

Advertorial ad examples that ran in 2021 (below)

ADVERTISEMENT

THE PETOSKEY AREA IS A MICHIGAN TREASURE



The Petoskey Area of northern Michigan is known for its beaches, Victorian charm and the hospitality of its lakefront resort communities. But that's just a start.

Hiking & biking
Discover beautiful hiking and biking trails, some with breathtaking views of the water.

World-class golf
Choose from more than a dozen outstanding courses, whose beauty and quality are often written about in Golf Magazine and Golf Digest.

Historic neighborhoods
Take a walking tour of the Bay View Association. With nearly 200 Victorian homes and buildings, it's a National Historic Landmark.

Stay awhile
Choose from country inns, luxurious condominiums and full-service hotels. For information, call our Visitors Bureau at 800.845.2228 or visit PetoskeyArea.com.

Petoskey Stone Hunting
Strolling the beach hunting downriver Petoskey stones is a wonderful way to while away time. You'll find them by the Petoskey Breakwall, as well as all along the Bay in Harbor Springs and Petoskey.

Zip-line adventures
Get a birds-eye view of the area as you soar through trees up to 100' above the ground!

PETOSKEY • HARBOR SPRINGS • BAY HARBOR • BOYNE CITY

OUTSIDE IS IN

Blue skies. Warm sun. A gentle, fresh breeze off Lake Michigan. From biking to golf to strolling sandy beaches, your favorite outdoor activities await. Plan now to relax, recharge, renew.

PETOSKEY AREA.COM
A Michigan Treasure

ADVERTISEMENT

STAY IN Mackinaw City



Finding the perfect place to stay during your Mackinaw Adventure is easy. This small harbor village takes pride in providing vacation accommodations that are comfortable and convenient. There are over 2700 hotels/motels, resorts, and luxurious Bed & Breakfasts.

The Mackinac Straits Area is proud to be the home of three National Historic Sites, unique shopping village with five exciting live light shows at dusk and a breathtaking lighthouse alone.

Mackinaw City CVB is your resource for everything that's going on in the Straits area from summer fairs, festivals, family fun and more. Catch a boat out of Mackinaw City aboard one of our ferry lines and visit Mackinac Island for the day.

Mackinaw City - Living History-Making History
www.mackinawcity.com




Fireworks!
Every Friday Night at dusk Over Lake Huron

Land in Mackinaw
800-666-0160 • mackinawcity.com

ADVERTISEMENT

MARQUETTE
*** MICHIGAN ***



Located on Michigan's Upper Peninsula, where the clear water of Lake Superior laps the shoreline, Marquette County harbors a community that embraces its natural landscape. Characterized by a varied terrain, from rolling waterfalls and rock formations to scenic vistas and dense hardwoods, Marquette is simply five minutes away from countless outdoor adventures.

With 83 miles of Lake Superior shoreline and even more freshwater lakes and swimming holes, Marquette is the perfect destination to cool off on a hot summer day. Visitors can kayak around the Greenwood Reservoir, fish on the lower harbor or paddleboard in Marquette Bay.

For downhill adventures, visitors will find top-rated trails with over 100 miles of groomed as well as paved paths for cycling. Using foot trails for all experience levels, hikers can visit scenic overlooks like Thomas Rock and Mount Marquette for unbelievable views. In addition to the well-known trails in the area, there are 77 waterfalls to explore, including Yellow Dog Falls, Big Pup Creek and Warner Falls.

As an urban counterpart to the outdoor adventures, Marquette's historic downtown features a flourishing culinary and brewery scene with countless options. Just minutes from the shoreline, for visitors to indulge in a day of exploring.

#REMARQUABLE

MARQUETTE, MICHIGAN

AAA TRAVEL MARQUETTE
TRAVELMARQUETTE.COM

ADVERTISEMENT

South Haven on Lake Michigan



South Haven is the perfect family-friendly destination for all ages. Grandparents, parents, and children alike can enjoy the scenery and attractions families have enjoyed for over a century. Beach activities are both relaxing and fun, from sunbathing to sandcastle building, to the pure joy of swimming in Lake Michigan and soaking at our new spa and pool. Adventure awaits on our trails and at our nature preserves, where you can hike, bike, climb, observe, and discover the hidden beauty of the forest paths. Spend quality time picking blueberries at one of our pickup farms and savor the fresh taste of ripe summer fruit. Learn something new at one of our local museums and set sail aboard our resident tug ship Friends Good. Will. Enjoy a movie at our downtown theater, discover retro games at Rocket Arcade and have fun competing at the local bowling alley and miniature golf course. Top off your day with an ice cream treat at Sherman Dairy and everyone will be smiling. At the end of the day, relax in the comfort of the perfect lodging accommodations for the entire family. Start your own traditions and make South Haven your vacation destination for years to come!

Find your ESCAPE

Now is the time to plan your summer escape to South Haven. Enjoy all that Lake Michigan has to offer, including amazing sunset views, beautiful beaches, and main street filled with unique restaurants and quaint shopping all within walking distance from our many lodging options. Whether you're looking for adventure or a peaceful getaway, South Haven has it all and less than a 3 hour drive from the east side of Michigan.

SOUTHHAVEN.ORG

ADVERTISEMENT

explore the many sides of DuPage



A little moment in history we feel the depth and need for human connection alongside nature. Continue those sentiments on a road trip to DuPage County.

One of the most recognized artists of the 20th Century will continue her legacy of passion and mastery. Frida Kahlo's Tropics, on view June 5 to Sept. 6, 2021, will be the largest Frida Kahlo exhibition in the Chicago area in more than 40 years, hosted by the Cook County Museum of Art and the DuPage Area Center at the College of DuPage.

Frida Kahlo's work directly drew from all aspects of her turbulent, yet exceptional life - the exhibition hopes to provide intimate access to the personal world. "The pandemic has been a challenging time for everyone," said exhibition Curator and Cook County Museum of Art Curator, Susan White. "We only have to look to Frida Kahlo to be reminded that we can persevere and endure!"

Continue on to the sprawling and magnificent 1300-acre landscape of The Morton Arboretum for South African artist Daniel Ross's Harvest Harvest - his largest exhibition to date featuring 20- to 25-foot tall sculptures calling attention to the connections between humans and the trees.

This tip, discover the unexpected. DiscoverDuPage.com

WHERE NATURE MEETS ART

On your next DuPage County road trip head to The Morton Arboretum for an one-of-a-kind road trip connects us to the trees we never before. Explore massive outdoor sculpture collection. Free admission. The exhibit opens April 9th, 2021.

Find trip ideas, tips and more of DiscoverDuPage.com Edgethewilderness.com

The opening reception, see it all in one place. Photo by: DuPage County Museum of Art, Susan White. Photo by: DuPage County Museum of Art, Susan White. Photo by: DuPage County Museum of Art, Susan White. Photo by: DuPage County Museum of Art, Susan White.

ADVERTISEMENT

VACATION TRADITIONS BEGIN HERE.




Edge of the Wilderness RESORT AREA

Explore northern Minnesota's Edge of the Wilderness Resort Area. Generations of families and vacationers travel to the Edge of the Wilderness each year to bask in the embrace of the tall pines and hardwoods, and enjoy the deep, pristine lakes and rivers. The resorts, trails and campsgrounds located here are cozy and welcoming.

Visitors often state that the great variety of year-round activities found here coupled with many lodging, shopping, and dining choices make the Edge of the Wilderness Resort Area their top pick for a Minnesota vacation destination. The vast forests and top blue water are a perfect backdrop for family vacation fun.

A sandy swimming beach is a standard amenity at most of the resorts.

Hiking, biking, CHV riding, kayaking, canoeing, snowmobiling, scenic flyways, paddle boarding, cross-country skiing, wildlife viewing, birding, hot colors and more offer visitors numerous options to make lasting memories. There are also terrific fishing and hunting opportunities. Smallmouth and largemouth bass, muskie, walleye, northern pike, trout, crappie, and other panfish are all found in local lakes.

Hopefully you'll find the fun of Northwoods too irresistible to pass up. Start your own Minnesota Vacation Tradition that will last for many years to come.

Plan your visit at edgethewilderness.com

EXPLORE MINNESOTA

AAA Living Magazine | State Tourism – Destinations – Attractions

Combine the Power of Advertising and Advertorial To Reach Your Best Prospects

Buy a full page ad, receive a full page advertorial at no charge.
Buy a ½ page ad, receive a ½ page advertorial at no charge.

Advertorial Components:

- Headline
- "ADVERTISEMENT" in capital letters on top of page
- Word Count: Full Page 350 words, ½ page 200 words
- Graphics: Full Page 1-2 graphics, ½ Page 1 graphic

We will design your advertorial message with the copy you send or you can send a camera ready ad.

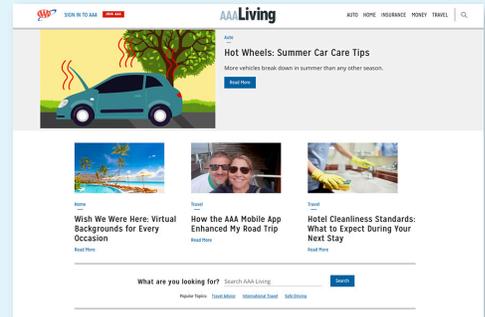
AAA Members
Travel More
Stay Longer
Spend More*

AAA Living Magazine

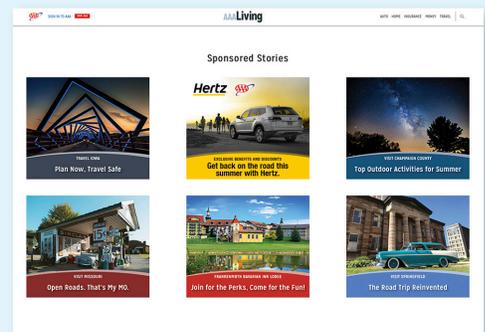
State Tourism - Destinations - Attractions

DIGITAL OPTIONS

NET PRICING:			
State	Circulation **	Full Page	Half Page
Full Circulation	6,169,903	\$108,803	\$60,889
Colorado	425,000	\$15,356	\$8,600
Florida (Includes Puerto Rico)	1,583,897	\$46,131	\$25,834
Florida - Zone 1***	197,292	\$7,525	\$4,214
Florida - Zone 2***	828,626	\$27,729	\$15,528
Florida - Zone 3***	552,417	\$19,465	\$10,900
Georgia	407,916	\$15,425	\$8,638
Illinois/N. Indiana	520,345	\$17,333	\$9,706
Iowa	131,124	\$7,913	\$4,431
Michigan	744,171	\$23,830	\$13,345
Michigan Zone 1****	522,408	\$16,708	\$9,356
Michigan Zone 2****	221,763	\$9,177	\$5,139
Minnesota	261,332	\$9,999	\$5,600
Nebraska	92,658	\$6,030	\$3,377
North Carolina	983,000	\$30,390	\$17,019
South Carolina	358,000	\$12,194	\$6,828
North Dakota	32,352	\$1,969	\$1,103
Tennessee	301,822	\$11,400	\$6,384
Wisconsin	328,286	\$12,299	\$6,887

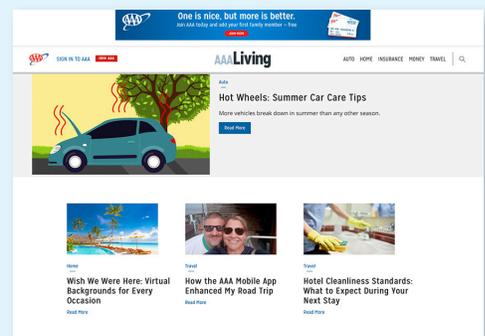


AAA.com/AAALiving



Sponsored Stories

Sponsored stories link to advertorial content on your website



Leaderboard : Mobile Leaderboard

CONTACT:

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 952-405-9640

ADDED VALUE:

Reader's Service listing

DEADLINES:

Issue	Reservation	Materials	In Home
Jan./Feb.	Oct. 11, 2021	Nov. 5, 2021	Jan. 4, 2022
March/April/May	Dec. 13, 2021	Jan. 7, 2022	March 5, 2022
June/July/Aug.	March 14, 2022	April 8, 2022	June 4, 2022
Sept./Oct.	June 6, 2022	July 1, 2022	Aug. 30, 2022
Nov./Dec.	Aug. 15, 2022	Sept. 9, 2022	Nov. 5, 2022



Source: *GfK MRI Doublebase 2020. **USPS Postal Report Sept/Oct. 2021. ***Internal count by DMA August 21, 2021, 2019. FL Z1: Panama City, Tallahassee-Thomasville, Jacksonville, Gainesville, Mobile-Pensacola FL Z2: Orlando, Daytona Beach, Melbourne, Tampa, St. Petersburg, Sarasota FL Z3: Ft. Myers, Naples, West Palm Beach, Ft. Pierce, Miami, Ft. Lauderdale
 ****Internal count by DMA August 21, 2021 MI Z1 Detroit DMA (counties of Lapeer, Livingston, Macomb, Monroe, Oakland, St Clair, Sanilac, Washtenaw, Wayne), MIZZ2 outstate.