EnCompass
2021 MEDIA KIT
HELPING YOU FIND YOUR WAY
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 five times a year to 420,000 households, reaching 700,000+ AAA Colorado members.

### E-NEWSLETTERS:
5 editions each sent monthly to 300,000 members; total of 1,500,000 sent monthly.

### SOCIAL MEDIA:
80,000+ followers across Facebook, Instagram, Twitter, and LinkedIn.

### WEBSITE:
100,000+ average monthly unique users; 550,000+ average monthly page views.
AUDIENCE DEMOGRAPHICS

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.

- **39% MALE**
- **61% FEMALE**
- **AVERAGE AGE IS 55**
- **93% ATTENDED/GRADUATED COLLEGE**
- **75% OWN A HOME**
- **AVERAGE VALUE IS $424,000**
- **AVERAGE HOUSEHOLD INCOME IS $88,400**
- **22.6% ARE OVER $100,000**
TRAVEL HABITS

WHEN AAA MEMBERS TRAVEL:

- 73% DINE OUT
- 48% VISIT HISTORIC SITES, NATIONAL/STATE PARKS
- 44% PARTICIPATE IN HARD/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

Source: 2017 EnCompass Reader Profile Study, GFK MRI
PRINT MEDIA

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
420,000 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*
**EnCompass** is a travel magazine that recognizes its readers are automotive road warriors, who are active and frequent travelers to destinations near and far. Readers have a deep desire to explore the many attractions in their home state of Colorado, as well as drivable destinations in nearby states. The features and columns within **EnCompass** capture the get-in-the-car-and-go type of information readers value.

### 2021 CONTENT CALENDAR

<table>
<thead>
<tr>
<th>January – February</th>
<th>The Travel Edition: What to Expect for Travel in 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>My Post-Covid Wish List</td>
</tr>
<tr>
<td></td>
<td>See Hawaii in a Different Way</td>
</tr>
<tr>
<td>March – April – May</td>
<td>On the Road During a Pandemic</td>
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<td></td>
<td>Nebraska Sandhill Cranes</td>
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<tr>
<td></td>
<td>Black Hills &amp; Badlands (Revisit this piece of Americana)</td>
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<tr>
<td></td>
<td>Three Days In: Colorado Springs (Come see what’s new, stay for more)</td>
</tr>
<tr>
<td>June – July – August</td>
<td>Colorado Summer Getaways 2021: Colorado Mining Towns</td>
</tr>
<tr>
<td></td>
<td>(Aspen, Breckenridge, Leadville)</td>
</tr>
<tr>
<td></td>
<td>Colorado’s Dark Skies</td>
</tr>
<tr>
<td></td>
<td>Three Days In: Royal Gorge Region (Pueblo, Canon City, and beyond)</td>
</tr>
<tr>
<td>September – October</td>
<td>Colorado Gold Rush 2020: Autumn’s Other Colors</td>
</tr>
<tr>
<td></td>
<td>Feel the Rhythm of Moab</td>
</tr>
<tr>
<td></td>
<td>Get Your Dose of Medicine (Saratoga, Wyo. and the surrounding area)</td>
</tr>
<tr>
<td></td>
<td>Three Days In: South Central Colorado (Alamosa, Pagosa Springs, Antonito)</td>
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<tr>
<td>November – December</td>
<td>Cruise Through the Holidays</td>
</tr>
<tr>
<td></td>
<td>Holiday on the Slopes</td>
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<tr>
<td></td>
<td>Three Days In: San Luis Obispo County (Hearst Castle, Highway 1, Wine Country)</td>
</tr>
</tbody>
</table>
PRINT MEDIA

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.

- $2,040 net for Magazine
- $1,062 net for E-newsletter
- $2,635 net 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 May — 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 $10,922 net, and for 1/2 page ad + 1/2 page content at $6,545 net.
# PRINT MEDIA

## Display Rates

<table>
<thead>
<tr>
<th>4-Color Net</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>$10,922</td>
<td>$10,412</td>
<td>$9,902</td>
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<tr>
<td>2/3 page</td>
<td>$7,607</td>
<td>$7,225</td>
<td>$6,885</td>
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<td>1/2 page</td>
<td>$6,545</td>
<td>$6,247</td>
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<tr>
<td>1/3 page</td>
<td>$4,207</td>
<td>$3,995</td>
<td>$3,782</td>
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<td>$2,550</td>
<td>$2,422</td>
<td>$2,295</td>
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<td>Cover 2</td>
<td>$11,390</td>
<td>$10,837</td>
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<tr>
<td>Cover 4</td>
<td>$11,985</td>
<td>$11,390</td>
<td>$10,837</td>
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## Issue

<table>
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<tr>
<th>Issue</th>
<th>AD Close</th>
<th>Material Due</th>
<th>In Homes</th>
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</thead>
<tbody>
<tr>
<td>Jan/Feb</td>
<td>11/6/20</td>
<td>11/13/20</td>
<td>12/28/20</td>
</tr>
<tr>
<td>Spring</td>
<td>1/1/21</td>
<td>1/8/21</td>
<td>2/19/21</td>
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<tr>
<td>Summer</td>
<td>4/2/21</td>
<td>4/9/21</td>
<td>5/28/21</td>
</tr>
<tr>
<td>Sep/Oct</td>
<td>7/2/21</td>
<td>7/9/21</td>
<td>8/20/21</td>
</tr>
<tr>
<td>Nov/Dec</td>
<td>9/3/21</td>
<td>09/10/21</td>
<td>10/22/21</td>
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</tbody>
</table>

## Gatefold Rates

<table>
<thead>
<tr>
<th>(Net)</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>$11,200</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$7,450</td>
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<tr>
<td>1/2 page</td>
<td>$5,000</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$3,700</td>
</tr>
<tr>
<td>1/6 page</td>
<td>$2,450</td>
</tr>
<tr>
<td>1/9 page</td>
<td>$1,250</td>
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</table>
WEBSITE

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

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SOCIAL MEDIA

**AAA Colorado** and **EnCompass** have continued to grow to more than **80,000 followers** across all social media channels.
DIGITAL MEDIA

E-NEWSLETTERS

EnCompass delivers five unique e-newsletters each month, all to a highly engaged audience of 300,000 opt-recipients.

ENCOMPASS EXCLUSIVE
A monthly e-newsletter featuring exclusive articles not found in the print edition. In addition, 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.
DIGITAL MEDIA

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)
DIGITAL MEDIA

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
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

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AAA LIVING MAGAZINE

REACH AAA MEMBERS IN 11 STATES*
PRINT AND DIGITAL ADVERTISING OPPORTUNITIES

AAA Living reaches more than 4.4 million member households in Florida, Georgia, Illinois/N. Indiana, Iowa, Michigan, Minnesota, Nebraska, North Dakota, Puerto Rico, Tennessee, Wisconsin.

AAA Living readers are avid road trippers. While 76% have taken a domestic trip in the last 12 months, 50% have taken a road trip** (excluding driving only to get from Point A to Point B.)

AAA Living editorial features:
- Things to Know: Timely or newsworthy information on travel, discounts, community and more
- Joy: Enjoying life and making the most of it
- Secure: Feeling secure and prepared for the present and future
- Value: Simplifying life and finding everyday value

AAA.com/AAALiving digital offerings include sponsored stories, leaderboards, mobile, and sidebars.

New for 2021...customized sponsored content. Reach AAA members with a program that combines digital content and promotion.

CONTACT YOUR SALES REPRESENTATIVE FOR ADVERTISING INFORMATION.

*plus Puerto Rico

**AAA Living Reader Study – Conducted by MRI-Simmons June 2020