



AAA Publishing Network

2016 GfK MRI Doublebase Prototype

Basic Information	<ul style="list-style-type: none"> <input type="checkbox"/> Circulation: 18,436,279 															
Where Available	<ul style="list-style-type: none"> <input type="checkbox"/> 2016 GfK MRI Doublebase 															
Editorial Overview	<ul style="list-style-type: none"> <input type="checkbox"/> AAA Publishing Network is made up of 16 titles (12 magazines and 4 tabloids). These titles are the clubs' method of communicating with its members. The publisher indicates that because members value their AAA membership so highly, they welcome these publications in their homes and look to them for information about programs and services. <input type="checkbox"/> The editorial mission of the AAA Publishing Network is to provide its readers with exciting and inspiring lifestyle information as well as guidance in a wide range of areas, including automotive and home purchases, outdoor activities and travel. 															
Circulation Profile	<ul style="list-style-type: none"> <input type="checkbox"/> Combined, the 16 titles deliver a circulation of 18,436,279. DJG used this figure to generate the audience for the AAA Publishing Network. <input type="checkbox"/> The largest circulation title, AAA Living, (AAM Audited) accounts for 27% of the total network's circulation. <input type="checkbox"/> The regional distribution of the AAA titles is as follows: The Western states with 4.5 million circulation (<i>25% of total</i>), Northeast states with 6.5 million (<i>35%</i>), Southern states with 3.8 million (<i>17%</i>) and North Central states with 4.0 million (<i>22%</i>). 															
Development Process	<ul style="list-style-type: none"> <input type="checkbox"/> Reviewed editorial and circulation information for AAA Publishing Network titles. <input type="checkbox"/> Reviewed 2015 MRI Doublebase AAA Publishing Network prototype developed by DJG. <input type="checkbox"/> Compared data to possible host publications in the 2016 GfK MRI Doublebase database. <input type="checkbox"/> Selected host magazines <i>Time</i> (<i>50%</i>) and <i>National Geographic</i> (<i>50%</i>) with additional weighting applied to <i>Women</i> (<i>55%</i>), HHI \$75,000+ (<i>52%</i>) and Belong to AAA (<i>75%</i>). <input type="checkbox"/> Estimated a 2.00 RPC with a projected total audience of 36,873,000. 															
Projected Reader Profile	<table style="width: 100%; border: none;"> <tr> <td><input type="checkbox"/> Men/Women: 45%/55%</td> <td><input type="checkbox"/> Grad. College+: 48%</td> <td><input type="checkbox"/> Own Home: 75%</td> </tr> <tr> <td><input type="checkbox"/> Age 25-54: 41%</td> <td><input type="checkbox"/> Employed: 59%</td> <td><input type="checkbox"/> North East: 23%</td> </tr> <tr> <td><input type="checkbox"/> Median Age: 53.8 yrs.</td> <td><input type="checkbox"/> PM: 30%</td> <td><input type="checkbox"/> South: 27%</td> </tr> <tr> <td><input type="checkbox"/> Married: 57%</td> <td><input type="checkbox"/> HHI \$75,000+: 52%</td> <td><input type="checkbox"/> Midwest: 18%</td> </tr> <tr> <td><input type="checkbox"/> Any Kids: 32%</td> <td><input type="checkbox"/> Median HHI: \$78,387</td> <td><input type="checkbox"/> West: 32%</td> </tr> </table>	<input type="checkbox"/> Men/Women: 45%/55%	<input type="checkbox"/> Grad. College+: 48%	<input type="checkbox"/> Own Home: 75%	<input type="checkbox"/> Age 25-54: 41%	<input type="checkbox"/> Employed: 59%	<input type="checkbox"/> North East: 23%	<input type="checkbox"/> Median Age: 53.8 yrs.	<input type="checkbox"/> PM: 30%	<input type="checkbox"/> South: 27%	<input type="checkbox"/> Married: 57%	<input type="checkbox"/> HHI \$75,000+: 52%	<input type="checkbox"/> Midwest: 18%	<input type="checkbox"/> Any Kids: 32%	<input type="checkbox"/> Median HHI: \$78,387	<input type="checkbox"/> West: 32%
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Prototype Availability & Support	<ul style="list-style-type: none"> <input type="checkbox"/> The AAA Publishing Network prototype is available through IMS, Telmar and MEMRI. <input type="checkbox"/> Agency research departments can contact Debbie Kaplan at DJG Marketing by phone at (914) 471-3454 or via e-mail at debbiek@djgmarketing.com with any questions. 															