AAA Colorado and its leading tourism publication, EnCompass, reaches an overall audience of 700,000+ travel-savvy Coloradans. EnCompass engages its loyal audience across multiple media channels including its award winning magazine, 5 monthly e-newsletters, a service-driven website and social media (Facebook, Twitter, Instagram and LinkedIn).

AAA Colorado and EnCompass are market leaders in the utilization of content marketing strategies on behalf of their advertisers and sponsors. They go the extra mile to accommodate high quality messaging on behalf of attractions and destinations worthy of their audience’s attention.
The **AAA Colorado** and **EnCompass** multimedia platform uses channels that reach its audience when, where and how that audience wishes to engage. 83% are front range residents; 66% are Denver area residents.

**Magazine:**
Sent every other month to 410,000 households, reaching 700,000+ AAA Colorado members.

**E-newsletters:**
5 editions each sent monthly to 270,000 members; total of 1,350,000 sent monthly.

**Website:**
100,000+ average monthly unique users; 550,000+ average monthly page views.

**Social Media:**
75,000+ followers across Facebook, Instagram, Twitter and Linkedin.
The **AAA Colorado** and **EnCompass** audience is mature, educated and has money to spend. Most importantly, Colorado residents love their home state and spend $5.4 billion each year visiting its diverse, overnight travel destinations.

**Audience Demographics**

- **75%** own a home
- Average value is **$424,000**
- **39%** male
- **61%** female
- **AVERAGE AGE IS** **55**
- **93%** attended/graduated college
- **AVERAGE HOUSEHOLD INCOME IS** **$88,400**
- **22.6%** are over **$100,000**

Source: 2017 EnCompass Reader Profile Study; GFK MRI; Longwoods International 2018 report
Travel Habits

WHEN AAA MEMBERS TRAVEL:

- 73% DINE OUT
- 48% VISIT HISTORIC SITES, NATIONAL/STATE PARKS
- 44% PARTICIPATE IN HRD/SOFT ADVENTURES
- 38% VISIT MUSEUMS AND CULTURAL ATTRACTIONS
- 31% ATTEND THEATRE, CONCERTS, FESTIVALS, SHOWS
- 22% SHOP
- 19% PARTICIPATE IN CASINO GAMBLING
- 16% ATTEND A SPA/RETREAT
- 13% PARTICIPATE IN SNOW SPORTS

VACATION IN CO: 58%
AVG. TRIPS PER YEAR: 6.3
AVG. SPENDING: $3.8k

Source: 2017 EnCompass Reader Profile Study, GFK MRI
AAA Colorado’s EnCompass magazine is the state’s leading travel and tourism publication, serving 700,000+ members. And that number is expanding as AAA Colorado was named the fastest growing AAA club in America in 2019.

MAGAZINE AUDIENCE SIZE
700,000+ MEMBERS WHO ARE READERS
410,000 HOUSEHOLDS THAT RECEIVE COPIES OF ENCOMPASS
332,000 FRONT RANGE HOUSEHOLDS THAT RECEIVE COPIES
265,000 DENVER AREA HOUSEHOLDS THAT RECEIVE COPIES

READERSHIP HABITS
78% OF READERS READ 3 OUT OF 4 ISSUES
73% OF READERS TAKE ACTION ON SOMETHING THEY SAW IN ENCOMPASS

Source: 2017 EnCompass Reader Profile Study, GFK MRI
EnCompass is a travel magazine that recognizes its readers are automotive road warriors. They are active and frequent travelers to destinations near and far. They have a deep desire to explore the many attractions in their home state of Colorado and comfortably drivable destinations in nearby states. The features and columns within EnCompass capture the get-in-the-car-and-go type of information our readers value.

2020 Content Calendar

January – February
THE TRAVEL EDITION: DESTINATIONS AROUND THE GLOBE (Italy, Australia/New Zealand, Greece, Alaska, Charleston, Peru)
THREE DAYS IN: Small Town Ski and Soak (Glenwood Springs, Pagosa Springs, Salida)

March – April
EXPLORE THE GEMS OF NORTHERN ITALY
CRUISING THE MEKONG RIVER
WHICH TYPE OF CRUISE IS RIGHT FOR YOU? Oceans or Rivers
THREE DAYS IN: Phoenix

May – June
COLORADO SUMMER FUN 2020: Go Wild (Wild horses of Sand Wash Basin)
COLORADO BBQ (Grilling advice from the top local pit bosses)
EASIEST TRAVEL DESTINATION FROM DENVER
THREE DAYS IN: Wyoming’s National Parks

July – August
COLORADO GETAWAYS 2020: Small town summer getaways
COLORADO AUTO MUSEUMS
THREE DAYS IN: West Central Colorado (Gunnison, Crested Butte, Montrose)

September – October
COLORADO GOLD RUSH 2020: Float the Fall
CRAFTY COLORADO (Local craft beer & wine)
EXPLORING NEW MEXICO’S BADLANDS
THREE DAYS IN: Northeast Colorado (Sterling, Fort Morgan, Burlington)

November – December
COLORADO HOLIDAY HOTELS: Part 2
SEE HAWAII IN A DIFFERENT WAY
EXPLORE OREGON’S WILLAMETTE VALLEY
THREE DAYS IN: San Luis Obispo County (Hearst Castle, Highway 1, Wine Country)
Specialty Print Promotions

Co-op Page Promotion

*EnCompass* will produce a special single page or two page spread with editorial focused on a region, an activity or a collection of destinations. Special sized ad units will work hand-in-glove with the content; digital representation is also available on our website and in our e-newsletter.

- $2,400 for Magazine
- $1,250 for E-newsletter
- $3,100 for Magazine + Website + E-newsletter Content

Gatefold Co-op Promotion

Each year, *EnCompass* publishes a 4-page Front Cover co-op promotion that features some of the top destinations in Colorado. This marquee positioning for advertisers, combined with added value digital visibility, arrives at readers’ doorsteps in late April - just as they’re planning their summer adventures.

*See Gatefold illustration and rates on next page.*

Advertorial Promotions

*EnCompass* is always looking for great stories about Colorado’s best attractions. Our editors will entertain any legitimate destination or attraction story to run alongside an ad that occupies space equal to the size of the article. We will make certain the ad and story are packaged together as a single promotional unit. Advertorial packages are available for full page ad + full page content at $12,850, and for ½ page ad + ½ page content at $7,700.
### Display Rates

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<tr>
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### Gatefold Co-op Promotion Rates

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<td>$5,000</td>
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<td>$3,700</td>
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<tr>
<td>1/6 page</td>
<td>$2,450</td>
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### Print Closing Dates

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<td>Mar/Apr</td>
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<td>2/21/20</td>
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<td>May/Jun</td>
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<td>3/13/20</td>
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<td>Jul/Aug</td>
<td>5/1/20</td>
<td>5/8/20</td>
<td>6/19/20</td>
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<tr>
<td>Sep/Oct</td>
<td>7/3/20</td>
<td>7/10/20</td>
<td>8/21/20</td>
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</table>

### Display Ad Options

- Full Page
- 1/3 V
- 2/3 V

### Gatefold Co-op Ad Options

- 1/3 SQ
- 1/2 H
- 1/6 V
- 1/2 V Island

- 1/6 H
- 1/9 V
- 1/3 V Island

- Outside Gatefold
- Inside Gatefold
- Inside Cover 2
- Page 1
E-newsletters

*EnCompass* delivers five unique e-newsletters each month, all to a highly engaged audience of **270,000 opt-recipients**.

**EnCompass Exclusive** – A monthly e-newsletter featuring exclusive articles not found in the print edition. In addition to the exclusive online-only articles and sponsored advertiser content, one month will highlight the upcoming magazine, while the next month may offer additional bonus coverage of a print article. Sent the third full week of each month.

**EnCompass Events** – A monthly e-newsletter featuring the editors’ picks, and advertiser-sponsored events throughout Colorado. Sent at the end of each month for the next month’s events. Colorado events only.

**EnCompass Explorer** – A dedicated e-newsletter that tells a unique, compelling story promoting an advertising partner. Story can include offers, special discounts, etc. We’re happy to help you craft your story. Scheduled to deliver maximum engagement, but no more than two per month.

**AAA Traveler** – A monthly e-newsletter showcasing travel tips, adventures, vacations, and special offers from AAA’s preferred travel partners.

**AAA News** – A monthly e-newsletter covering the latest member benefits, featured discount partners, travel merchandise, and more.

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Website

AAA.com delivers **100,000 unique monthly users** each month and **550,000 page views**.

Social Media

**AAA Colorado** and **EnCompass** deliver over **75,000 followers** across all social media channels.
Email Options

Sponsored Article

*EnCompass* will publish a 200 to 400-word article, with a photo, logo and links to your website and AAA.com. $2,700 per post

Display Banners

*EnCompass* provides either button ads at $1,350 (900x600) per e-newsletter, or a full width banner ad at $1,800 (768x320)

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**SPONSORED ARTICLE**

EnCompass EXCLUSIVE

October

Step Into Another Time at the 1940s Ball

The 1940s Ball is the must-do, most celebrated summer event! Experience the world-famous Gene Miller Orchestra, LA’s Varsity Radio Review, Hollywood’s Salute Giltz, a World War II airshow, 1940s drive-in movie theater, and interactive scavenger hunt through allied countries and more.

Get your tickets early, as this event consistently sells out!

Have A Ball

**DISPLAY BANNER**

768 x 320

**DISPLAY BUTTON**

900 x 600
Email Options

Sponsored Event Content
*EnCompass* will post a up to a 100-word item, with a photo, of your Colorado event, linking to AAA Colorado’s Events Calendar and your event website. $800

Dedicated Sponsor E-Blast
*EnCompass* will send a sponsored article combined with a banner ad, all exclusively with your company info. $3,600
Website

AAA.com delivers **100,000 unique monthly users** each month and 550,000 page views.

**AAA.com's home page** offers customized sponsored tiles that share information about your product or service. Tile content includes logo or photo, 25 words and link to your website. **$1,800 per month**

**AAA.com's EnCompass stories page** offers sponsored articles (combined with email) - photo, logo, 200-400 words, linked to your website. **$2,700 per post**

**Display buttons** (900x600) on stories page are **$800 per month**
## Advertising Sales Contacts

**COLORADO, KANSAS, NEBRASKA, SOUTH DAKOTA, IOWA, MISSOURI, MONTANA, WYOMING**

**JENNI MITTEN**  
jenni@mediaco.com  
402-616-2151

<table>
<thead>
<tr>
<th>Region</th>
<th>Contact Person</th>
<th>Email</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARIZONA, UTAH, NEVADA</td>
<td>KEVIN MCCAW</td>
<td><a href="mailto:kevin@aaawestern.com">kevin@aaawestern.com</a></td>
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<td>713-942-7676 ext.11</td>
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<td>425-467-7755</td>
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<td>813-289-5931</td>
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<tr>
<td>NEVADA</td>
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<td>ENCOMPASS PUBLISHING DIRECTOR</td>
<td>KEN HURD</td>
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</tr>
</tbody>
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**Direct Response**

**JIM ROHRLACK**  
jim@henryhousemedia.com  
847-809-6931

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**EnCompass**

**Colorado**