

# journey



2017 MEDIA KIT



BY THE NUMBERS 

# journey



ADULTS  
35+



60%



40%

WASHINGTON & N. IDAHO



Reach: 1 of 4 households in the state



\$102,000  
AVERAGE INCOME



HOMEOWNERS: 84%  
\$377,000: HOME VALUE

1.1 million readers 

663,000 circulation

420,000

PEOPLE USE  
JOURNEY  
WHEN PLANNING  
A TRIP

71%

OF AAA MEMBERS  
READ JOURNEY  
MAGAZINE 3-4 OUT  
OF 4 ISSUES

820,546

READERS  
TAKE THREE  
TRIPS PER  
YEAR

13

NIGHTS READERS  
SPENT IN  
A HOTEL  
LAST YEAR

969,132

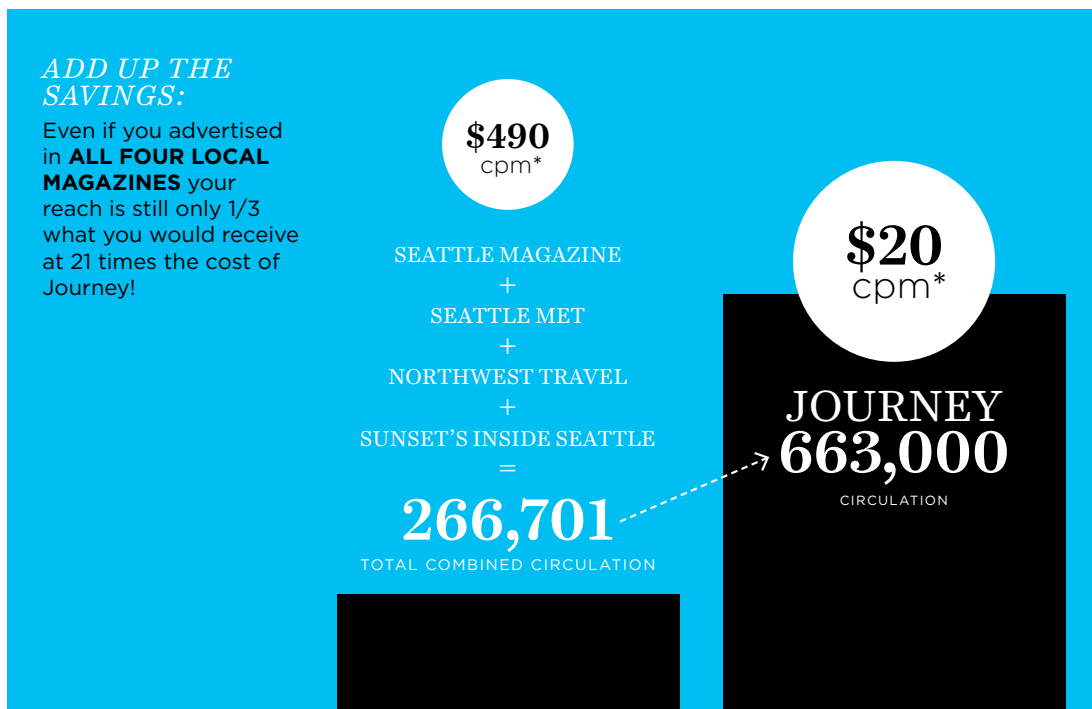
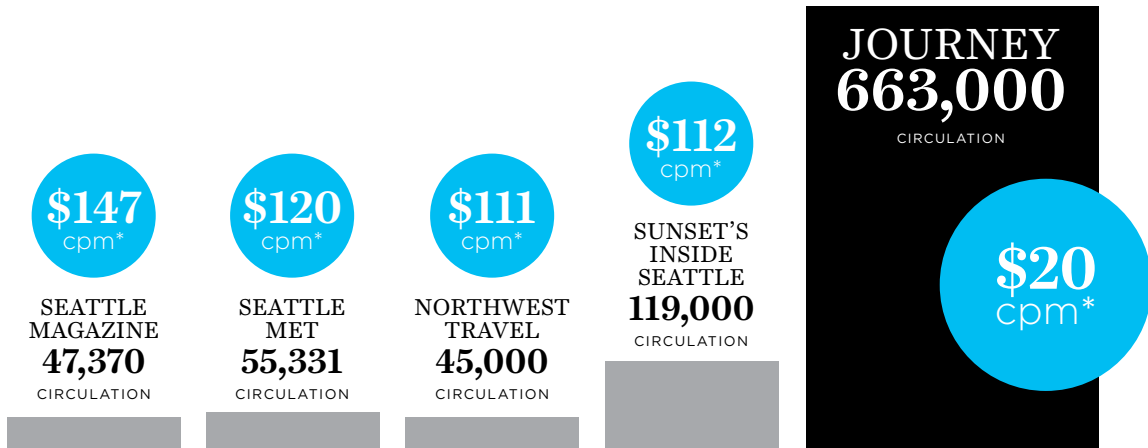
READERS  
TRAVEL  
BY CAR EVERY  
YEAR

685,267

READERS  
TRAVEL BY  
PLANE EVERY  
YEAR

# LOWER COST PER THOUSAND!

JOURNEY reaches Washington's most affluent, active and educated readers at a cost of just \$20 per thousand (cpm). No other magazine in Washington offers this quality of coverage for this cost.



\* Source: 2015 media kits



## THE FACTS:

\* Each issue of Western Journey reaches 1 in every 4 Washington and Northern Idaho adults.

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

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

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

## THE JOURNEY AUDIENCE:

		COMP.	AUDIENCE
<b>GENDER/STATUS</b>			
Men		40%	447,474
Women		60%	671,211
Married		65%	727,145
<b>HOUSEHOLD INCOME</b>			
\$50,000+		65%	727,145
\$75,000+		50%	559,342
\$100,000+		31%	346,792
\$150,000+		17%	190,176
\$200,000+		7%	78,307
Average HHI	\$102,000		
Median HHI	\$84,000		
<b>AGE</b>			
18-34		11%	123,055
35-54		34%	380,352
55-64		25%	279,671
65+		30%	335,605
Median Age	55 years		
<b>EDUCATION</b>			
Attended college		88%	984,442
Bachelor's degree+		53%	592,903
<b>HOME</b>			
Own home		82%	917,321
Median home value	\$322,900		
Mean home value	\$377,400		

Source: 2015 Western Journey Reader Profile Study, GfK MRI

WASHINGTON STATE + NORTHERN IDAHO

# journey

<i>FOUR COLOR</i>	<i>1X</i>	<i>3X</i>	<i>6X</i>
<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

### *BLACK AND WHITE*

<b>Full Page</b>	\$10,888	\$10,348	\$9,798
<b>2/3 page</b>	\$8,619	\$8,236	\$7,853
<b>1/2 page</b>	\$6,538	\$6,215	\$5,881
<b>1/3 page</b>	\$4,144	\$3,937	\$3,731
<b>1/6 page</b>	\$2,504	\$2,376	\$2,258

### *COVERS*

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

<i>ISSUE DATE</i>	<i>AD CLOSE</i>	<i>MATERIALS CLOSE</i>
January/February (2017)	10/31/16	11/10/16
March/April	12/27/16	1/10/17
May/June	2/23/17	3/10/17
July/August	4/26/17	5/10/17
September/October	6/27/17	7/12/17
November/December	8/29/17	9/8/17
January/February (2017)	11/2/17	11/14/17

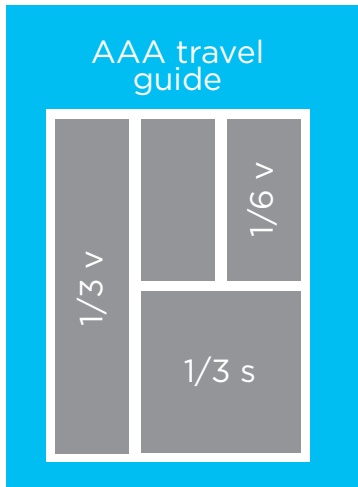
**Rate Card:** 19  
**Effective:** January 2017  
**Rate Base:** 663,000  
 All rates are NET

WASHINGTON STATE + NORTHERN IDAHO  
**journey**

<i>FOUR COLOR</i>	<i>1X</i>	<i>3X</i>	<i>6X</i>
<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

<i>ISSUE DATE</i>	<i>AD CLOSE</i>	<i>MATERIALS CLOSE</i>
January/February (2017)	10/31/16	11/10/16
March/April	12/27/16	1/10/17
May/June	2/23/17	3/10/17
July/August	4/26/17	5/10/17
September/October	6/27/17	7/12/17
November/December	8/29/17	9/8/17
January/February (2017)	11/2/17	11/14/17

**Rate Card:** 19  
 Western WA - Puget Sound  
**Effective:** January 2017  
**Rate Base:** 400,000  
 All rates are NET

**TRAVEL GUIDE AD SIZES:****1/3 VERTICAL:** 2.125"W x 9.5"H**1/3 SQUARE:** 4.5"W x 4.625"H**1/6 VERTICAL:** 2.125"W x 4.625"H

<i>FOUR COLOR</i>	<i>1X</i>	<i>3X</i>	<i>6X</i>
<b>1/3 page</b>	\$4,432	\$4,212	\$3,991
<b>1/6 page</b>	\$2,690	\$2,558	\$2,426

*BLACK AND WHITE*

<b>1/3 page</b>	\$3,550	\$3,374	\$3,197
<b>1/6 page</b>	\$2,150	\$2,040	\$1,940

<i>ISSUE DATE</i>	<i>AD CLOSE</i>	<i>MATERIALS CLOSE</i>
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March/April	12/27/16	1/10/17
May/June	2/23/17	3/10/17
July/August	4/26/17	5/10/17
September/October	6/27/17	7/12/17
November/December	8/29/17	9/8/17
January/February (2017)	11/2/17	11/14/17

**Rate Card:** 19  
**Effective:** January 2017  
**Rate Base:** 663,000  
 All rates are NET

# 2017 features\*

## JAN/FEB 2017

OUTDOOR RESOLUTIONS  
NORTHWEST  
GERMANY BY RIVERS  
NEW ZEALAND ROAD TRIP  
NEXT STOP: **CAPITOL HILL,  
SEATTLE, WA**

**AD CLOSE: 11/2/16**  
**MATERIALS CLOSE: 11/17/16**

## MAR/APR 2017

ALASKA AT 150  
WASHINGTON DC  
OFF THE BEATEN  
PATH IN ENGLAND  
NEXT STOP:  
**MANZANITA, OR**

**AD CLOSE: 12/30/16**  
**MATERIALS CLOSE: 1/11/17**

## MAY/JUN 2017

ICE AGE FLOODS  
SMALL-SHIP DISCOVERIES  
CHICAGO  
NEXT STOP: **SALT SPRING  
ISLAND, BC**

**AD CLOSE: 2/26/17**  
**MATERIALS CLOSE: 3/10/17**

## JUL/AUG 2017

NORTHERN BC  
ROAD TRIP  
ANTARCTICA  
COMING SOON: NEW CAR  
CONCEPTS  
NEXT STOP: **MISSOULA, MT**

**AD CLOSE: 4/28/17**  
**MATERIALS CLOSE: 5/10/17**

## SEP/OCT 2017

PALM SPRINGS  
SUN BREAK  
WESTERN AUSTRALIA  
THE NEW AUTO BASICS  
NEXT STOP:  
**BEND, OR**

**AD CLOSE: 6/29/17**  
**MATERIALS CLOSE: 7/12/17**

## NOV/DEC 2017

NW WINTER PREVIEW  
THE SPIRIT OF ALOHA:  
DIVING INTO ANCIENT  
HAWAIIAN CULTURE  
EXPLORING CROATIA  
NEXT STOP: **VANCOUVER BC**

**AD CLOSE: 8/29/17**  
**MATERIALS CLOSE: 9/13/17**

## IN EVERY ISSUE:

### DEPARTURES

*The latest and greatest on cool new amenities, activities and destinations across the Northwest—and beyond. Plus: must-have gear.*

### MEMBERS LOUNGE

*Timely updates on programs, services, discounts and special offers available to AAA members.*

### ITINERARY

*Our regional guide to events, celebrations and other happenings across Washington, Idaho, Oregon and British Columbia.*

### BACKSTORY

*The story behind the story on lovable Northwest landmarks and attractions.*

\* Subject to Change



## Digital Requirements

Preferred format is PDF/x1a:2001. Other accepted file formats include InDesign CS4, Illustrator CS4 and Photoshop CS4. 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.

#### Full Page

Live: 7.375"W x 10"H  
Bleed: 8.125"W x 10.75"H  
Trim: 7.875"W x 10.5"H

#### Spreads

Live: 15.25"W x 10"H  
Bleed: 16"W x 10.75"H  
Trim: 15.75"W x 10.5"H

#### Fractionals

2/3 Vertical: 4.5"W x 9.5"H  
1/2 Horizontal: 6.875"W x 4.625"H  
1/3 Square: 4.5"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

## 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.

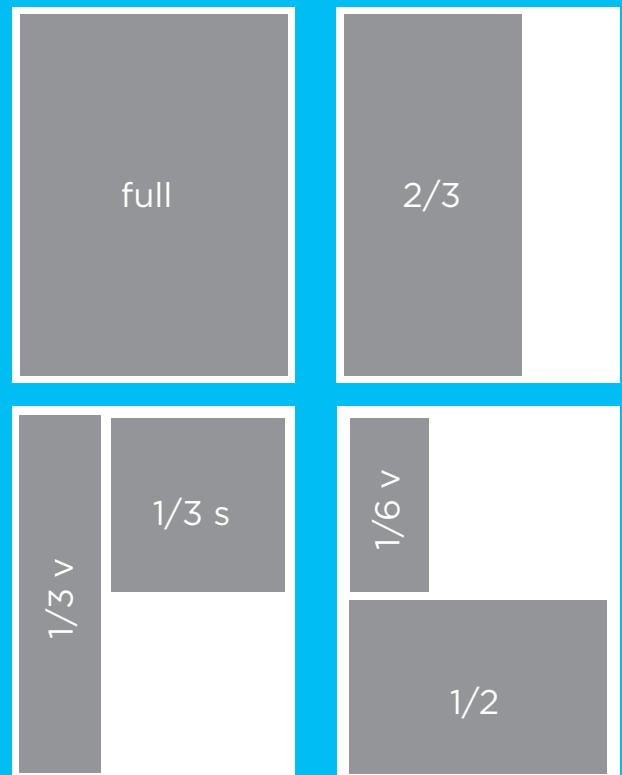
## Contact Information

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



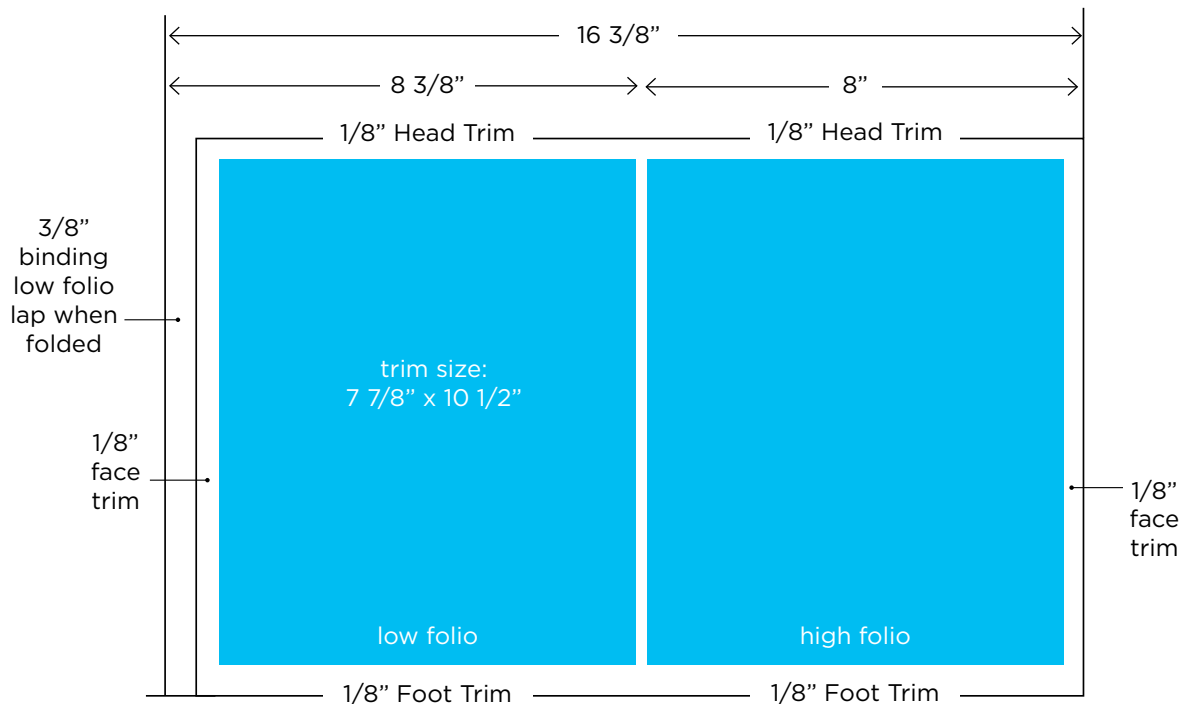
## MULTIPLE PAGE INSERT

### FULL PAGE SIZE:

Flat size.....16 3/8" (length) x 10 3/4" (height)  
.....(includes 1/8" head trim, 1/8" foot trim, 1/2" face trim)

Folded size .....8 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, 1745 114th Ave. SE, Bellevue, Washington 98004, (425) 467-7724

### Shipping Information

Ship inserts to R.R.Donnelley & Sons, 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.

**John Hartsock**

Advertising  
Director

johnhartsock@aaawa.com  
(D) 425.467.7723  
(F) 425.467.7729  
(T) 800.562.2582, x7723

Sign: Aquarius

**John Stubb**

Senior Account  
Representative

johnstubb@aaawa.com  
(D) 425.467.7755  
(M) 425.890.7996  
(F) 425.467.7729  
(T) 800.562.2582 x7755

Sign: Libra

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