



Image Credit: iStock Photo

Midwest Traveler inspires members to experience and explore their region and beyond.

As North America's largest motoring and leisure travel organization, AAA provides more than 57 million members with travel, insurance, financial, and automotive-related services. AAA remains dedicated to serving members since our founding in 1902 and continues to be a trusted authority to its membership and one of today's strongest and most recognized brands.

Midwest Traveler, the magazine for AAA members in Missouri and parts of Illinois, Indiana and Kansas, delivers insider access to local and national destinations, travel tips, immersive photography, captivating features and current community events to more than 608,000 AAA households.

Midwest Traveler's rich and engaging content offers an appealing and effective platform for reaching more than 1.5 million readers six times per year.



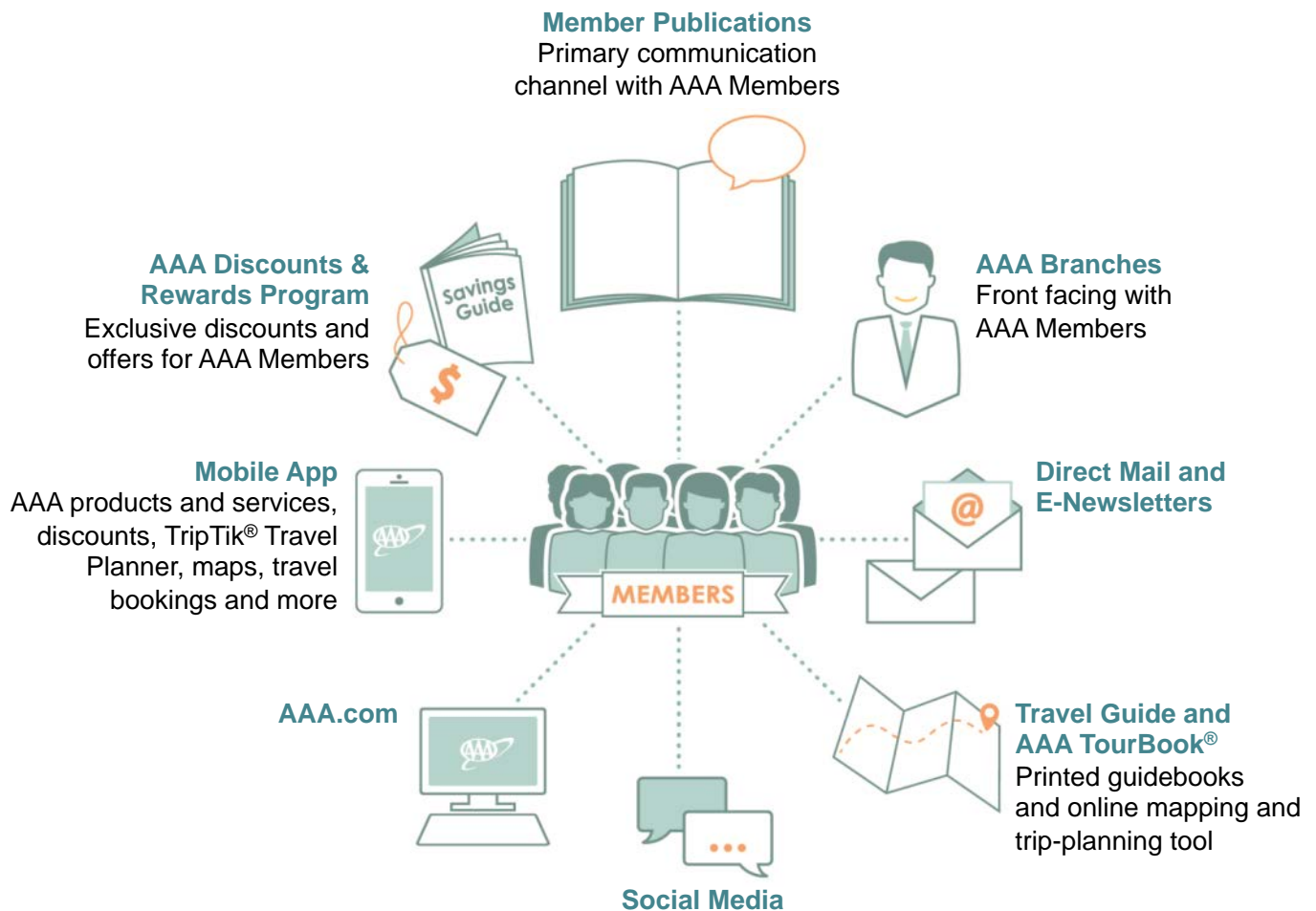
Circulation: 608,385 | Audience: 1,581,801

Connect with AAA

AAA publications reach members through multiple touch points.

As a membership organization, AAA stays in constant communication with our members through regional magazines.

Midwest Traveler connects readers with advertisers through relevant content and thoughtful messaging creating engaging interactions and meaningful impressions. Become part of the AAA experience and connect with a vast community of consumers and travelers throughout Missouri, southern Illinois, southern Indiana and eastern Kansas.



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Audience Profile

Midwest Traveler readers are active consumers and travelers.

Readers are engaged with *Midwest Traveler*



79.1% read 3 or 4 out of 4 issues received



81.5% spend at least 15 minutes reading an average issue of *Midwest Traveler*



69.6% took action as a result of reading *Midwest Traveler*



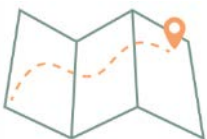
Readers trust and are inspired by *Midwest Traveler*



92.9% are inspired to travel to destinations featured in *Midwest Traveler*



87.6% feel encouraged to visit businesses advertised in *Midwest Traveler*



69.6% took actions related to travel planning as a result of reading *Midwest Traveler*

Demographics

Men	43.2%
Women	56.8%
Married/Couples	52.7%
Children at home	11.5%
Average Age	59.7
Age <55	34.8%
Median HHI	\$66,666
HHI \$100,000+	26.9%
Own home	81.7%
Median value of owned home	\$179,999
Attended/graduated college	88.8%
Bachelor's Degree+	57.5%

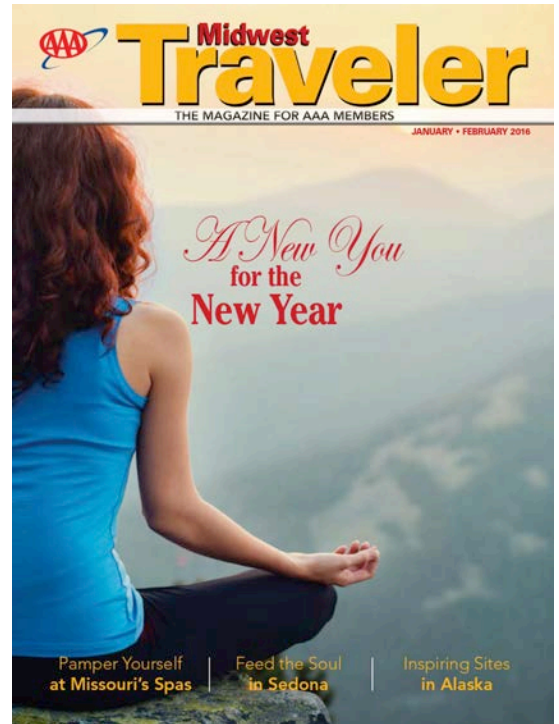
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Readers and *Midwest Traveler*

Readers turn to *Midwest Traveler* for travel advice, current events and areas to explore near and far.

Midwest Traveler features exciting recommendations on a variety of destinations and activities, from local events and attractions to quick weekend getaways and exhilarating international vacations.

Through expressive commentary and fresh editorial content, *Midwest Traveler* motivates readers to discover everything the world has to offer.



84.6% of *Midwest Traveler* readers took a leisure trip in the last 12 months.

Types of leisure travel taken by *Midwest Traveler* readers

59.6%
took a
Road trip



51.1%
took a
Weekend getaway



58.4%
took a
Domestic vacation



13.6 %
took an
International vacation



9.2%
took a
Cruise

