

# AAA SOUTHERN TRAVELER AT A GLANCE

**Founded:** January 1998

**Frequency:** Mailed bi-monthly, Jan./Feb. through Nov./Dec.

**Circulation:** Mailed to 210,000 AAA households in Arkansas, Louisiana and Mississippi



**AAA Southern Traveler** features articles on regional, national and international travel opportunities. Area history, auto safety, highway and transportation news are also featured. The South is often the focus of travel articles.

As the official publication for AAA members in Arkansas, Louisiana and Mississippi, we reach an audience that travels throughout the year. AAA, America's premier travel organization, serves more than 47 million members throughout North America.

The magazine was honored in 2008 with the Travel Media Award from the state of Louisiana.

Editorial offices for **AAA Southern Traveler** are located at 12901 N. Forty Drive, St. Louis, MO 63141.



**Our readers turn to  
AAA to help them get  
the most out of living!**

Member of H&A Media Group  
Source: 2007 Mediamark Research Inc. "Subscriber Profile Study"

For Advertising Rates Call (402) 592-5000 X452

# ACTIONS TAKEN

*This is what happens when AAA members read Southern Traveler magazine.*

## **MRI Research shows that AAA MEMBERS RESPOND in the following ways :**

Took some form of action .....	68%
Visited AAA office .....	40
Visited Magazine/Club Web site (or AAA.com) .	38
Planned/modified existing travel plans ....	20
Visited Advertisers' Web sites .....	16
Used Reader Service Card .....	8
Called an 800/888/877 number .....	18
Called AAA Travel Agent .....	11



**To maximize response, your ad  
should contain an 800#, Web  
site address and e-mail address!**

Member of H&A Media Group  
Source: 2007 Mediamark Research Inc. "Subscriber Profile Study"

For Advertising Rates Call (402) 592-5000 X452

# DEMOGRAPHICS

## Household Income

Under \$30,000	10.7%
\$30,000 - \$39,999	8.1
\$40,000 - \$49,999	9.4
\$50,000 - \$74,999	16.3
\$75,000+	38.0
<b>Median Income</b>	\$70,500
<b>Average Income</b>	\$87,000

## Age

18-44	15.9%
45-64	44.3
65 Plus	39.8
<b>Average Age</b>	<b>60.4</b>
<b>Median Age</b>	<b>61.6</b>

## Main Residence

Own Home/Condo	92.3%
Rent	7.7

## Value of Residence

<b>Average</b>	<b>\$266,700</b>
<b>Median</b>	<b>\$197,900</b>

## Sex

Male	37.6%
Female	62.4

## Household Income

Average	\$78,700
Median	\$64,700

## Marital Status

Single (never married)	8.4%
Married	67.7
Separated/Divorced	9.7
Widowed	11.9

## Education

Graduated 4 years college or more	51.3%
Attended college 1-3 years	30.3
Attended college	81.6

## Occupation

Professional/Manager	69.1%
----------------------	-------



**AAA members are desirable prospects for your products and services!**

For Advertising Rates Call (402) 592-5000 X452

Member of H&A Media Group  
Source: 2007 Mediamark Research Inc. "Subscriber Profile Study"

# TRAVEL HABITS

## Trips

Take Domestic Trips	79.8%
Business	28.3
Vacation	92.5
Business/Vacation	16.8
Take Weekend Trips	75%
Travel by Car	61.8
Travel by Plane	56.5

Stayed at a Hotel	81%
Participate in	
Casino Gambling	37
Play Golf	10
When shopping	65.6

**Average Spent on Vacation: \$2,400**

## Hotel/Motel Room Nights

Business/Vacation	81%
Business	25.9%
Room Nights	12.4
Vacation/Personal	76.3%
Room Nights	11.9

## Trips & Travel

(last 12 Months)	U.S. Households	AAA Households	Index
Took Trips	53%	79.8%	152
Plane Trips	45	56.5	129
Railroad Trips	1.4	2.2	350
Bus Trips	3	3.8	181
Rental/personal car	66	61.8	99
Motor Home	1.9	2.7	105
Took a Cruise	8.6	24.6	257



## Planning sources

(information sources used for trip)	
AAA magazines	35.6%
Other magazines	16.7
AAA guides	24.3
AAA Travel agency	18
AAA Web site	18.9
Television	12.6

**AAA member households take 50% more trips than the average U.S. household.**

Member of H&A Media Group  
Source: 2007 Mediamark Research Inc. "Subscriber Profile Study"

For Advertising Rates Call (402) 592-5000 X452

# TRAVEL HABITS - OUTSIDE CONTINENTAL U.S.

## Places Visited (last three years)

Canada	32.6%
Caribbean	29.5
Europe	48.4
Mexico	36.8
Central/South America	17.9

Owens a valid Passport 53.5%

Took a Foreign Trip (last three years) 45

## Other Places Visited

Alaska	6.9%
Hawaii	7.3
Plan to visit Alaska/Hawaii in 12 months	7.7

## Reasons for Foreign Trips (taken last 3 years)

Business	14%
Vacation	87.9

## Number of Foreign Trips (taken last 3 years)

Average	2.1 trips
---------	-----------

## Total Amount Spent on Foreign

### Vacation (in last 12 months)

\$2,800 on average

## Travel Services Booked through AAA

Cruise	1.8%
Vacation package	3.6
Airline ticket	5.8



Member of H&A Media Group  
Source: 2007 Mediamark Research Inc. "Subscriber Profile Study"

**More than half of AAA members have a passport and are ready to travel!**

For Advertising Rates Call (402) 592-5000 X452

# CIRCULATION COVERAGE

**Total Circulation:**  
**210,127**

Little Rock	21,121
Eureka Springs	3,329
Hot Springs	4,696
Baton Rouge	15,706
New Orleans	46,012
Shreveport	6,500
Jackson	9,648
Biloxi	6,422
Oxford	5,044

Source: Jan/Feb 2008 USPS postal statement statement 3541

