

AUDIENCE PROFILE



Midwest Traveler

WE'LL TAKE YOU PLACES.

AAA Members like to travel, and they like to do it in style. In 2009, 78 percent of AAA Midwest Traveler's subscribing households vacationed, and on average, two of those trips in a three-year time frame were to foreign countries. Nearly 35 percent of AAA Midwest Traveler households bring in an income greater than \$75,000 per year—which may explain why AAA Midwest Traveler readers took twice as many cruises as the national average.

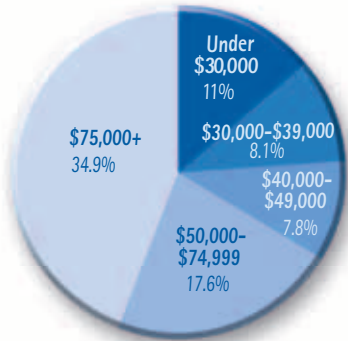
Almost 71 percent of readers stay at hotels when they travel, booking up to eight nights.

At AAA Midwest Traveler, we understand how hard our readers work. We know they'll need a break from workweek stress, and when they take it, we'll be there to show them how to spend it.



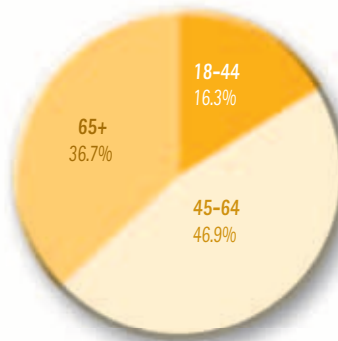
REACH AN UNBEATABLE MARKET

HOUSEHOLD INCOME



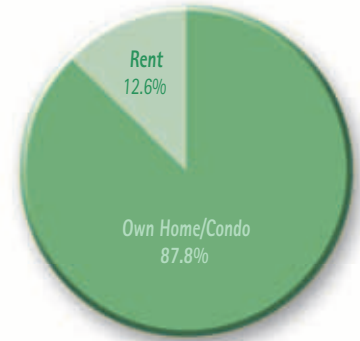
\$87,200 Average Income
\$67,500 Median Income

AGE



59.5 Average Age
59.8 Median Age

MAIN RESIDENCE



\$230,600 Average Value
\$177,700 Median Value

EDUCATION

77.4% Attended college
50.7% Graduated 4 years college or more
26.7% Attended college 1-3 years

MARITAL STATUS

59.2% Married
14.1% Widowed
13.4% Separated/Divorced
10.5% Single (never married)

OCCUPATION

59.7% Professional/Manager

GENDER

67.7% Female
32.4% Male

More than 70 percent of our readers **TOOK ACTION** after spending time with AAA Midwest Traveler. That's impressive.



40.9% Visited a AAA office
27.1% Visited a magazine/club web site (or AAA.com)
13.9% Called an 800/888/877 number
13.1% Planned/modified existing travel plans
10.8% Called a AAA travel agent
10.4% Visited advertiser's Web site
9.3% Sent in a Reader Service Card
5.4% Called advertiser directly

Source: 2009 Mediamark Research Inc. "Subscriber Profile Study"

TRAVEL HABITS

TRIPS

93.9%	Domestic trips
77.9%	Vacation
23.5%	Business
8%	Business/vacation
89.2%	Traveled by car
71.4%	Weekend trips
52.8%	Traveled by plane
71.1%	Stayed at a hotel
55.4%	Went shopping
39%	Visited theme park
31.8%	Visited museum
31.5%	Went to beach
29.6%	Visited historic sites
20.6%	Participated in casino gambling
11.1%	Visited resort/spa
6.4%	Played golf

\$1,900 Average spent on vacation

HOTELS/MOTELS

66.4%	Vacation/Personal
8.5	Nights
20.7%	Business
8.5	Nights

TRAVEL COMPARISONS

(last 12 months)

	US HH	MT HH	INDEX
Took trips	52.5%	93.9%	150
Personal car	58.6%	89.2%	152
Plane trips	45.4%	52.8%	116
Rental car	10.3%	22.1%	215
Took a cruise	8.7%	18.5%	244
Railroad trips	1.5%	8.3%	480
Bus trips	2.6%	6.5%	235
Motor home	1.9%	4.6%	274

CANADIAN AND FOREIGN

44.3%	Own a valid passport
24.7%	Took a foreign trip (last three years)

PLACES VISITED (last three years)

36.6%	Mexico
32.9%	Caribbean
30.5%	Europe
25.6%	Hawaii
17.1%	Canada
8.5%	South America
1.2%	Middle East

REASON FOR FOREIGN TRIP

(last three years)

94.6%	Vacation
10.8%	Business

NUMBER OF FOREIGN TRIPS

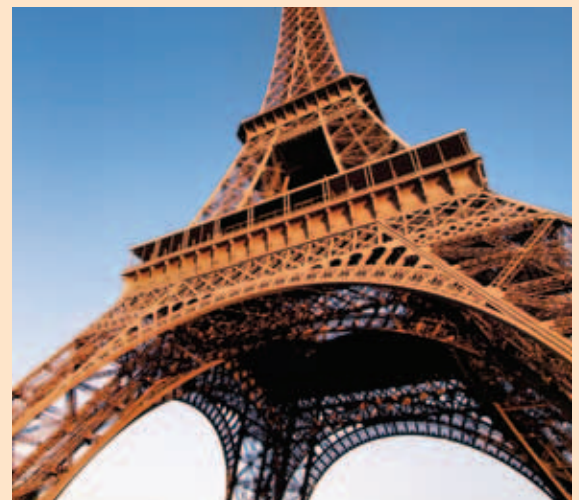
(last three years)

2.6	Average
2.3	Median

SOURCE OF INFORMATION

WHEN PLANNING A FOREIGN TRIP

4.5%	AAA Travel Agency
1.9%	AAA Magazines





Impressed with our numbers and percentages? Here's what they really mean to you.

More than **70 percent** of our readers reach out to an issue's advertisers by calling, visiting a Web site or returning a Reader Service card.

Nearly **35 percent** of our readers have a household income **exceeding** \$75,000.

Cruises draw our readers at a rate **twice** the national average.

Cars are rented by our readers **one-and-a-half** times more often than the national average.

When they travel, **71 percent** of our readers stay at a hotel.

