



2022 MEDIA KIT

# journey



Naches Peak Loop  
trail - Mt Rainier NP,  
Chinook Pass.  
Photo: Svetlana57/  
gettyimages

*The largest circulation in the Pacific Northwest*

# journey

**730,000+** circulation

The largest circulation in the Pacific Northwest

**1.2 million readers** 



**Age Breakdown**

18-34: 18%  
35-54: 26%  
55-64: 20%  
65+: 34%

**AVERAGE AGE: 56**

**53%** 

**47%** 

REACH:

**1 of 4 households**  
in Washington  
& Northern Idaho

**87%** are homeowners 

AVERAGE HOME VALUE: **\$579,000**

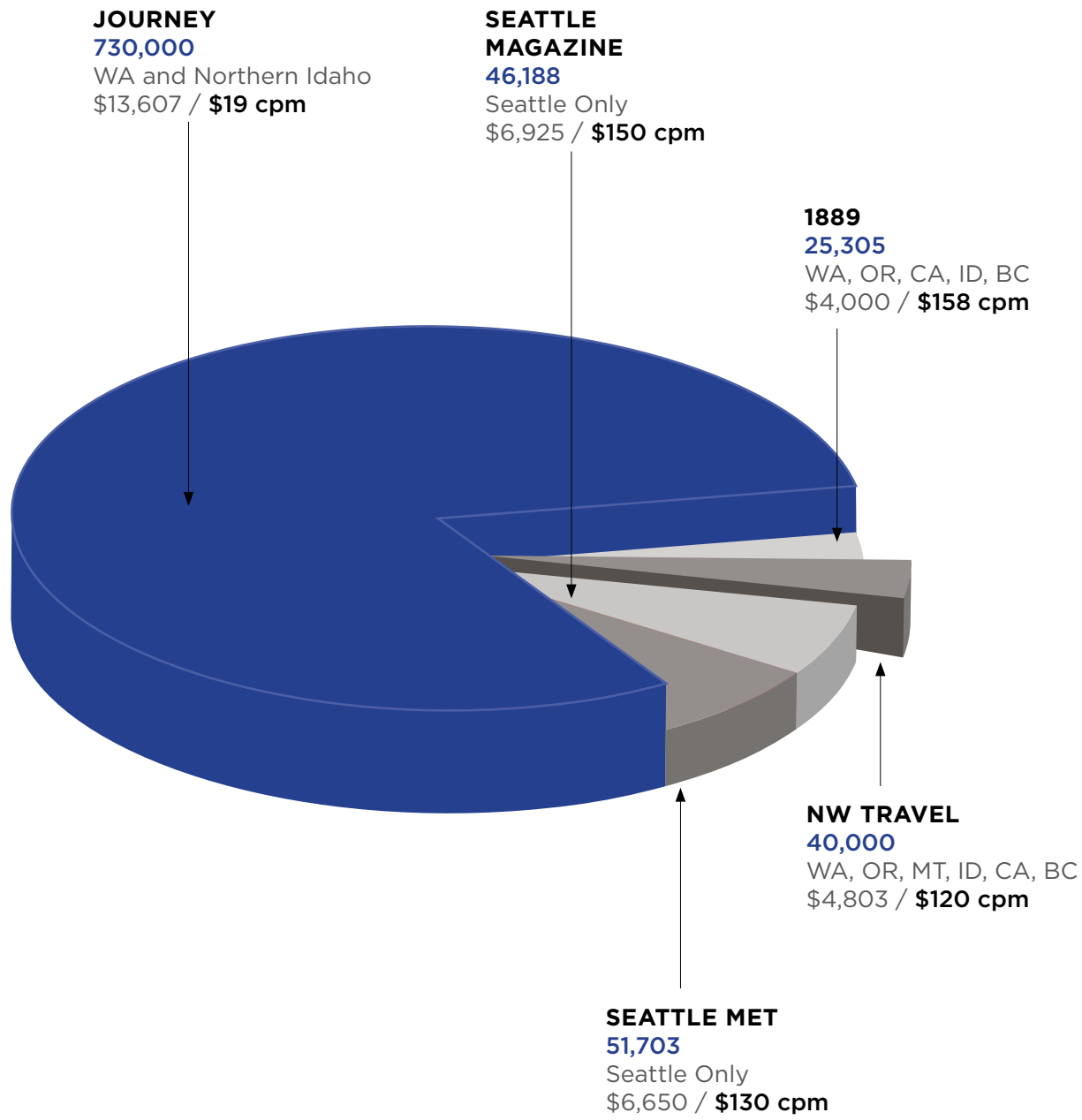
**\$119,000**

AVERAGE INCOME



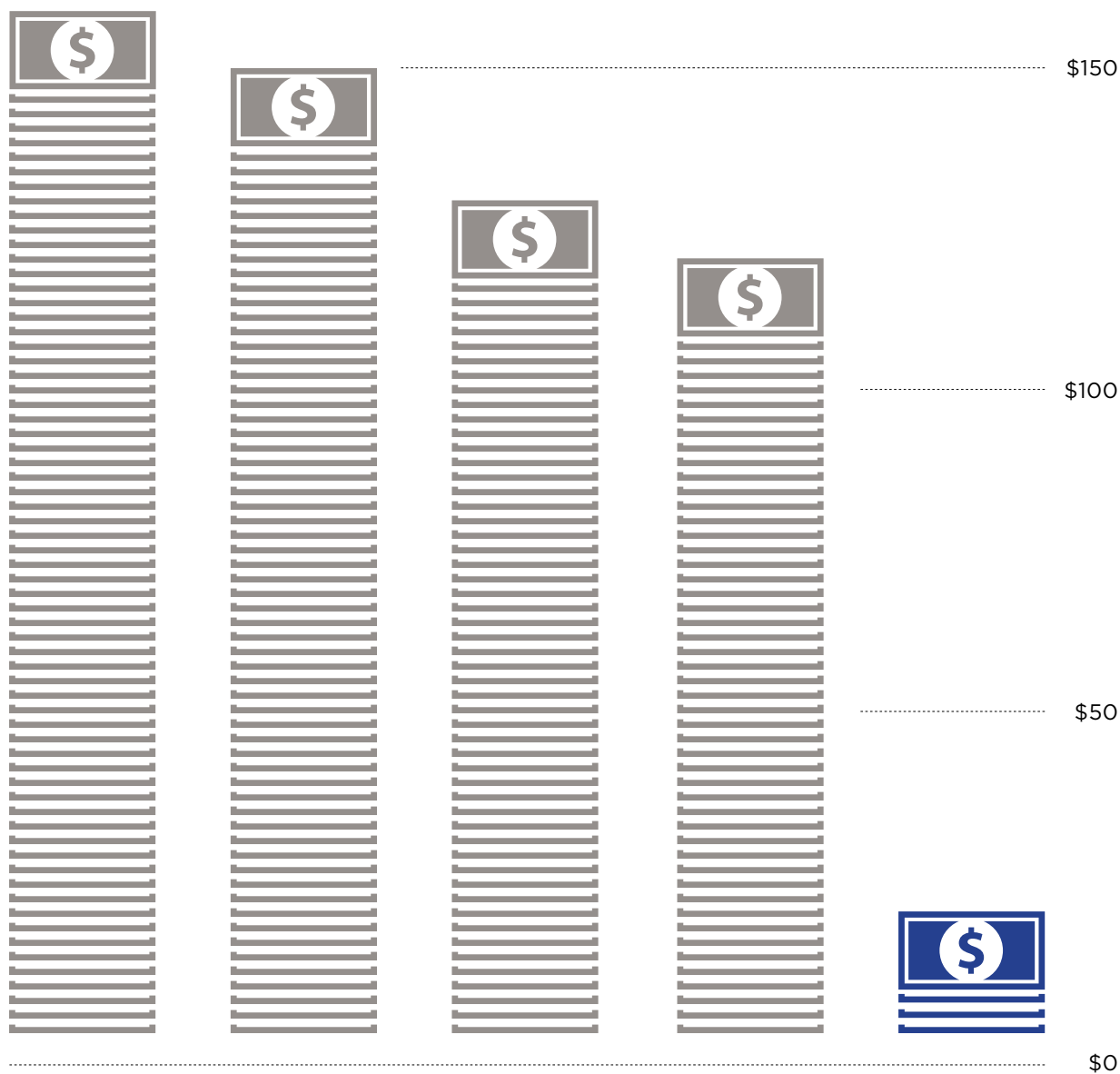
# Why Settle for a Slice When You Can Reach the Whole Pie?

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**  
 730,000  
 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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# 2022 Editorial Calendar\*

## winter

Ad close: 10/29/21  
Materials close: 11/10/21  
In Homes: 12/28/21

### TOPICS:

Dream Cruise Destinations  
The Kinseys Profile  
Snowshoeing Destinations  
Oregon Coast in Winter  
Black History Attractions PNW

## spring

Ad close: 1/24/22  
Materials close: 2/7/22  
In Homes: 3/28/22

### TOPICS:

Egypt Off the Beaten Track  
Hawaii Hiking  
Lesser-Known Washington Ferries  
Whistler in Spring  
Spokane to Tri-Cities Road Trip  
Fishing Destinations

## summer

Ad close: 4/25/2022  
Materials close: 5/9/22  
In Homes: 6/27/22

### TOPICS:

Blue Highways/Small Towns  
Europe Cruising  
Key Peninsula Backwoods Escape  
Whidbey Island Scenic Byway  
Golf Destinations

## fall

Ad close: 7/26/22  
Materials close: 8/9/22  
In Homes: 9/26/22

### TOPICS:

Crossing the Columbia  
Yellowstone in October  
Juneau Off the Beaten Track  
Northwest Passage Scenic Byway (Idaho)  
Birdwatching Destinations  
PNW

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\* Subject to Change

# Journey

## print advertising rates

Washington State and Northern Idaho:  
**730,000 circulation**

inside	1x	2x	4x
<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:  
**425,000 circulation**

inside	1x	2x	4x
<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:** 24  
**Effective:** January 2022  
**Rate Base:** 730,000  
All rates are NET

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# Dedicated eBlast

featured offers

Dedicated eBlast is our most effective digital vehicle! Our open rate is about 25%. Click through rate ranges from 1% to as high as 7%.

Creative for your Dedicated eBlast is due 15 days prior to chosen send date.

## distribution

85,000 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



FEATURED OFFERS



KETCHIKAN



ALASKA

Wild days.



Free stays.

Make your vacation an AKtion

Ketchikan is just 90 minutes from Seattle by air--and we have great summer deals!

Cape Fox Lodge - 4th night free (code AAA/FREENIGHT)  
The Landing Hotel - 5th night free (that's 25% off)

Plus, discounts at the Inn at Creek Street and a fishing package at Alaska Traveler Accommodations.

Places to Stay Special Offers

**Ketchikan. Alaska awaits.**



# Weekends eNewsletter

digital spotlight

Weekends eNewsletter targets AAA Members while providing messaging from our advertising partner's. Perfect for promoting weekend getaways.

## distribution

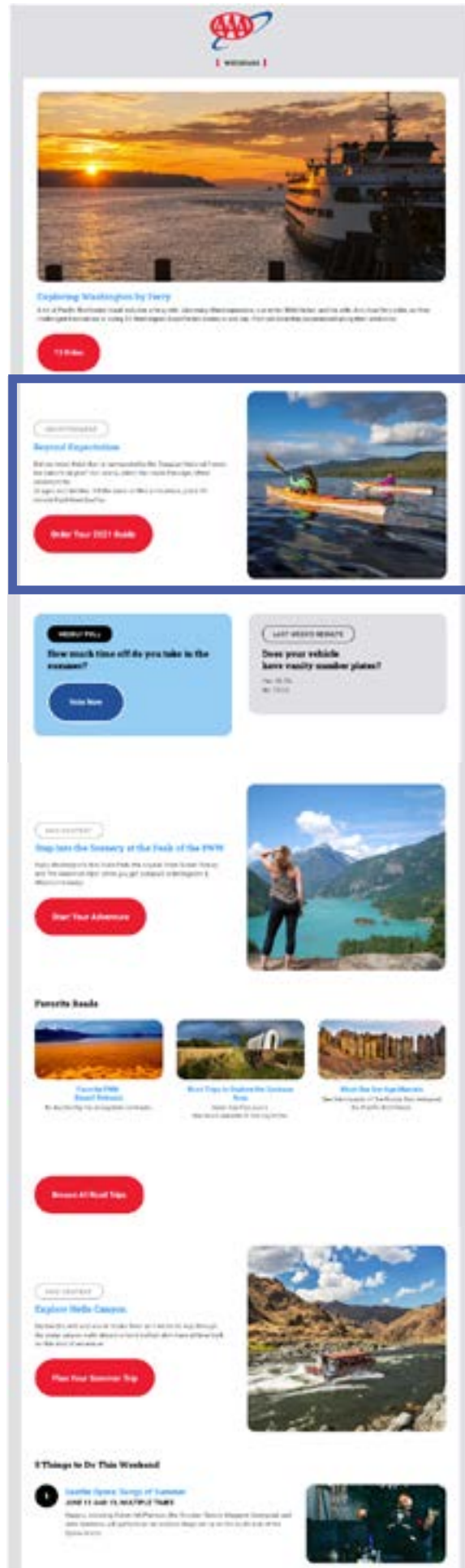
86,000 AAA Members in Washington and Northern Idaho.

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

## specs

- Title: 60 characters max.
- Main Copy: 200 characters max.
- Image Size: Desktop - 640x600 px, Mobile - 960x448 px; 72dpi, minimum.
- No logo within Photos.
- Call-to-Action: 20 characters max. IE: "15% off."
- Provide a URL to your landing page.

**net cost: \$2,500**



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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

376,000 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: 60 characters max.
- Main Copy: 200 characters max.
- Image Size: Desktop - 640x600 px, Mobile - 960x448 px; 72dpi, minimum.
- No logo within photos.
- Call-to-Action: 20 characters max. i.e.: "15% off."
- Provide a URL to your landing page.

**net cost: \$4,995**

The screenshot displays the content of the Discounts eNewsletter. At the top is the AAA Discounts Rewards logo. Below it is a graphic of a winding road with a car and colorful markers. The main content includes several promotional tiles:

- AAA Road Trip Discounts:** A red button labeled "Destination: Savings".
- Enter to Win \$1,165 in Total Prizes!** A blue button labeled "Take the Quiz".
- Shell - Fuel Rewards:** A red button labeled "Filter Up".
- NAPA AUTO PARTS:** A red button labeled "Brake for Savings".
- The Active&Fit Direct™ Program:** A red button labeled "Get Fit For Less".
- Hit the Road with Wyndham Hotels & Resorts®:** A red button labeled "Save 10% or More".

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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. Target AAA members or non-members.

- 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 600 x 600 pixels.
- Provide a URL to your landing page.

**minimum budget:** \$2,000

**AAA** AAA Washington with Visit Lewis Clark Valley. Sponsored · 🌐

Your perfect summer getaway begins in Hells Canyon, North America's Deepest River Gorge. Explore the wild and ...See More

AAA.COM  
**Jet Boat Through Hells Canyon** [LEARN MORE](#)

👍❤️😲 837 127 Comments 264 Shares

👍 Like 🗨️ Comment ➦ Share

# 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 86,000 AAA Members in Washington and Northern Idaho.
- Facebook ads across Washington and Northern Idaho for four weeks.

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

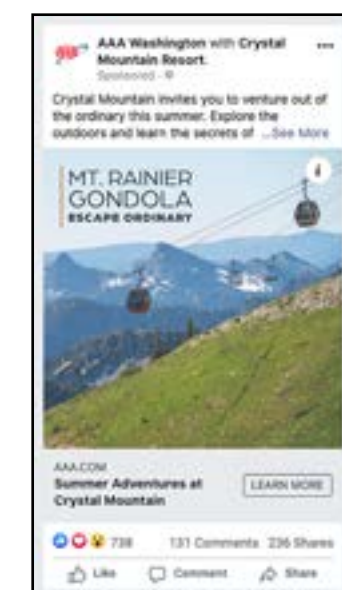
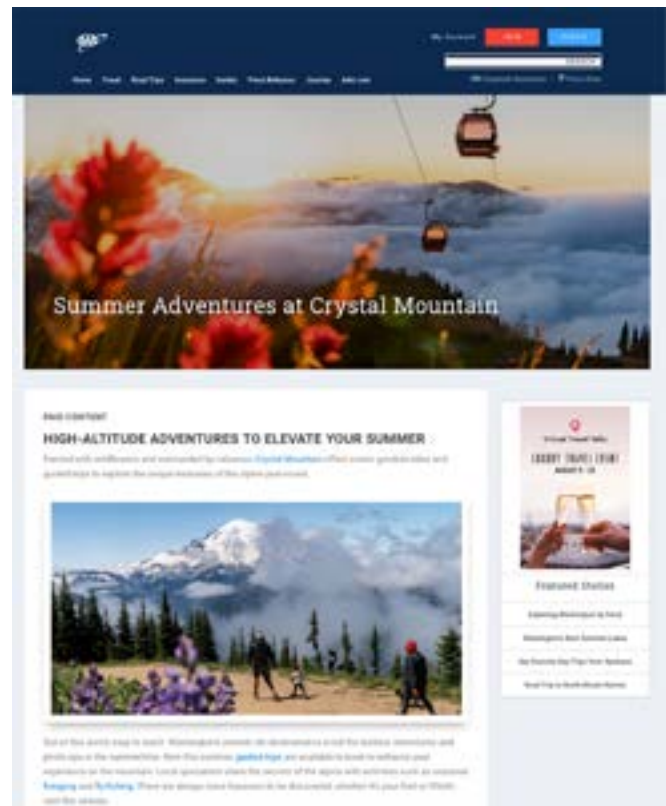
## sponsored content specs

- 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 200 characters.
- Image Size: Desktop - 640x600 px, Mobile - 960x448 px; 72dpi, minimum.
- Video, Facebook only: MPG4, MOV or WMV; file size 30MB; 2 min max length.
- No text or logos on images.
- Provide call-to-action.  
IE: "15% off."
- Provide a URL to your landing page.

**net cost: \$3,999**



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## File 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 thumb drive or via our VPN (call for upload details). Macintosh Platform preferred.

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

Journey is not responsible for proofreading client-supplied copy. Journey reserves the right to request corrections if an ad contains glaring spelling or grammatical errors. The advertiser is responsible for making these changes in a timely fashion. Journey reserves the right to reject an ad if its content is considered offensive to AAA Washington's audience or conflicts with its values.

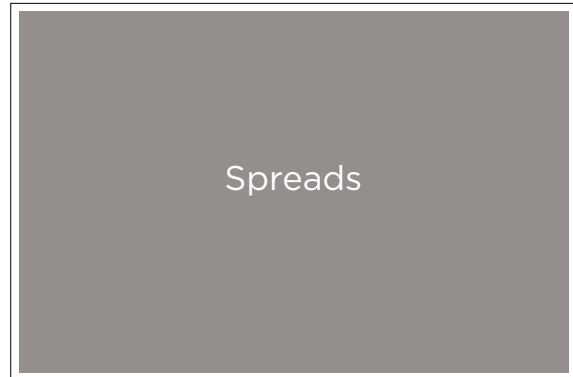
## Contact Information

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 98006  
Phone: (425) 467-7724 / FAX: (425) 467-7729  
E-Mail: StacieHolder@aaawa.com

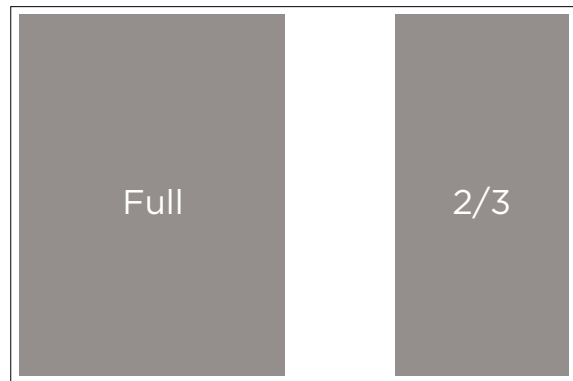
## Advertising Sizes



**Live:** 14.5"W x 10"H

**Bleed:** 15.25"W x 10.75"H

**Trim:** 15"W x 10.5"H



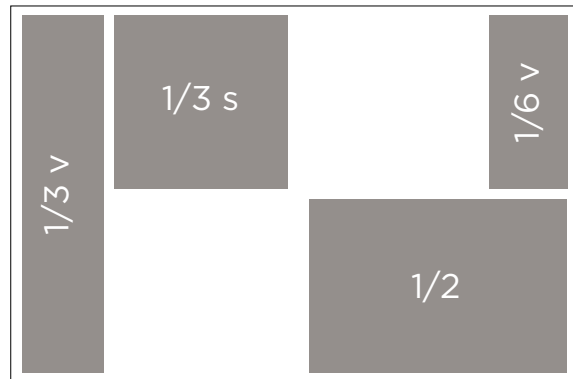
**Live:** 7"W x 10"H

**Bleed:** 7.75"W x 10.75"H

**Trim:** 7.5"W x 10.5"H

**2/3 Vertical:**

4.4375"W x 9.5"H



**1/3 Square:**

4.4375"W x 4.625"H

**1/3 vertical:**

2.125"W x 9.5"H

**1/2 horizontal:**

6.75"W x 4.625"H

**1/6 vertical**

2.125"W x 4.625"H

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

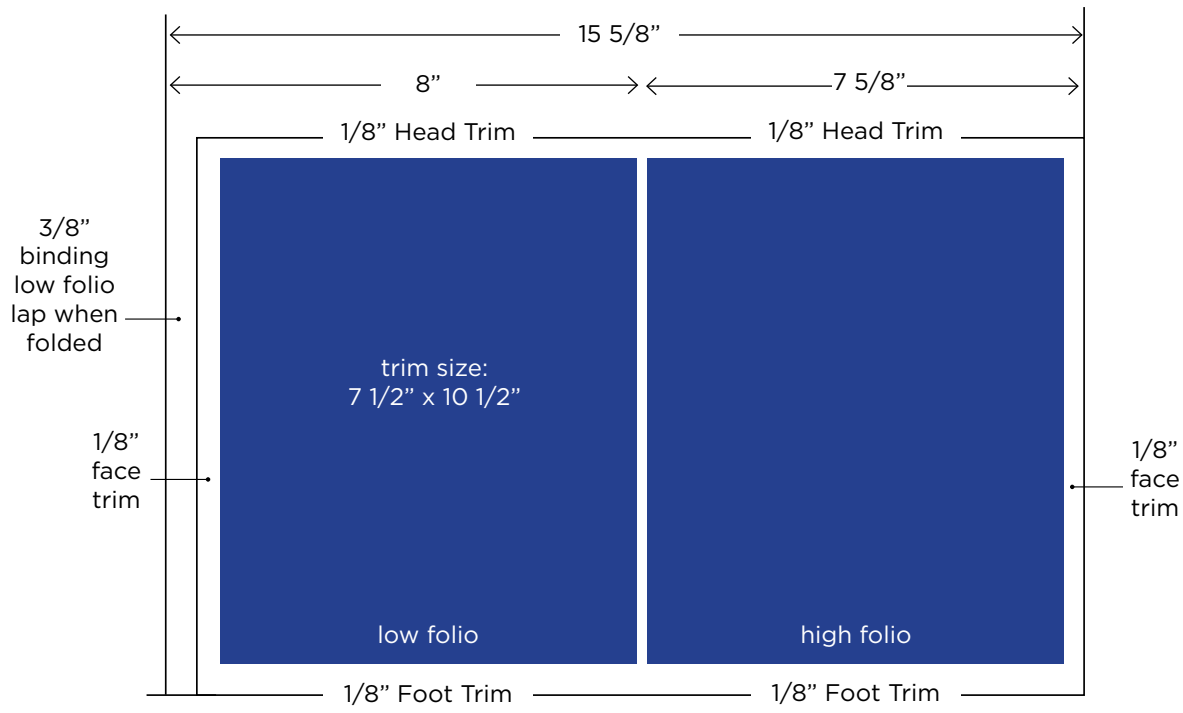
# MULTIPLE PAGE INSERT

### FULL PAGE SIZE:

Flat size.....15 5/8" (length) x 10 3/4" (height)  
.....(includes 1/8" head trim, 1/8" foot trim, 1/4" face trim)

Folded size .....8" low folio (length) x 10 3/4" (height)  
.....7 5/8" 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 1/2" 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 98006, (425) 467-7724

### Shipping Information

Ship inserts to:  
LSC Communications  
attn: Neal Boutin, AAA Washington  
3201 Lebanon Rd  
Danville, KY 40422, (859) 936-0588

### 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.

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**John Stubb**

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Representative

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