



2019 MEDIA KIT

journey







The largest circulation in the Pacific Northwest

journey

700,000+ circulation

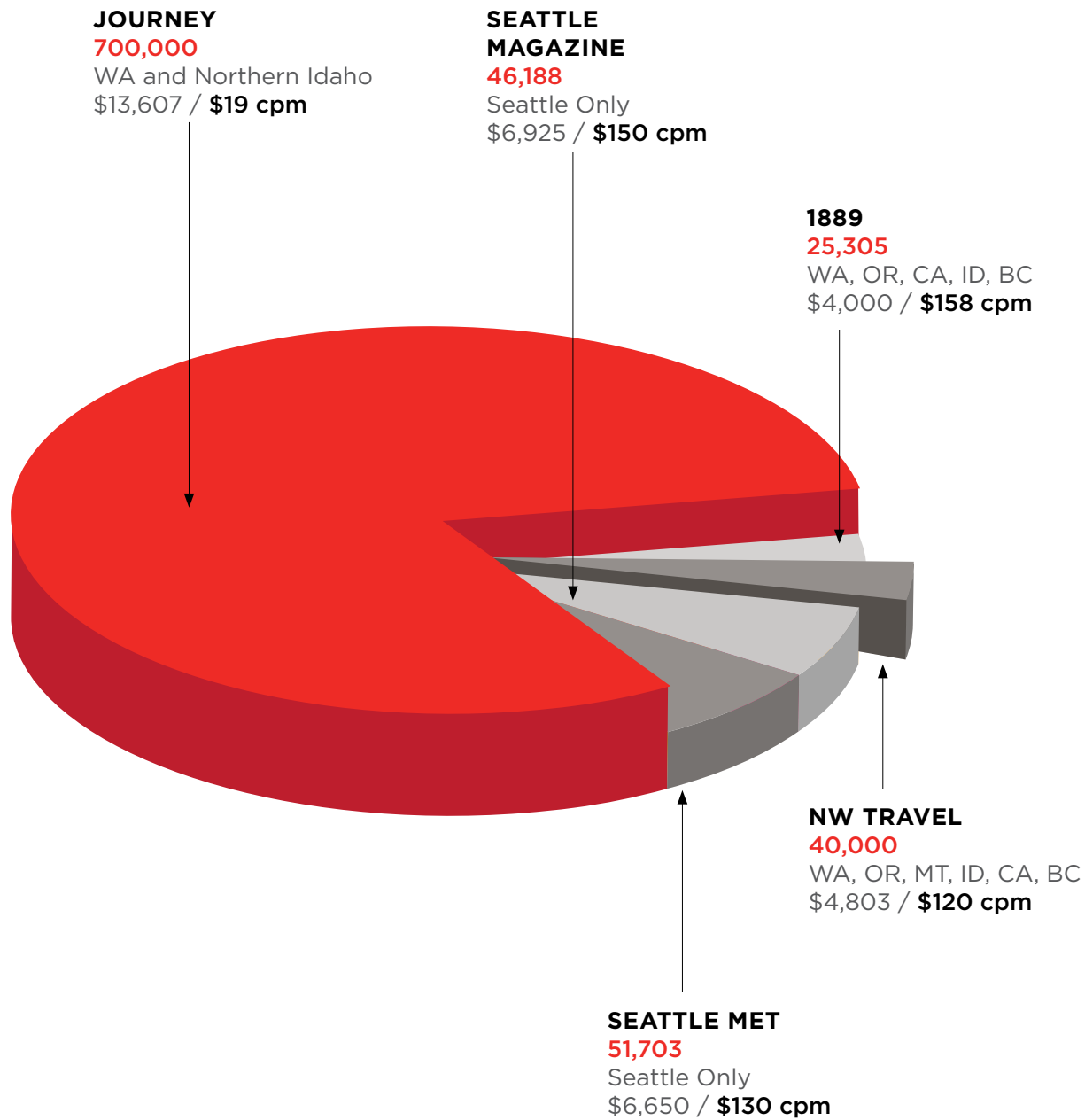
The largest circulation in the Pacific Northwest

1.2 million readers 

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

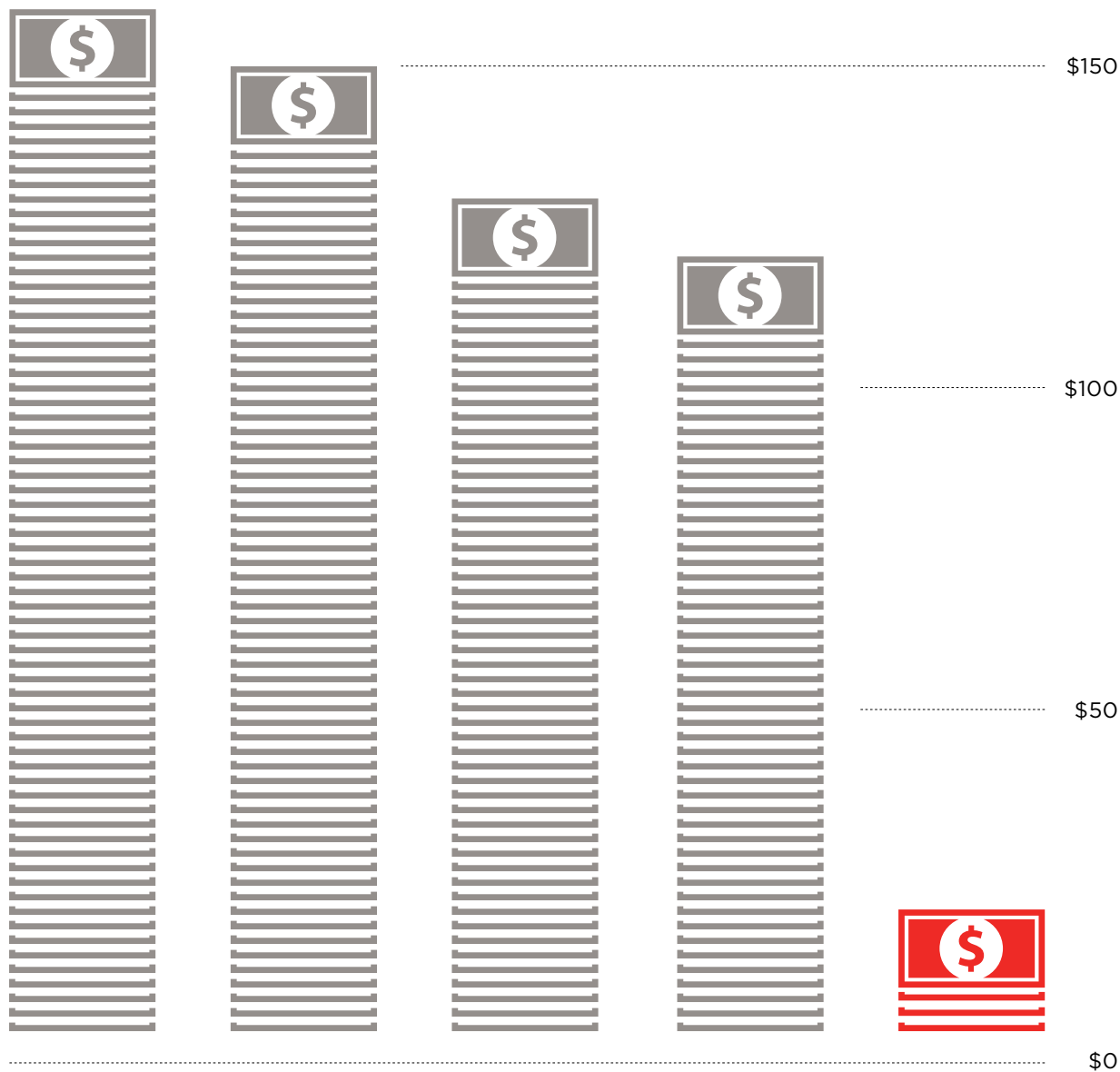
Why Settle for a Slice When You Can Reach the Whole Pie?

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.

why journey?

our audience

2020 calendar

print ad rates

specifications

digital

contact

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
Costa Rica and Panama
Cruise
Auto Tech: Distracting
or safer?

NW GETAWAYS:

Tri-Cities/Washington
Places to see flowers

may/jun

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

FEATURES:

Mount St. Helens
Waterparks
PNW Minor League
Baseball Stadiums

NW GETAWAYS:

Orcas Island
Antique Trail

jul/aug

Ad close: 4/27/20
Materials close: 5/6/20

FEATURES:

Full Moon Tides
Summer in Alaska
Survival Tips for Roadtrips
With Pets and Kids

NW GETAWAYS:

North Vancouver
PNW National Parks
(without cellphone)

sep/oct

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

FEATURES:

Bush Pilots of
British Columbia
Scary Escapes in the
Pacific Northwest
Egypt

NW GETAWAYS:

Selkirk Loop, Idaho
College Towns

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

why journey?

our audience

2020 calendar

print ad rates

specifications

digital

contact

* Subject to Change

Journey

print advertising rates

Washington State and Northern Idaho:
700,000 circulation

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

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

Puget Sound only:
420,000 circulation

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

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

why journey?

our audience

2020 calendar

print ad rates

specifications

digital

contact

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

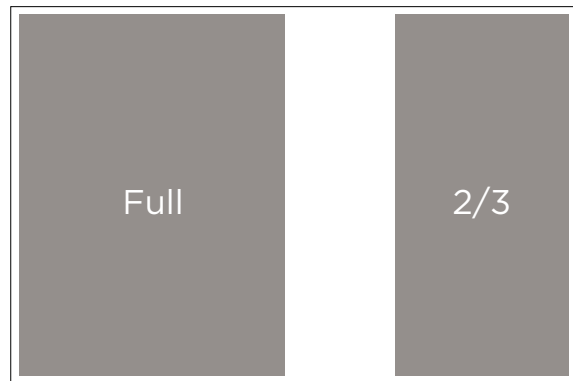
Advertising Sizes



Live: 15.25"W x 10"H

Bleed: 16"W x 10.75"H

Trim: 15.75"W x 10.5"H



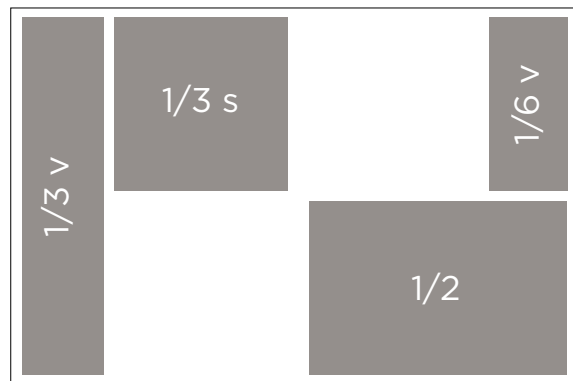
Live: 7.375"W x 10"H

Bleed: 8.125"W x 10.75"H

Trim: 7.875"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

1/3 vertical:

2.125"W x 9.5"H

1/2 horizontal:

6.875"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.

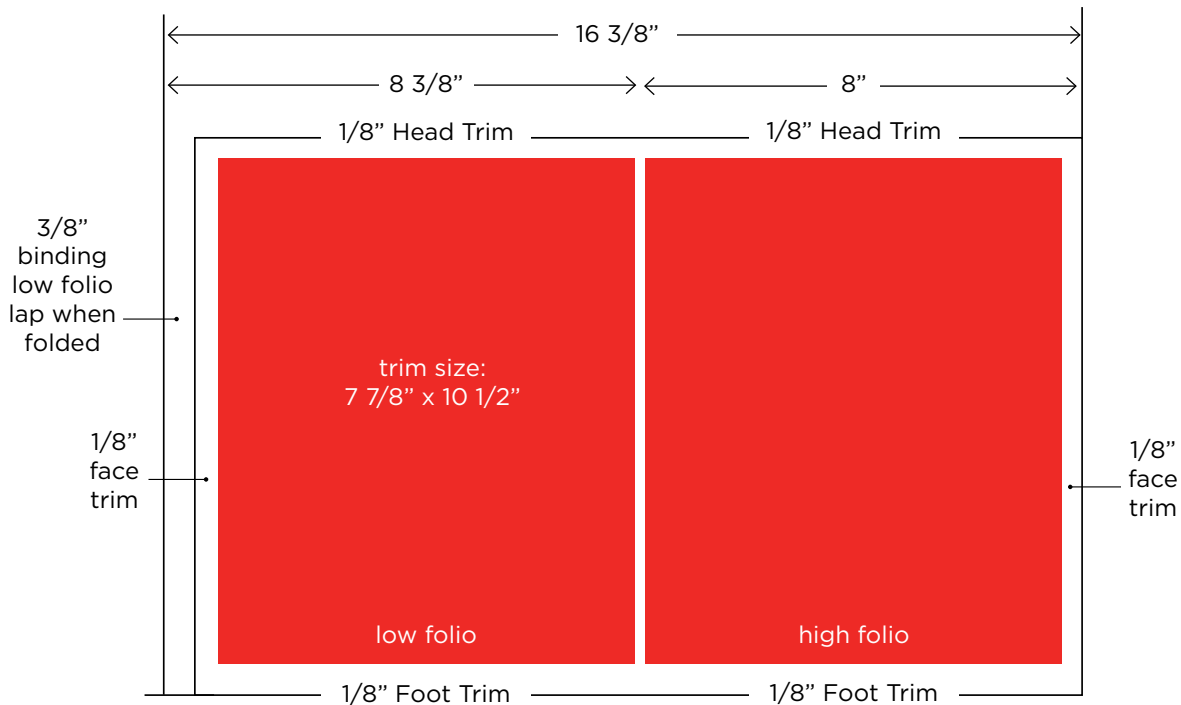
MULTIPLE PAGE INSERT

FULL PAGE SIZE:

Flat size16 3/8" (length) x 10 3/4" (height)
.....(includes 1/8" head trim, 1/8" foot trim, 1/2" face trim)

Folded size8 3/8" low (length) x 10 3/4" (height)
.....8" high (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 7/8" 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 LSC Communications, attn: Greg Guitare, 19681 Pacific Gateway Drive, Torrance, CA 90502, (310) 516-3264

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

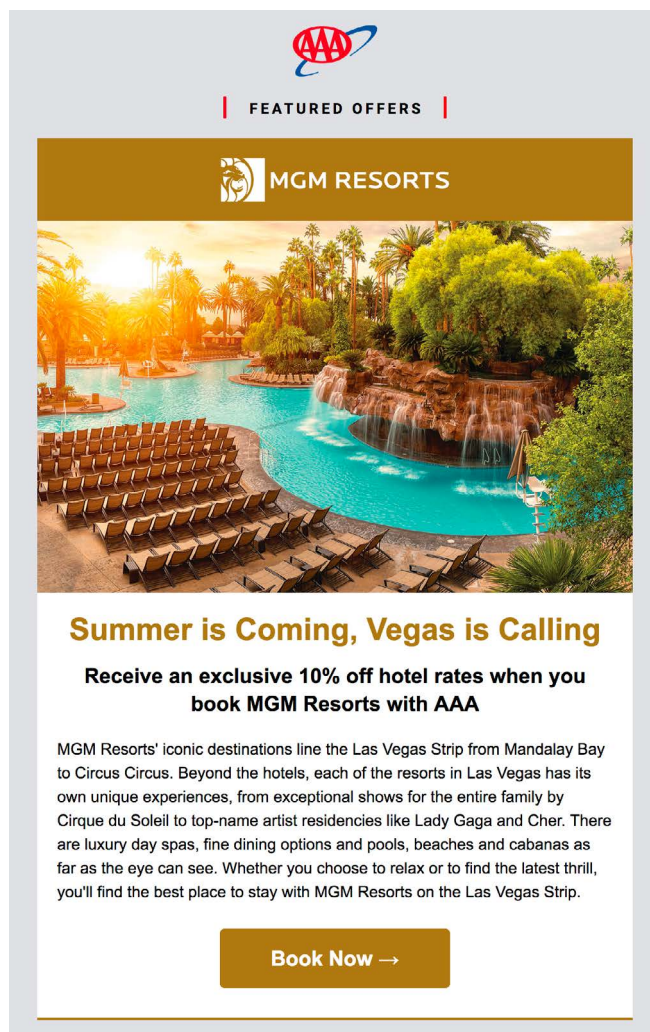
79,000 opt-in AAA Members in Washington and Northern Idaho.

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 a banner for MGM RESORTS with a logo. The main image is a scenic view of a resort pool with lounge chairs and palm trees. Below the image, 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 text describing MGM Resorts' offerings. At the bottom, there is a 'Book Now' button with a right 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

13,000 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

The screenshot shows the AAA Weekends eNewsletter layout. At the top is the AAA logo and the word "WEEKENDS" in a grey bar. Below is a large image of a beach with a large piece of driftwood in the foreground. The main headline is "Weekend Getaway: Sequim, Washington". The text below describes the location and offers a "Relax on the Peninsula" button. The next section is "5 Things to Do This Weekend", which includes "ENJOY THE OUTDOORS" (with a kite-flying image), "DANCE IN SEATTLE" (with a dance performance image), and "Explore the Shores" (with a beach sunset image). The "Explore the Shores" section is highlighted with a red border and includes a "MORE THAN A BEACH" button. A "SPONSORED" label is visible above the "Explore the Shores" section.

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 [Bard 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 Capitol 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 >](#)

SPONSORED

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 >](#)

why journey?

our audience

2020 calendar

print ad rates

specifications

digital

contact

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

AAA DISCOUNTS REWARDS

Annual Sidewalk Sale
Now through July 31, 2019, members and nonmembers save 15% off* everything in AAA Travel Stores, and 50-70% off* on select merchandise. [Find a Travel Store](#)

Hard Rock Cafe
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!
[Eat Up the Savings >](#)

Seattle Storm
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.
[Buy Tickets >](#)

SPONSORED

Summer Escape to Victoria, BC with Clipper Vacations
Hop aboard the newer, bigger Victoria Clipper ferry from Seattle for a quick and easy getaway! See the world famous Butchart Gardens, dine al 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!**
[PLAN YOUR TRIP >](#)

AAA PetSpot
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.
[Fetch >](#)

Ticket Monster
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.
[Search & Save >](#)

why journey?

our audience

2020 calendar

print ad rates

specifications

digital

contact

AAA.com

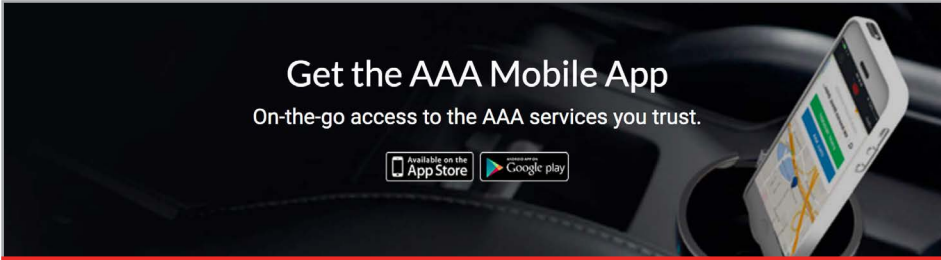
leaderboard

AAA.com receives approximately 100,000 visitors and 570,000 page views per month.

specs


- Desktop: 1000x300 pixels.
- Mobile/Tablet: 640x200 pixels.
- No flash.
- Materials are due 15 days prior to "live" date.
- Advertiser creative must be pre-approved by AAA Washington.
- Provide a URL to your landing page.

Net Cost: \$2,299





Get the AAA Mobile App
On-the-go access to the AAA services you trust.


Available on the App Store | Get it on Google play




An average **SAVINGS** of **\$600** on your move with Atlas.

EXCLUSIVE AAA MEMBER VALUE! 

Real People. Real Moving.  *By new places.*



AAA EMAIL | Get AAA news, special deals, travel ideas and more delivered to your inbox. [SIGN UP](#)

AAA WASHINGTON	MY ACCOUNT	COMMUNITY	FINANCIAL
About	Sign In	Facebook	The AAA Member Rewards Visa® credit card 
Press	Register	Twitter	
Employment	Forgot Password	YouTube	
Traffic Safety	Upgrade	Journey Magazine	
Contact Us	Renew		
Terms & Conditions			

why journey?

our audience

2020 calendar

print ad rates

specifications

digital

contact

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

AAA Washington with Alaska Railroad.
Published by Facebook Admin Account [?] · March 5 at 11:41am · Paid · 🌟

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.

Alaska Railroad
ALASKARAILROAD.COM [Learn More](#)

👤 40,491 people reached [Boost Unavailable](#)

👍 Like 💬 Comment ➦ Share 🗑️

👍 🗨️ 55 [Top Comments](#)

12 Shares [1 Comment](#)

Write a comment...

Katherine Beak That would be so fun!
Like · Reply · 1w

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why journey?

our audience

2020 calendar

print ad rates

specifications

digital

contact