

did you
know ?

250,000

AAA **journey** Readers
visit Idaho each year.



TRUSTED FOR 114 YEARS

Reach with **journey!**



circulation: **667,000**
1.2 million readers

WHO ARE AAA journey READERS?



667,000 CIRCULATION IN WASHINGTON & N. IDAHO
(1.2 MILLION READERS)



AVERAGE
AGE: **55**



60%



40%



\$102,000

AVERAGE INCOME

HOMEOWNERS: **84%** 

WHO ARE AAA journey READERS?

420,000

PEOPLE USE JOURNEY WHEN PLANNING A TRIP

820,546

READERS TAKE THREE TRIPS PER YEAR

13

NIGHTS READERS SPENT IN A HOTEL LAST YEAR

969,132

READERS TRAVEL BY CAR EVERY YEAR

685,267

READERS TRAVEL BY PLANE EVERY YEAR

Get More Bang for your Buck!

reach **5 times** more readers
for only **15%** of the cost

AAA



THEM



STOP BY AND I'LL SHOW YOU A
COST PER THOUSAND COMPARISON.