



AAA Explorer Northern New England

AAA Explorer Northern New England is the magazine exclusively for AAA members in Maine, New Hampshire, and Vermont. AAA Explorer Northern New England offers impactful print and digital advertising opportunities to connect your brand with an educated and affluent audience. Through engaging travel, auto, and lifestyle content, AAA Explorer Northern New England inspires readers to travel and explore their region and beyond.

Become part of the AAA experience and deliver your message with a brand members trust.

READERS



Circulation
580,000 households



Audience
1.5 million readers



Engagement
78.9% read 3+ of 4 issues received



Actions Taken
74.0% took action as a result of reading

DEMOGRAPHICS

Men / Women	40.3% / 59.7%
Average Age	60.3
Average HHI	\$53,125.00
Own home	81.2%
Attended/graduated college	85.4%
Took a leisure trip in the last 12 months	81.4%
Inspired to travel to destinations featured in magazine	86.8%
Feel encouraged to visit businesses advertised in magazine	85.7%

Travel, food, family and local events in every issue

- **Out & About:** Places to go and things to see, near and far
- **Mapping America:** Must-visit locations around a single theme
- **Feature Stories:** Leading writers wax eloquent about travel, food, and culture
- **Stand-Out Photography:** Top travel photographers capture vivid images from around the globe

Ad Close Dates

Issue	Space Close	Materials Due
SPRING Feb, Mar, Apr	12/1/2020	12/8/2020
SUMMER May, Jun, Jul	3/1/2021	3/8/2021
FALL Aug, Sep, Oct	6/1/2021	6/8/2021
WINTER Nov, Dec, Jan	9/1/2021	9/8/2021

Providing custom programs to meet your advertising needs.

For a more extensive media kit with specific pricing information, please contact:

Brian Howell
Howell.Brian@aaa-calif.com
714-885-2402

