

American Road® magazine

The premier magazine celebrating the joy of traveling America's back roads.

Calendar subject to change at the discretion of the publisher.

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Ask about our integrated ad programs to gain exposure to our growing online audience.



American Road®—the ultimate vehicle to reach road trip enthusiasts.

- Obtain a listing in the print and online advertiser index (hotlink included).
- Receive reader service leads.
- Save 60% on banner advertising.
- Sponsor contests at no additional charge.
- Display your materials at events we attend.

FODORS Top 10 things to do in 2007

"For off-the-main-highway inspiration check out American Road magazine . . ."

ISSUE/MATERIALS DUE:

Spring (Feb./March/April) / Feb. 1
Summer (May/June/July) / May 3
Autumn (Aug./Sept./Oct.) / Aug. 2
Winter (Nov./Dec./Jan.) / Nov. 1

REACH/DEMOGRAPHICS/CIRCULATION—the print edition reaches ~45,000 readers. Our website receives an average of 65,918 visitors, 306,973 successful page views and 787,711 hits per month.

READER TRAVEL HABITS:

- 100% take two or more road trips annually.
- 52% enjoy SEVEN or more road trips each year!
- 43% rent transportation.
- 22% travel in an RV or camper.
- 69% pre-book hotels.
- 39% hike
- 48% shop
- 89% plan ahead to visit historic sites, museums, restaurants. . .

AMERICAN ROAD READERS ARE HARD-CORE TRAVELERS.

Our periodical readers:

- take over 450,000 road trips annually.
- use over 1.4 million hotel rooms each year.
- have the means to travel.

| | | |
|-----------------------|----------------|---------------|
| AGE: 22% = 40-49 | 39.2% = 45-55 | 38.8% = 50-60 |
| INCOME: 60% >\$60,000 | 25% > \$75,001 | 15% >\$90,001 |
| GENDER: | 65.5% = Male | 34.5% Female |

STS MEMBER RATES (35% below regular rates!)

| Ad Size | 1xRate |
|----------------------|----------------|
| Full Page (no bleed) | \$1600 |
| Full Page (bleed) | \$1600 |
| Spread | \$2881 |
| 1/2 Page | \$961 |
| 1/3 Page | \$638 |
| 1/3 Island | \$638 |
| 1/4 Page | \$498 |
| 1/8 Page | \$329 |
| 1/8 Page | \$243 |
| Insert | call for quote |

You'll find affordable vacation getaways, maps, roadside attractions, classic family diners and more roadside fun in every issue.

No other publication I work with offers additional opportunities like AMERICAN ROAD magazine to get in front of my target audience.

—Darien Schaefer, Director for Highway 51



AMERICAN ROAD captures an important niche market in the heritage tourism industry by offering multiple venues for this growing travel category. We reach many people and a wide demographic of the public because we cross media platforms.

