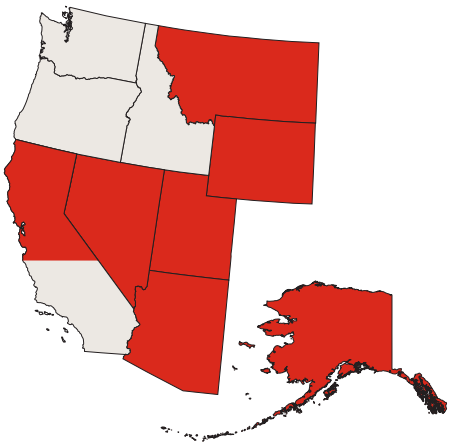
Via
2026
MEDIA KIT
AAA Mountain West Group
Northern California, Nevada, Utah,
Arizona, Montana, Wyoming, Alaska

7 Million Readers

Coverage of 22 DMAs



Circulation Breakdown

Northern California	2,186,059
Arizona	475,644
Nevada	269,657
Utah	127,130
Montana	68,012
Wyoming	19,940
Alaska	16,364

1 out of 2 Households in Northern California

Trusted Brand + Loyal Audience

Reach a highly engaged audience that seeks information and inspiration from a trusted source.

- AAA is one of the **most recognized brands** in the world
- Consistently **high Membership renewal** rates = loyalty and trust
- AAA is the **No. 1 source of travel advice** for Members after friends and relatives
- 80% of Members **took action** after reading Via

Age Breakdown

22–53	44%
54–72	36%
73+	20%

50.4%

49.6%

Average Household Income

$121,974

45% higher than the U.S. average

57% **Homeowners**

Average Home Value

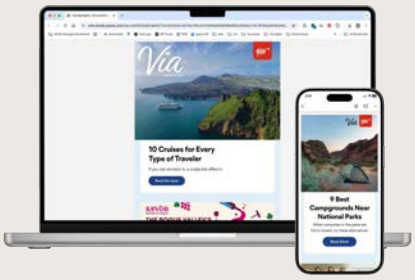
$697,374

31% higher than the U.S. average

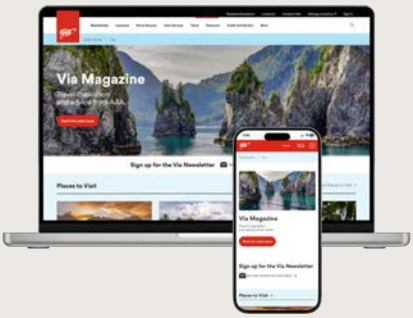
Sources: AAA MWG Study, August 2025; Social Security Administration, National Average Wage Index, 2023; U.S. Census Bureau and HUD, 2025.

Multi-Platform Opportunities

EMAIL



WEBSITE



PRINT MAGAZINE

VIA PRODUCT	FREQUENCY	DESCRIPTION	ADVERTISING OPPORTUNITIES	EXAMPLE
Email	24x per year	Online articles and digital magazine issues are emailed to AAA Members.	Four ad types: large space, advertorial, sponsored content, and small space. See pages 4 and 5 for details.	Email example 1 Email example 2
Website	Ongoing	All Via content is published on the AAA website.	**BANNER ADS** Two sizes. Can be targeted to specific pages. See page 6 for details.	mwg.aaa.com/via/places-visit/visit-these-less-crowded-destinations-instead
			ADVERTORIAL ARTICLES Content provided by advertisers. Promoted in a Via email. See page 5 for details.	mwg.aaa.com/via/advertorial/pismo-beach-california
Print Magazine	3x per year (summer, fall, and winter issues)	The flagship publication beloved by AAA Members.	**FULL PRINT RUN** Ad sizes range from small co-op ads to full-page ads. See page 7 and 9 for details.	https://issuu.com/aaa_mwg/docs/via_magazine_summer_2025_aaa
			INSERTS Advertorial content and/or traditional ads. See page 8 for details.	Begins on page 61 of the example above.

Email

- **Reach** 1.6 million opt-in AAA Members
- **Frequency** 2x per month
- **Open Rate** 58.5% (64.19% better than the national average)
- **Click-Through Rate** 2.78% (2.69% better than the national average)

LARGE SPACE

$9,000 net

Two spots available per email.

File requirements:

- 1180 x 400 pixels
- must be legible at 320 x 109 pixels
- jpg, png, or gif
- provide URL

SPONSORED CONTENT

$7,500 net

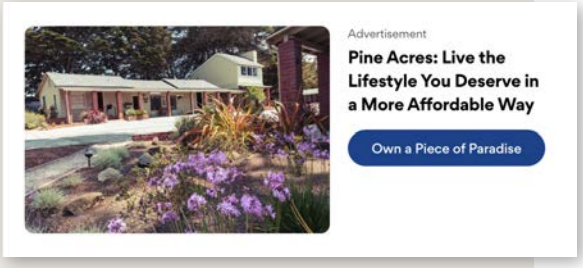
Up to two spots available per email.

File requirements:

- 680 x 460 pixels
- jpg or png
- one small logo allowed on the image (no additional text)

Headline:
3 lines max (about 54-64 characters, including spaces)

Button:
25 characters max (including spaces); provide URL



SMALL SPACE

$3,000 net

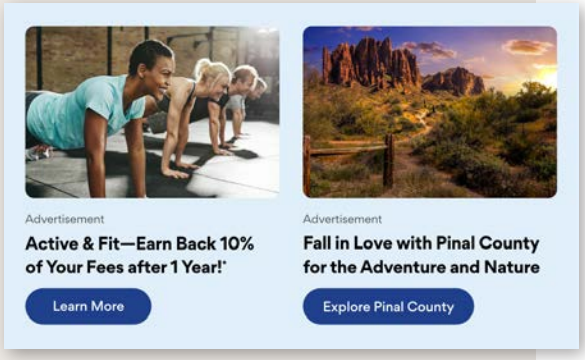
Up to two spots available per email.

File requirements:

- 592 x 400 pixels
- jpg or png
- one small logo allowed on the image (no additional text)

Headline:
2 lines max (about 48-54 characters, including spaces)

Button:
25 characters max (including spaces); provide URL



Ad close and creative deadline: one month prior to email date

WEBSITE + EMAIL

Advertorial Content

Sponsored

Discover Santa Ana, Calif., a Vibrant OC Destination

A culturally rich city featuring diverse dining, a vibrant art scene, active nightlife, and year-round festivals.

Discover Santa Ana

EMAIL FEATURE

One spot available per month.

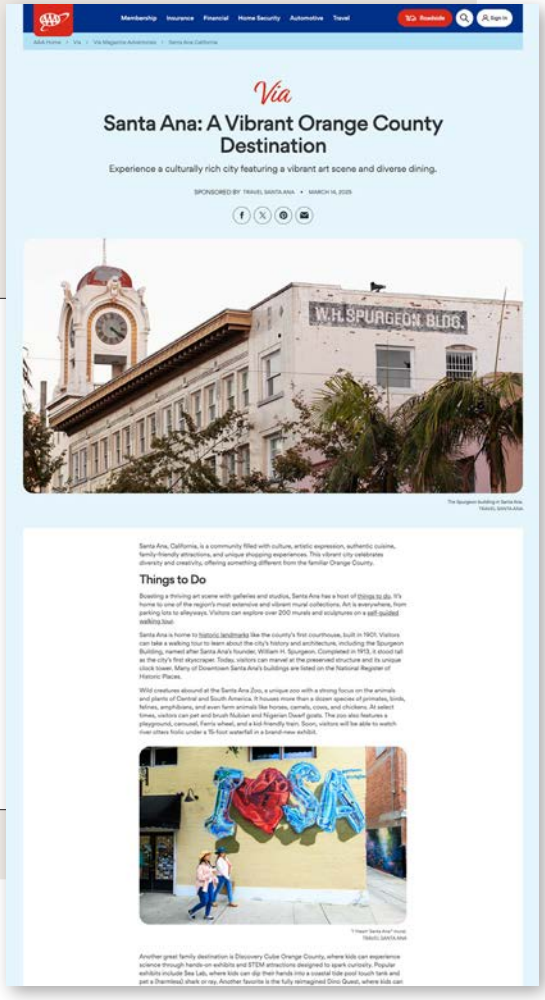
Image:
See below for photo requirements

Headline:
2 lines max (about 48-58 characters including spaces)

Subhead:
2 lines max (about 110-115 characters, including spaces)

Button:
25 characters max, including spaces

+



FEATURED ADVERTISER WEB PAGE

Images:

- at least 5 photos for our team to choose from for the article and email (including at least 1 horizontal photo for the main image)
- minimum 1500 pixels wide (larger is better)
- jpg or png
- no text or logos on the images

Headline:
30-55 characters, including spaces

Subhead:
40-85 characters, including spaces

Body text:
700-1,000 words

Call-to-action:
60-100 characters, including spaces

Link(s): Provide URL(s)

Package cost: $10,000 net
Ad close and creative deadline: one month prior to email date

AAA.COM/VIA

Banner Ads

- 358,535 impressions per month averaging 250 clicks
- Reach the millennial (25-34) demographic
- Ads can be targeted to specific articles and landing pages
- Via is the 2nd largest trafficked category on the AAA website

LEADERBOARD

DESKTOP

File requirements:
- 728 x 90 pixels
- jpg, png, or gif
- provide URL

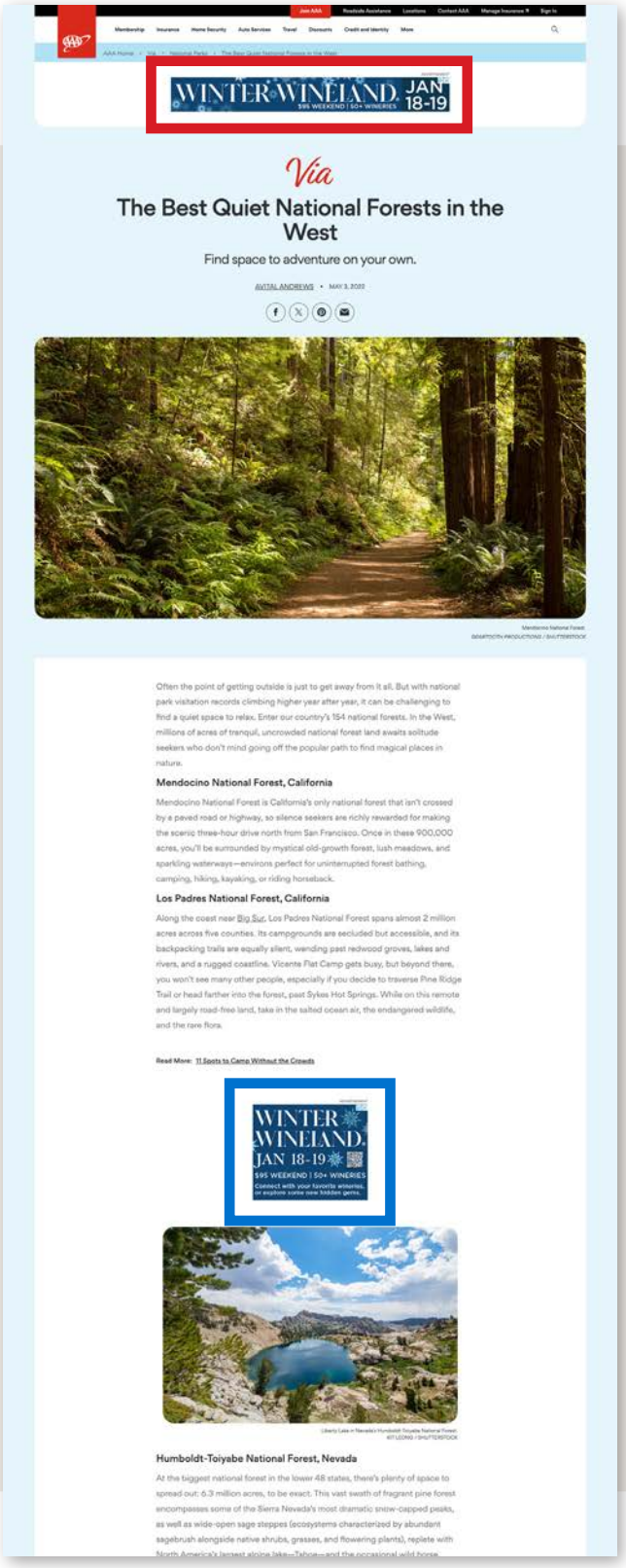
MOBILE

File requirements:
- 320 x 50 pixels
- jpg, png, or gif
- provide URL

MEDIUM RECTANGLE

DESKTOP & MOBILE

File requirements:
- 300 x 250 pixels
- jpg, png, or gif
- provide URL



Package cost: $800 per month

Print Magazine

NEW FOR 2026
Improved paper quality!

RATE BASE
3.2 million

TOTAL READERS
7 million

TIME SPENT
29 minutes
Readers spend, on average, 29 minutes out of their busy lives to read Via.

PASS ALONG
2.2 readers per copy
Via enjoys pass along readership with an average of 2.2 readers per copy.

ACTIONS
80%
of readers took an action as a result of reading Via.

44.4% Visited any website included in Via

36.7% Became aware of or used AAA discount(s)

34.0% Visited AAA.com

31.4% Visited/contacted AAA branch

27.3% Traveled to a destination advertised or written about

CIRCULATION REGION

Northern California, Arizona, Nevada, Utah, Montana, Wyoming, Alaska

FILE REQUIREMENTS

- High-resolution PDF with fonts embedded.
- CMYK only. No spot colors, RGB, LAB, or ICC color profiles.
- Full-page ads: For full bleed, include trim and bleed marks, with bleed-mark offset at 0.1667 inch (1 pica).

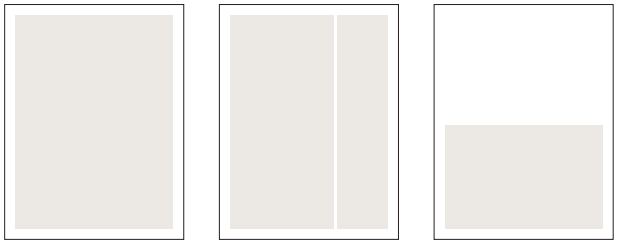
CONTACT

Please email ads to
Natasha Alcala
natasha.alcala@mwg.aaa.com
(415) 370-0591

DISPLAY ADS

Full Page	$27,000
2/3 Page	$20,000
1/2 Page	$16,000
1/3 Page	$11,000

Page trim size: 8" x 10.5"
Page bleed size: 8.25" x 10.75"



Full Page
7" x 9.5"
(live copy area)
or 8.25" x 10.75"
(full bleed)

2/3 Page Vertical
4.625" w x 9.5" h

1/3 Page Vertical
2.25" w x 9.5" h

1/2 Page Horizontal
7" w x 4.625" h

SUMMER DATES

Ad Close: Feb 26
Materials due: March 5
In-home: May 11-14

FALL DATES

Ad Close: June 15
Materials due: June 22
In-home: Sept 8

WINTER DATES

Ad Close: Aug 21
Materials due: Aug 28
In-home: Nov 16-19

Source: 2021 Via Reader Profile Study, GfK MRI; SFMC, June-Oct 2021

Discover Ad Section

Discover is a special advertising section inserted into targeted copies of *Via*. Ad units include native content plus traditional ad space.

CIRCULATION

FALL ISSUE

650k

affluent AAA homes in the greater San Francisco Bay Area, Sacramento, and **Las Vegas**.

WINTER ISSUE

1 million

affluent AAA homes in the greater San Francisco Bay Area, Sacramento, and **Arizona**.

MATERIALS

See file requirements on the Print Magazine page.

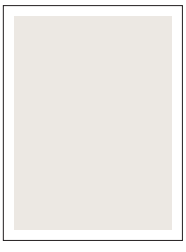
Full-page article + full-page ad
- 1-page ad
- 1-2 photos
- Copy (300–370 words)
- Headline (20–40 characters, including spaces)

Half-page article + half-page ad
- 1/2-page ad
- 1 photo
- Copy (180–220 words)
- Headline (20–40 characters, including spaces)

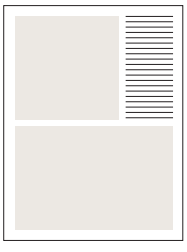
1/6-page article + 1/3-page ad
- 1/3-page ad
- Copy (90–110 words)
- Headline (20–40 characters, including spaces)

Co-op page ad
- 1 photo (will be cropped to fit)
- Copy (30–50 words), plus phone number and/or URL

Trim size: 8" x 10.5"
Bleed size: 8.25" x 10.75"

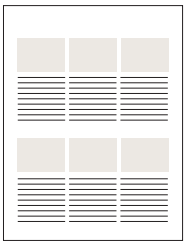


Full Page
7" x 9.5"
(live copy area)
or 8.25" x 10.75"
(bleed)



1/2 Page
7" w x 4.625" h

1/3 Page
4.625" w x 4.625" h



Co-op Page
2.125" w x 1.5" h
(photo)

DISCOVER ADS

1 page ad + 1 page advertorial **Total = 2 pages**	$16,000
1/2 page ad + 1/2 page advertorial **Total = 1 page**	$9,500
1/3 page ad + 1/6 page advertorial **Total = 1/2 page**	$5,700
Co-op page advertorial **Total = 1/6 page**	$1,530

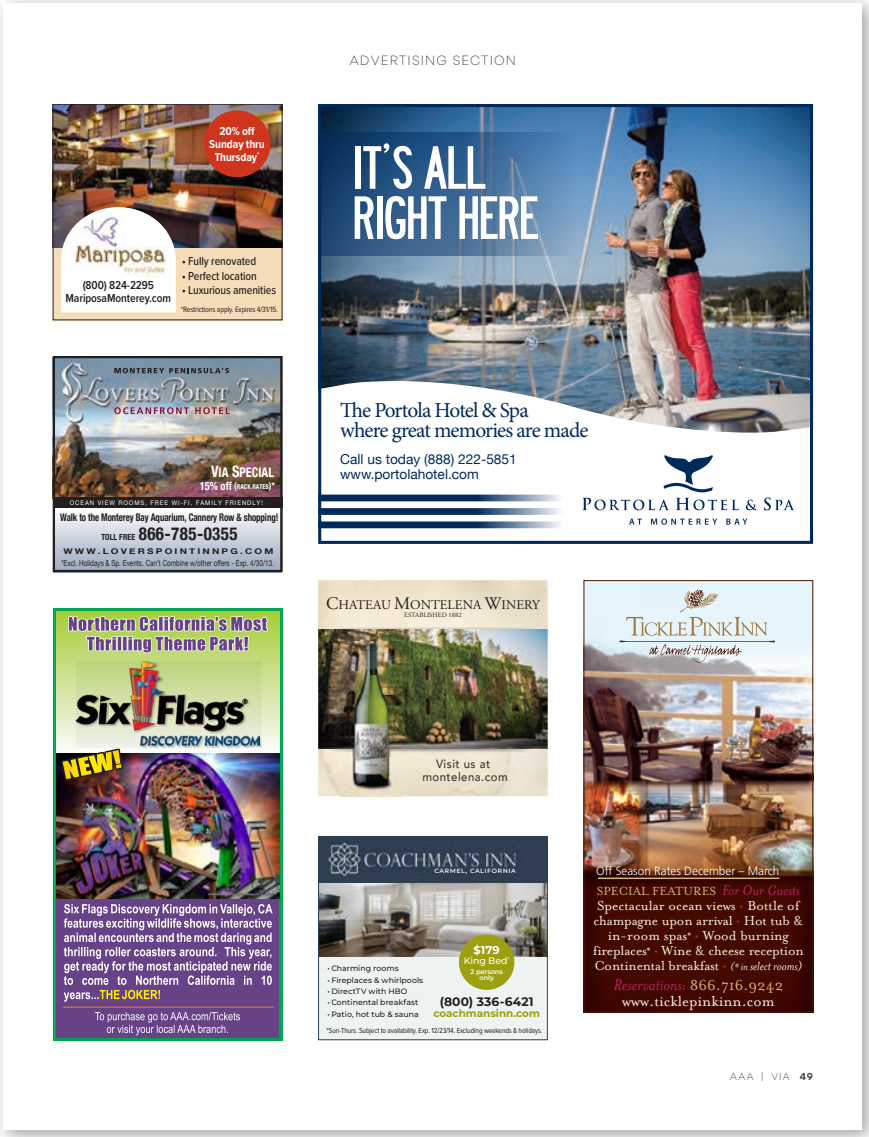
SUMMER DATES
Ad Close: Feb 18
Materials due: Feb 25
In-home: May 11-14

FALL DATES
Ad Close: June 8
Materials due: June 15
In-home: Sept 8

WINTER DATES
Ad Close: Aug 5
Materials due: Aug 12
In-home: Nov 16-19

AAA Member Guide

The new AAA Member Guide enables organizations with smaller advertising budgets to reach 3.2 million *Via* readers at an affordable rate.



SUMMER DATES

Ad Close: Feb 18
Materials due: Feb 25
In-home: May 11-14

FALL DATES

Ad Close: June 15
Materials due: June 22
In-home: Sept 8

WINTER DATES

Ad Close: Aug 5
Materials due: Aug 12
In-home: Nov 16-19

FILE REQUIREMENTS

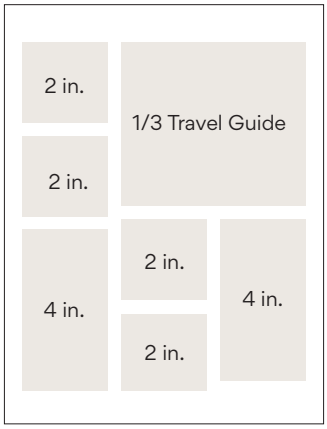
- High-resolution PDF with fonts embedded.
- CMYK only. No spot colors, RGB, LAB, or ICC color profiles.

CONTACT

Please email ads to
Natasha Alcala
natasha.alcala@mwg.aaa.com
(415) 370-0591

TRAVEL GUIDE ADS

1/3 page	$8,000
4 inch	$4,400
2 inch	$2,200



1/3 Travel Guide
4.5" w x 4" h

4-inch
2.125" w x 4" h

2-inch
2.125" w x 2" h

2026 Editorial Calendar

		Ad close and email material due date
JANUARY	**Mid January** • Best Used Cars	12/11/25
	Late January • Where to Travel This Year	12/24/25
FEBRUARY	**Mid February** • Places to Sauna/Soak	1/8/26
	Late February • State Parks	1/22/26
MARCH	**Spring Via** DIGITAL ONLY • Explore SF's Sunset District • Where To See Cherry Blossoms Abroad and in the West	2/9/26
	Late March • Car Longevitiy	2/23/26
APRIL	**Mid April** • Friendliest Small Towns	3/12/26
	Late April • Travel Myths	3/27/26
MAY	**Mid May** • Camping	4/10/26
	Summer Via PRINT + DIGITAL • Uncovering the Real Route 66 as It Turns 100 • Australia Nature Escape	4/24/26
JUNE	**Mid June** • National Parks	5/14/26
	Late June • Hotel Tips	5/28/26

		Ad close and email material due date
JULY	**Mid July** • Summer Road Trips	6/12/26
	Late July • Best Airports	6/26/26
AUGUST	**Mid August** • Affordable Escapes	7/9/26
	Late August • Educational Travel	7/23/26
SEPTEMBER	**Fall Via** PRINT + DIGITAL • The West's Best Dia de Los Muertos Celebrations • Japan Road Trip	8/13/26
	Late September • Fall Experiences	8/27/26
OCTOBER	**Mid October** • Halloween	9/11/26
	Late October • Culinary Destinations	9/25/26
NOVEMBER	**Winter Via** PRINT + DIGITAL • Genius Worked Here: Literary California • Spectacular Historic Rail Journeys in Europe	10/8/26
	Late November • Winter Driving Safety	10/22/26
DECEMBER	**Mid December** • Affordable Tropical Vacations	11/6/26
	Late December • Where To Go in 2027	11/20/26