

2020 MEDIA KIT



LIVE | PLAY | AAA

MINNEAPOLIS, MINNESOTA
HENNEPIN COUNTY





The **AAA** Brand

As a federation of affiliated motor clubs serving more than 59 million members in North America, AAA is one of the most trusted brands in the world.

AAA leverages the strength of this national organization to serve local AAA members with relevant advice and valuable benefits.

Our members have confidence in the AAA brand and depend on the club for assurance, enjoyment and valuable savings. AAA's core values are unwavering: Integrity, Advocacy, Diversity, Social Responsibility and Service. AAA always does what is right for its members and serves as their most trusted advisor while they enjoy the freedom of mobility, the exhilaration of adventure, and the use of their automobiles.

***Align YOUR brand with the AAA brand,
the most trusted authority.***

Live | Play | AAA helps members navigate the world around them through content designed to inspire smart travel and safe living.

LIVE | PLAY | AAA

AAA members travel **more**, stay **longer** and spend **more**.

Distribution

Founded in 1902, Live | Play | AAA is the official member magazine of AAA Minneapolis, a non-for-profit member-based organization. Live | Play | AAA is published six times per year and is distributed to all AAA Minneapolis households in Hennepin County, Minnesota. Live | Play | AAA delivers content about local, domestic and international travel, AAA Minneapolis, driver safety, finance and insurance, technology, member benefits and more. Live | Play | AAA content is also available on AAA.com.

Live | Play | AAA delivers a circulation of **123,000** and provides unparalleled access to **208,000** members who live in Hennepin County.

***AAA is There,
Wherever Life Takes You.***



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The Most Targeted Audience...

Affluent

- **73%** income is \$50,000+/yr
- **50%** income is \$100,000+/yr

Sweet Spot

- **70%** are homeowners
- **79%** are 45+ years old

Loyal

- **75%** have been members for 5 or more years
- **46%** have been readers of Live | Play | AAA for 10 or more years



AAA Member Demographics

More than 50% of all AAA members use Live | Play | AAA when planning a domestic or foreign trip.

ACTIVITIES: LAST 12 MONTHS

- **51%** visited historic sites
- **36%** visited national parks
- **35%** went to the beach
- **27%** visited theme parks
- **19%** visited art galleries
- **12%** played golf
- **10%** visited the spa

QUICK FACTS

- **94%** took trips
 - Personal 74.4%
 - Business 24.6%
 - Business/Personal 16.3%
- **\$2,300** - average amount spent on trip
- **78%** took weekend trips
- **88%** traveled by car

CANADIAN PROVINCES VISITED (LAST 3 YEARS)

- **28.5%** Canadian Provinces
 - Ontario - 13.6%
 - Pacific Provinces - 4.9%
 - Atlantic Coast Provinces - 4.2%
 - Heartland Provinces - 4.2%
 - Quebec - 2.0%

INTERNATIONAL PLACES VISITED (LAST 3 YEARS)

- Europe - **32%**
- Caribbean - **29%**
- Mexico - **29%**
- Hawaii - **12%**
- Alaska - **11%**
- Asia - **11%**

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GREENSPRING MEDIA

Greenspring Media forges long-term relationships with our clients by offering them a superior value proposition: high-quality products that build their brands and a process built around their needs—all wrapped up in the most responsive and reliable personal service experience you could ever expect in a business relationship.

For over 50 years, Greenspring Media has been creating and executing custom publishing programs to reach your markets and help attract millions of visitors to travel throughout our great state. As part of Hour Media—one of the country’s preeminent publishers of city regional magazines— Greenspring Media’s quality, pricing and command of customer service is unsurpassed with our printing partners. We print almost 17.5 million magazines a year, more than 120 titles, and more than 30,000 pages for eleven different business units.



Our portfolio includes our flagship publications *Minnesota Monthly* and *Midwest Home*, both leaders in their respective fields. *Minnesota Monthly* is truly the foremost travel authority, devoting countless editorial pages to travel in and throughout Minnesota. Our special travel sections—some of which are done in conjunction with Explore Minnesota while others are sponsored by long-term clients—are eagerly anticipated by our readers on an annual basis. There is no greater travel and entertainment authority actively covering Minnesota and the Twin Cities market in print or online.



In addition to Live | Play | AAA, our Custom Publishing Division also produces several magazines across a variety of travel and tourism markets—many of which we own and others that we produce for an impressive roster of clients—several of whom have been with us for decades.

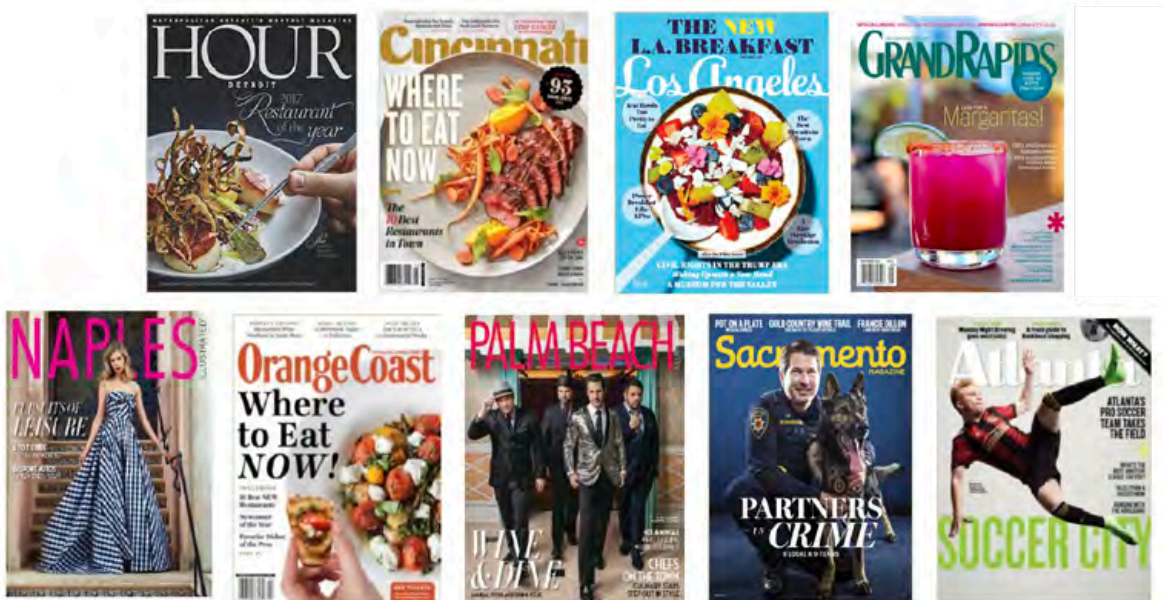
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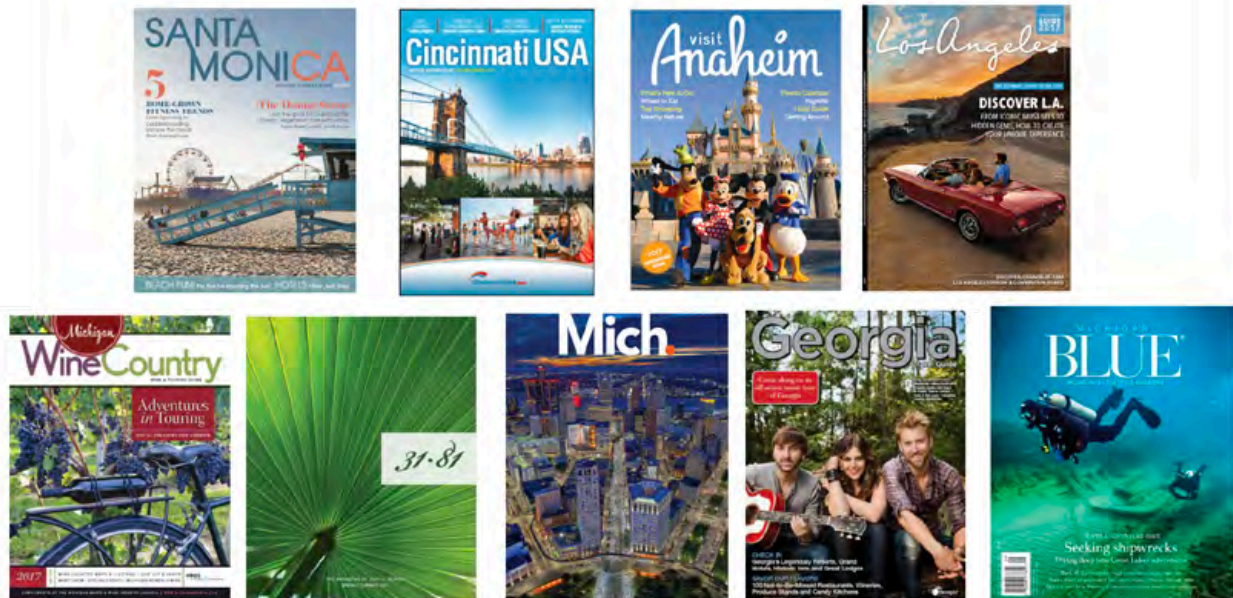
Hour Media: Sister Publications

In addition to the hyper-local expertise you gain from working with us, Greenspring Media is uniquely positioned to offer a vast network of sister shelter publications also owned by our privately held parent company, Hour Media.

SISTER SHELTER PUBLICATIONS



SISTER TRAVEL PUBLICATIONS



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