

# Issues of importance for millions of people.

**P**ublished bimonthly, *AAA World* is the source AAA members trust for ways to enjoy their lives more. Each issue brings a world of ideas and information to more than two million homes from New Jersey to Virginia — things to do, places to go and advice to help AAA members.

*Fun & adventure:* Our readers seek it. Our pages deliver it — with features on everything from far-away lands to nearby National Parks...well-known sights to little-known wonders... world capitals to weekend get-aways...as well as travel tips and more.

*Home & family:* Our readers juggle jobs and households. Our articles offer them tips on finances and insurance...car and home maintenance...as well as



ways to save on products and services we know our members need and use every day.

**A**s a primary information resource for AAA members, our readers look through each issue of *AAA World* to learn about opportunities for travel, recreation and entertainment, as well as answers for their car, home, insurance and financial needs.

**Regular features:**

Domestic and international travel destinations; regional events; travel products and accessories; new car reviews; *Your AAA* section with articles relating to member services, car and home ownership, family life, finances, insurance, shopping and safety.

**World-class contributors:**

*Colleen Dunn Bates* — freelance writer for *Parenting & Bon Appétit*

*Peter Bohr* — managing editor of the *Complete Car Cost Guide*

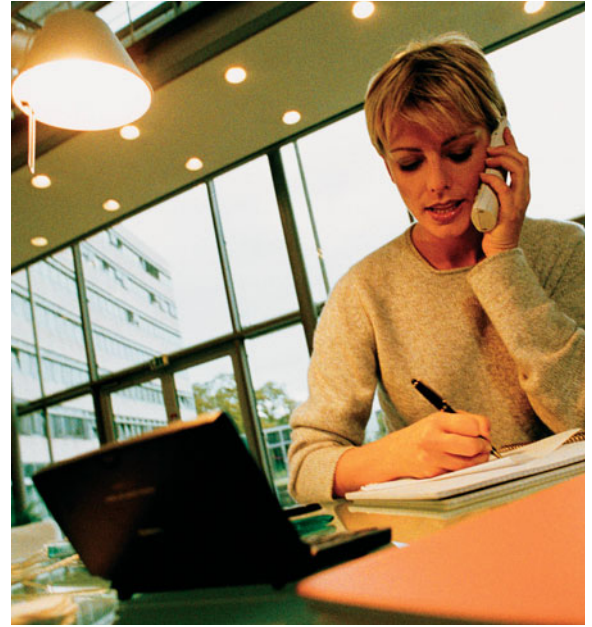
*Dennis Cass* — writer for *Harper's & New York Times Magazine*

*Steve Jones* — *Forbes & Time* photographer

*Catherine Karnow* — *National Geographic* photographer

*Yunghi Kim* — Magazine Photographer of the Year, National Press Photographers Association

*Stephen Madden* — editorial director of *Bicycling & Mountain Bike*



*Jack McCallum* — senior writer for *Sports Illustrated*

*Bob Ostrom* — Disney & Nickelodeon illustrator

*Alastair Paulin* — managing editor of *Mother Jones*

*Paine Proffitt* — *Harper's & Time's* illustrator

*Jeff Rennie* — gold medalist, Society of American Travel Writers

*Chris Welsch* — gold medalist, Lowell Thomas Travel Journalism competition

*Christina Wilton* — *Scientific American & Time Life* photographer





**Gender**

Female	57.6%
Male	42.4%

**Age**

Average	55.7 years
18–34	8.5%
35–54	40.5%
55+	50.9%

**Marital Status**

Married	62.7%
Single (never married)	13.1%
Divorced/Separated	12.8%
Widowed	11.4%

**Education**

College degree (BA or higher)	53.3%
High school/some college	43.6%

**Household Income**

Average	\$90,000
Under \$35,000	12.2%
\$35,000 – \$60,000	18.1%
\$60,000 – \$100,000	22.4%
\$100,000 – \$150,000	13.8%
Over \$150,000	9.5%

**Home Ownership**

Own primary residence	88%
Market value of primary residence (zone dependent)	\$277,000 - \$418,000

**Readership & Response**

Households:	2,098,000
Average readers per copy:	2.1
Read magazine regularly:	74%

**As a result of reading the magazine:**