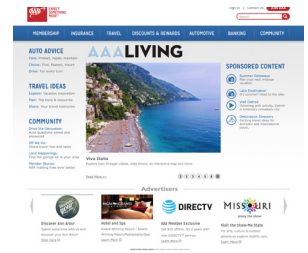


AAA LIVING

Be sure to include *AAA Living* in your 2018 plans to reach AAA members who:

- Travel More • Stay Longer
- Spend More



AAA.com/AAALiving

print

Minnesota Circulation and Rates Minnesota Circulation***: 287,608 Net Rates**:

Full Page.....	\$9,614
1/2 Page.....	\$5,306
1/3 Page.....	\$3,860

Statistics*

- AAA members accounted for 25% of Minnesota room nights
 - 51% of AAA member overnight travelers to Minnesota stayed in paid accommodations
 - AAA spending per travel party is 29% higher
- AAA Member \$928 | Non-Member \$717

2018 Minnesota Region Editorial

Jan./Feb.

Super Bowl LII in Minneapolis; Best of Community Theater (venues + upcoming shows); NorShor Theatre in Duluth reopening after renovation (opening night, Mamma Mia, Feb. 1); MN on Ice (including ice skating trail, Ice Castles in Stillwater and Ice Palaces at St. Paul Winter Carnival); Casinos: Fun things to do besides gamble; Get Up & Go: including; US Pond Hockey Championships and International Festival of Owls

Reservation: **Oct. 19, 2017**

May/June

Pickleball: What it is & where to play it; Food Festival Charticle (including Food Truck Festival in Minneapolis and beyond); Pizza Farms; 5 Must-Ride Bike Trails; Pottery in the St. Croix River Valley; Hamilton preview; Get Up & Go: including Zumbrotta Covered Bridge Music & Arts Festival

Reservation: **Feb. 22, 2018**

Sept./Oct.

Themed 3-page section: State Bucket List; Get Up & Go

Reservation: **June 20, 2018**

March/April

Where Minnesota History Comes to Life; Explore MN by Train (map with stops along the way); 3 Expansions to Check Out: Museum of American Art in St. Paul; National Eagle Center in Wabasha; MN State Capitol building; Iconic record store Electric Fetus turns 50; Get Up & Go: Paisley Park Celebration

Reservation: **Dec. 21, 2017**

July/Aug.

State Parks After Dark (moonlight hikes, star parties, etc); Minnesota State Fair What to see at the new Bell Natural History Museum & Planetarium; Where the Wild Things Are: Zoos/Aquariums; Outdoor Yoga (including Yoga in the Gardens at MN Landscape Arboretum); Get Up & Go

Reservation: **April 18, 2018**

Nov./Dec.

Day at the Museum: Exhibit, lunch, gift shop; Comfort Food: An iconic Minnesota dish + recipe or where to get it; Diamond Hotels for the Holidays; Winter Sports: Hockey and basketball; Get Up & Go

Reservation: **Aug. 22, 2018**

Source: *D.K. Shifflet & Assoc., Ltd. DIRECTIONS Performance/Monitor 2015 data. **AAA Living Media Kit 2017, rates based on 3-5X *** AAA Living Publisher Statement dated December 31, 2016.