

## SUPERIOR SMALL LODGING

### AAA CAR & TRAVEL, AAA TRAVELER - New York, New Jersey

**AAA Car & Travel**, published 11x per year, is the American Automobile Association magazine edited for the 939,000 member households in the Greater New York City area. **AAA Traveler**, published six times per year, is the American Automobile Association magazine edited for the 225,000 member households in northern NJ.

**Partner benefits:**

- Partners enjoy a 90% discount
- In-book reader service listing
- Email blast to 50,000 AAA members
- Banner on Car & Travel web site for 2 months

**Reader Profile:**

- 53% female (NY), 62% (NJ), Median Age: 53 (Both), Median Income: \$77K (NY), \$91K (NJ)

**Key Facts:**

- 44% of AAA members in Northern NJ/metro NY vacation in Florida (214 index)
- 59% said their activities include visits to historical or cultural (museums, festivals)

**Issue Date:**

January/February 2010

**Circulation:**

1,165,000

**Unit Size:**

Formatted 4C

**Net Rate:**

**\$750**

**Value:**

\$6,099

**Deadline:**

**Oct 15, 2009**

**Send ad materials to:**

Lisa Craig, Starmark, 1815 Griffin Road #300, Dania Beach, FL 33004

lcraig@starmark.com, 954-874-9014, F: 954-874-9011

Property picture, logo, address, phone numbers, trackable URL and 25 words of copy (including a "From \$xxx" rate or value offer that will be featured for your property). All advertisers to provide images in 300 DPI, CMYK, TIF, EPS, or JPG files. All logos in EPS vector file. Copy should be submitted in Word document. Checks payable to Starmark.