



AAA Home & Away, and the sister publication AAA Journeys will again provide a special STS Special Section targeting almost 500,000 AAA member households in Ohio – Cincinnati and Dayton. This is a perfect travel audience for any CVB, State Tourism, hotel or resort and attractions, as our AAA members love to travel throughout the southeast. As in previous years, very special rates are provided.

32% STS MEMBER DISCOUNT for May/June 2010 issue

FOUR COLOR RATES

Full Page \$48,781

½ Page \$10,126

⅓Page \$7,815

B/W RATES

⅓Page \$3,270

ADDED VALUE

- Advertiser receives AAA STS Reader Service
- Listings are placed together in a special shaded box in the Reader Service Section (back of the publication – Full Run).
- FREE Reader Service Listing for each advertiser reaching our entire circulation of over 1.5 million AAA households.
- Each participant will benefit from STS Co-op banners and Email broadcast.
- Reader Service On-line.
- Availability to send brochures to our 200+ AAA travel agencies throughout the Midwest.
- Receive leads directly via e-mail on a weekly basis
- Online Added Value: All size ads receive a 25,000 email newsblast to the Ohio AAA members and a one month banner on www.homeandawaymagazine.com!

CIRCULATION: 500,000

DEMOGRAPHICS: Average Age: 56.7; Average income: \$99,300; Average value of residence: \$428,000;
Take domestic vacation: 81.3%; Play golf: 18.3%; Visit Historic Sites: 59.1%;

Visited in the Past 12 Months: Florida: 29.7%; Kentucky/Tennessee: 13.8%;
Alabama/Georgia: 17.2%; North Carolina/South Carolina: 20.4%

CONTACT

Scott Rickles, 800-929-4098/770-664-4567 srickles@aol.com

Carmel Modica 850-231-3146 cmodica@gnt.net