp; Northern Idaho</p>
<p><b>44%</b> </p>	<p><b>87%</b> are homeowners </p>	
<p>AVERAGE HOME VALUE:  <b>\$508,000</b></p>		

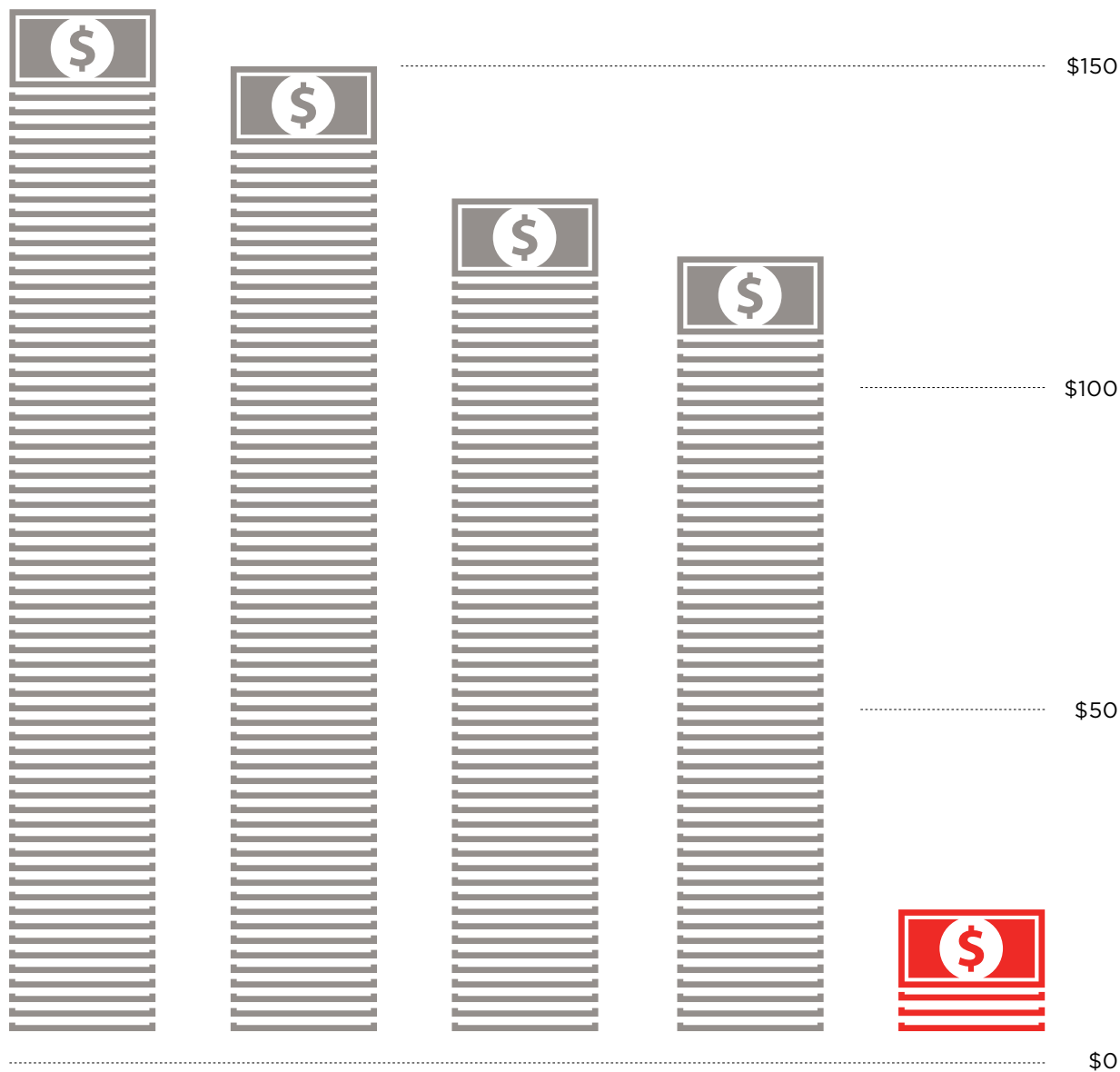
# Why Settle for a Slice When You Can Reach the Whole Pie?

CIRCULATION COMPARISON OF PACIFIC NORTHWEST REGIONAL PUBLICATIONS



# Significant Savings

COST PER THOUSAND COMPARISON OF PACIFIC NORTHWEST PUBLICATIONS



**\$158**  
**1889**  
 25,305  
 WA, OR, CA,  
 ID, BC  
 \$4,000

**\$150**  
**SEATTLE  
 MAGAZINE**  
 46,188  
 Seattle Only  
 \$6,925

**\$130**  
**SEATTLE MET**  
 51,703  
 Seattle Only  
 \$6,650

**\$120**  
**NW TRAVEL**  
 40,000  
 WA, OR, MT,  
 ID, CA, BC  
 \$4,803

**\$19**  
**JOURNEY**  
 700,000  
 WA and  
 North Idaho  
 \$13,607

# Meet Journey Readers



## THEY LOVE TO TRAVEL:

1,010,857

take at least three road trips every year.

845,572

take three vacations every year.

485,766

use Journey when planning a trip.

693,952

travel by plane every year.

## THEY ARE ENGAGED:

86%

read at least three out of four  
issues.

73%

prefer to receive info  
on AAA in print.

## THEY ARE AFFLUENT:

On average, Journey reader households earn \$12,000 more than non-reader households in Washington and Northern Idaho.

## THEY ARE EDUCATED:

Journey readers are 44% more likely to have a post-graduate degree than the average Washington and Northern Idaho adult.



## THEY ARE ACTIVE:

When compared to the average Washington and Northern Idaho adult, Western Journey readers spend more, travel more often, and live more active lifestyles.

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# 2020 Editorial Calendar\*

## jan/feb

Ad close: 10/30/19  
Materials close: 11/15/19

### FEATURES:

Top Cruise Destinations  
Universal Studios  
Scotland

### NW GETAWAYS:

Long Beach in Winter  
Secret Ski Hills

## mar/apr

Ad close: 12/27/19  
Materials close: 1/8/20

### FEATURES:

Family-Friendly Hawaii  
PNW Minor League  
Baseball Stadiums  
Alaska's Chilkoot Trail

### NW GETAWAYS:

North Vancouver  
Places to see flowers

## may/jun

Ad close: 2/28/20  
Materials close: 3/12/20

### FEATURES:

Mount St. Helens  
Waterparks  
Full Moon Tides

### NW GETAWAYS:

Tri-Cities/Washington  
Antique Trail

## jul/aug

Ad close: 5/11/20  
Materials close: 5/19/20

### FEATURES:

Night Sky Watching  
Alaska's Wild Summer Flavors  
Northwest Aircraft Overhead  
Disaster Planning for Your  
Household and Neighborhood

### Q&A:

Wildfire Safety at Home and  
on the Road

## sep/oct

Ad close: 6/29/20  
Materials close: 7/9/20

### FEATURES:

Fall Wildlife Frolics  
Glacier Tastes  
City Larches in Fall  
Retirement Destination Trends

### Q&A:

Poetry Across Washington

## nov/dec

Ad close: 9/3/20  
Materials close: 9/17/20

### FEATURES:

Wolf Watching  
Holiday Celebrations  
New Year Travel  
Resolutions

### NW GETAWAYS:

Mount Hood  
Most-Threatened  
Treasures

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\* Subject to Change

# Journey

print advertising rates

Washington State and Northern Idaho:  
**700,000 circulation**

inside	1x	3x	6x
<b>full page</b>	\$13,607	\$12,929	\$12,243
<b>2/3 page</b>	\$10,524	\$10,052	\$9,502
<b>1/2 page</b>	\$8,169	\$7,756	\$7,354
<b>1/3 page</b>	\$5,174	\$4,919	\$4,653
<b>1/6 page</b>	\$3,113	\$2,956	\$2,798

## covers

<b>covers 4</b>	\$15,650	\$14,864	\$14,089
<b>covers 2, 3</b>	\$14,620	\$14,108	\$13,158

Puget Sound only:  
**420,000 circulation**

inside	1x	3x	6x
<b>full page</b>	\$10,995	\$10,495	\$9,995
<b>2/3 page</b>	\$6,365	\$6,050	\$5,680
<b>1/2 page</b>	\$5,495	\$5,245	\$4,995

**Rate Card:** 22  
**Effective:** January 2020  
**Rate Base:** 700,000  
All rates are NET

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## Digital Requirements

Preferred format is PDF/x1a:2001. Other accepted file formats include InDesign, Illustrator and Photoshop. 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 CYMK 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 CYMK. 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.

## Contact Information

For production information or questions, please contact Stacie Holder, Production Manager at 425.467.7724, E-mail: StacieHolder@aaawa.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.

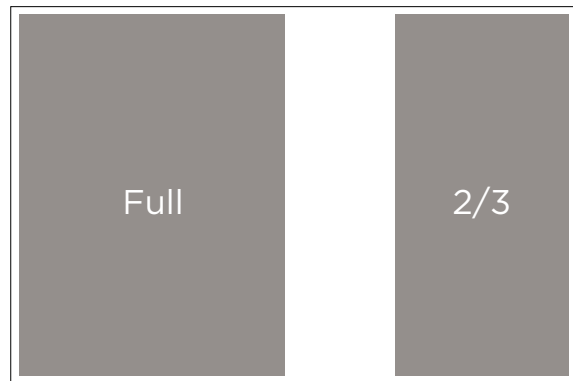
### SEND ALL MATERIALS TO:

STACIE HOLDER  
3605 132nd Avenue SE  
Bellevue, WA 98004  
Phone: (425) 467-7724 / FAX: (425) 467-7729  
E-Mail: StacieHolder@aaawa.com

## Advertising Sizes

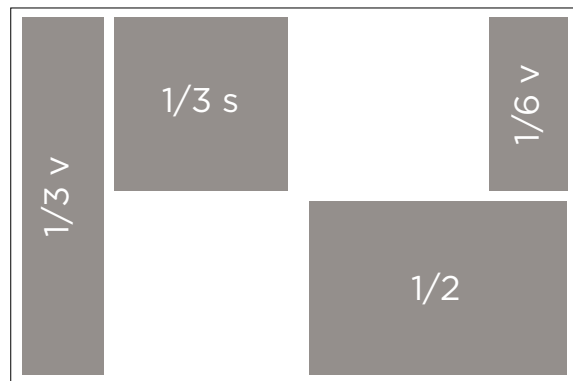


**Live:** 15"W x 10"H  
**Bleed:** 15.75"W x 10.75"H  
**Trim:** 15.5"W x 10.5"H



**Live:** 7.25"W x 10"H  
**Bleed:** 8"W x 10.75"H  
**Trim:** 7.75"W x 10.5"H

**2/3 Vertical:**  
4.5"W x 9.5"H



**1/3 Square:**  
4.5"W x 4.625"H

**1/2 horizontal:**  
6.875"W x 4.625"H

**1/3 vertical:**  
2.125"W x 9.5"H

**1/6 vertical:**  
2.125"W x 4.625"H

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



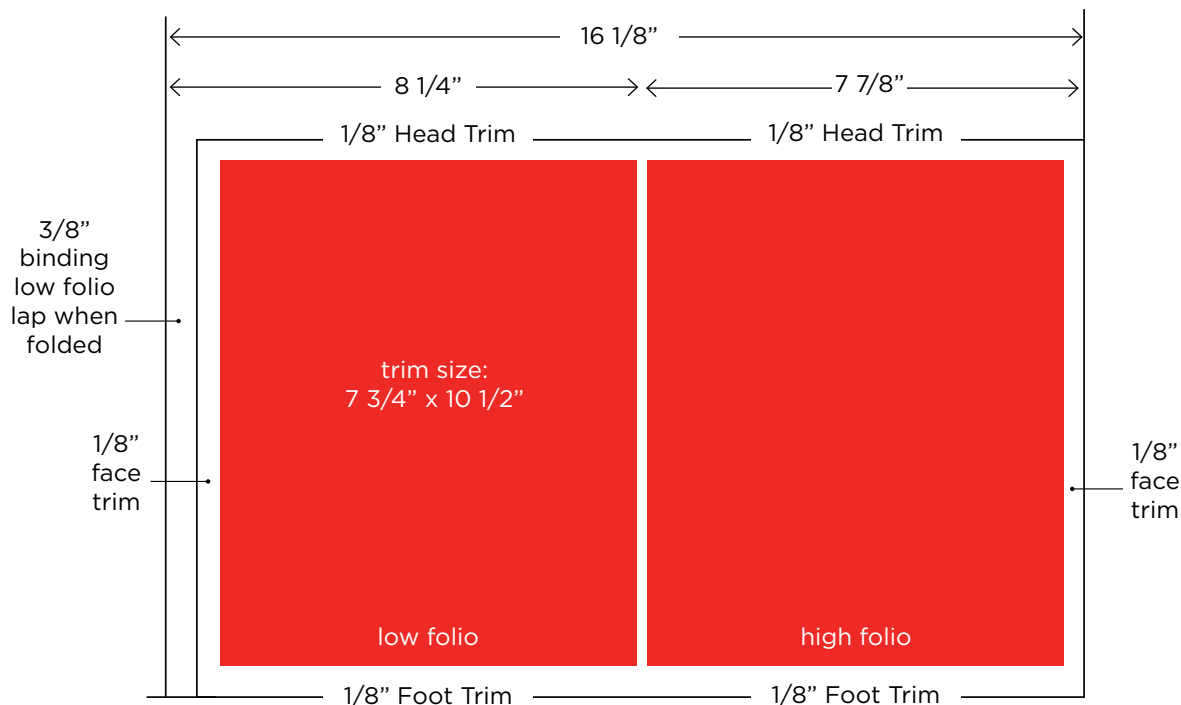
## MULTIPLE PAGE INSERT

### FULL PAGE SIZE:

Flat size .....16 1/8" (length) x 10 3/4" (height)  
.....(includes 1/8" head trim, 1/8" foot trim, 1/4" face trim)

Folded size .....8 1/4" low folio (length) x 10 3/4" (height)  
.....7 7/8" high folio (length) x 10 3/4" (height)

Supply folded with a low-folio lap.



Always call publication for deadline date for inserts to arrive at bindery, complete production specifications or to get a printing estimate.

### Copy/Bleeds

Keep text 1/4" or more away from the trim. Background screens or color can bleed. Final trim size is 7 3/4" x 10 1/2". Jogs to foot, with a 1/8" foot trim.

### Perforations

Perforations must be offset 1/4" from the fold.

### Postal Regulations

Consult the USPS Postal Domestic Mail Manual or contact your local postmaster to conform inserts designed for mailing (i.e. a BRC) to postal specifications.

### Stock

Postal regulations stipulate Business Reply Cards (BRCs) of at least .077 caliper.

### PLEASE SEND SAMPLE INSERT TO:

Stacie Holder, AAA Washington, 3605 132nd Ave. SE, Bellevue, Washington 98009, (425) 467-7724

### Shipping Information

Ship inserts to:  
Creel/LSC Communications  
attn: Damien Paredes, AAA Washington  
6330 West Sunset Road  
Las Vegas, NV 89118, (702) 784-4949

### Cartons & Skid Identification

- 1) Job name, issue mailing
- 2) Quantity of inserts per carton and total quantity
- 3) Regional edition or version, if applicable
- 4) There can only be one version per pallet when inserts are packed loose on skids.
- 5) All shipments must contain a manifest which itemizes all product contained in the shipment.
- 6) Cartons must be brick stacked on pallets. All pallets with loose material must be plastic pallet wrapped. Pallets are not to exceed 42" x 48" with four-way entry and three 4" high runners.

# Dedicated eBlast

featured offers

Dedicated eBlast is our most effective digital vehicle! Click through rate ranges from 1% to as high as 7%.

Sent four times a month. Creative for your Dedicated eBlast is due 15 days prior to chosen send date.

## distribution

91,000 opt-in AAA Members in Washington and Northern Idaho.

AAA will provide performance metrics via unique visitors, total click throughs, open rate, total received emails and more.

## specs

- Provide finalized HTML (no JavaScript) or high resolution PDF. 600 Pixels wide.
- No Flash, or animated gifs.
- Provide Preheader Text. This is important as it provides a member additional information on what's inside the eblast.
- Provide a Subject Line for the eBlast. Up to seven words.
- Provide a URL to your landing page.

**net cost: \$5,999**

The image shows a screenshot of an eBlast. At the top, there is the AAA logo and the text 'FEATURED OFFERS'. Below that is the MGM RESORTS logo. The main visual is a photograph of a resort pool area with lounge chairs and a waterfall. Below the photo, the text reads: 'Summer is Coming, Vegas is Calling', 'Receive an exclusive 10% off hotel rates when you book MGM Resorts with AAA', and a paragraph of descriptive text about MGM Resorts. At the bottom, there is a 'Book Now' button with a right-pointing arrow.

# Weekends eNewsletter

digital spotlight

Weekends eNewsletter targets AAA Members while providing messaging from our advertising Partner's offering discounts for their products/services.

## distribution

33,000 opt-in AAA Members in Washington and Northern Idaho.

AAA will provide performance metrics via unique visitors, total click throughs, open rate, total received emails and more.

## specs

- Title copy up to 7 words.
- Body copy up to 60 words.
- High resolution jpeg image, minimum of 1200 pixels.
- No logo within Spotlight.
- Provide call-to-action. IE: "15% off."
- Provide a URL to your landing page.

net cost: \$995

**AAA**  
| WEEKENDS |

**Weekend Getaway: Sequim, Washington**  
The Olympic Peninsula's rain shadow makes Sequim a smart stop for those searching for sunny skies and the soothing scent of lavender. The charming Dungeness Valley town is no longer just a stop on the way to Port Angeles and Olympic National Park, but a stand-alone destination with a walkable downtown and endless natural beauty.

[Relax on the Peninsula >](#)

**5 Things to Do This Weekend**

**ENJOY THE OUTDOORS**  
Ocean Shores' Grays Harbor County Festival of Colors returns this weekend. Bring your kites or enjoy the competitive team kite-flying. For more outdoor fun, head to Republic, Washington state's oldest gold-mining town, to see gold panning demos and competitions or join a fun run at Prospector's Days. In addition, Vancouver's Band on the Beach Shakespeare Festival begins this weekend and runs until September.

**DANCE IN SEATTLE**  
Seattle International Dance Festival kicks off this weekend with contemporary dance works and workshops at Capital Hill's Broadway Performance Hall and Erickson Theatre. Art on the Fly is a companion, free festival with live performances, dance classes and more, at the South Lake Union Farmers Market on June 8.

[View More Events >](#)

**Explore the Shores**  
When you visit Ocean Shores you'll discover why it's one of Washington's favorite getaway and convention destinations. Whether you're looking for fun, high-energy activities or a serene setting to spend quiet time, Ocean Shores truly has something for everyone! Break away from the day-to-day world to a place where fresh sea air will relax your mind and refresh your senses.

[MORE THAN A BEACH >](#)

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# Discounts eNewsletter

## digital spotlight

Discounts eNewsletter targets AAA Members While providing messaging from our advertising Partner's offering discounts for their products/services.

### distribution

77,500 opt-in AAA Members in Washington and Northern Idaho.

AAA will provide performance metrics via unique visitors, total click throughs, open rate, total received emails and more.

### specs

- Title copy up to 7 words.
- Body copy up to 60 words.
- High resolution jpeg image, minimum of 1200 pixels.
- No logo within Spotlight.
- Provide call-to-action. i.e.: "15% off."
- Provide a URL to your landing page.

**net cost: \$1,495**

The screenshot displays the 'Discounts to Rewards' eNewsletter interface. At the top, there is a blue banner for the 'Annual Sidewalk Sale' with a '15%' off icon, stating that members and nonmembers save 15% off everything in AAA Travel Stores, and 30-70% off on select merchandise. Below this are several promotional cards:

- Hard Rock Cafe:** Features a photo of a person holding a large burger. Text: 'Save 10% on food, nonalcoholic beverages and non-charity merchandise. Experience the Hard Rock's fantastic food, exceptional service, awesome rock memorabilia and quality collectible merchandise while you enjoy cool music in a fun-filled atmosphere! Locations nationwide, including Seattle!' CTA: 'Eat Up the Savings >'
- Seattle Storm:** Features a photo of a player on a field. Text: 'Tickets starting at just \$15 for several marquee matchups as the Storm look to defend their championship this season! Join 2018 WNBA Champions, Seattle Storm, for AAA Member Appreciation Nights and save on select games.' CTA: 'Buy Tickets >'
- Summer Escape to Victoria, BC with Clipper Vacations:** Features a photo of a ferry boat. Text: 'Hop aboard the newer, bigger Victoria Clipper ferry from Seattle for a quick and easy getaway! See the world famous Butchart Gardens, dine at fresco, visit the Royal BC Museum and relax while enjoying Canada's most walkable city. Save big when booking a Clipper overnight hotel package. Plus, kids are half price!' CTA: 'PLAN YOUR TRIP >'
- AAA PetSpot:** Features a photo of a dog. Text: 'Find great savings on pet supplies and services, as well as pet travel and safety tips, articles, dog parks and emergency animal clinics. AAA is committed to keeping your four-legged family members healthy and happy.' CTA: 'Fetch >'
- Ticket Monster:** Features a collage of people at an event. Text: 'Special AAA member discounts and exclusive entertainment offers nationwide. Never pay full price again! Ticket Monster is your ultimate entertainment hub. Whether you are looking for a family getaway or a night out with friends, Ticket Monster has everything you need for a fun-packed experience.' CTA: 'Search & Save >'

# Sponsored Content

eNewsletter

facebook

With the introduction of sponsored content, advertising partners now have the ability to reach our readers with their complete message. Sponsored content will appear on the Journey Magazine website, making it easier to grab the attention of AAA members.

Sponsored content will be pushed out via eNewsletter and Facebook.

## distribution

- Emailed to 22,000 opt-in AAA Members in Washington and Northern Idaho.
- Facebook ads across Washington and Northern Idaho.

AAA will provide performance metrics via unique visitors, total click throughs, open rate, total received emails and more.

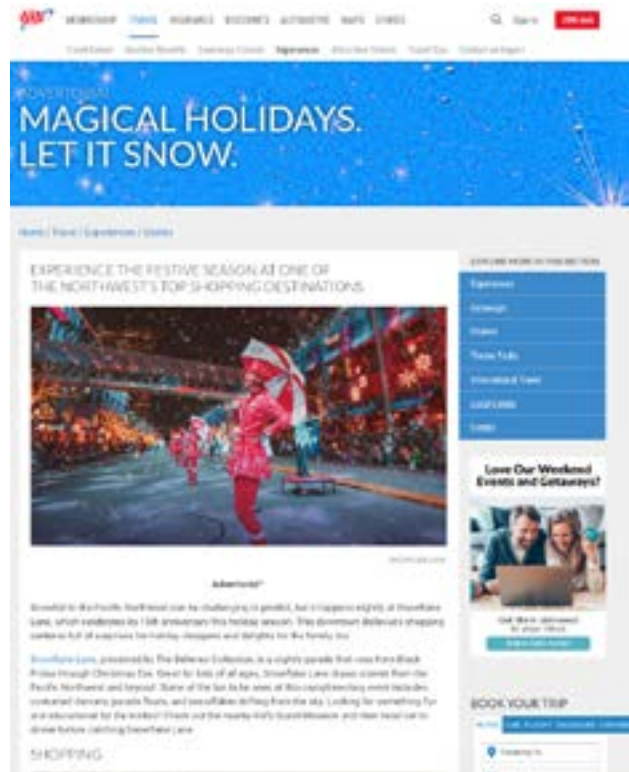
## sponsored content specs

- Article - up to 800 words
- Two photos - 1400 x 800 each

## eNewsletter & facebook specs

- Title copy up to 40 characters with spaces.
- Body copy up to 60 words.
- JPEG or GIF image, 360 x 300 pixels.
- No text or logos on images.
- Provide call-to-action. IE: "15% off."
- Provide a URL to your landing page.

**net cost: \$2,999**



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# Social Media

co-branded facebook ads

Co-branded Facebook ads are a powerful tool in reaching new customers through social media. Use the AAA name to help promote your business.

- Choose your audience
- Choose your budget
- Multiple photos or video
- Date specific
- Ads may also be seen on Instagram.

## specs

- Body copy up to 60 words.
- High resolution jpeg image, minimum of 1200 pixels.
- Provide a URL to your landing page.

**minimum budget: \$1,000**

The image shows a Facebook advertisement for Alaska Railroad. The ad is titled "AAA Washington with Alaska Railroad." and is published by a Facebook Admin Account on March 5 at 11:41am. The main text of the ad reads: "The trip of a lifetime awaits you on Alaska Railroad! Relax while enjoying views of spectacular landscapes and unparalleled wildlife, or take an exciting excursion to explore Denali National Park or cruise among glacial icebergs. From daytrips to week-long adventures, the options are endless! Packages and schedules: [www.alaskarailroad.com](http://www.alaskarailroad.com)." Below the text is a large image of an Alaska Railroad train traveling through a scenic mountain landscape. The ad includes the Alaska Railroad logo, the website URL "ALASKARAILROAD.COM", and a "Learn More" button. The ad's performance is shown as "40,491 people reached" with a "Boost Unavailable" button. The ad also shows engagement metrics: 55 reactions, 12 shares, and 1 comment. A comment from Katherine Beak says "That would be so fun!" and is dated "1w".

**John Stubb**

Senior Account  
Representative

[johnstubb@aaawa.com](mailto:johnstubb@aaawa.com)

(D) 425.467.7755

(M) 425.890.7996

(F) 425.467.7729

(T) 800.562.2582 x7755

Sign: Libra  
5'10"

AAA JOURNEY / 3605 132ND AVENUE SE, BELLEVUE, WA 98006

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