

American Road® magazine

The premier magazine celebrating the joy of traveling America's back roads.

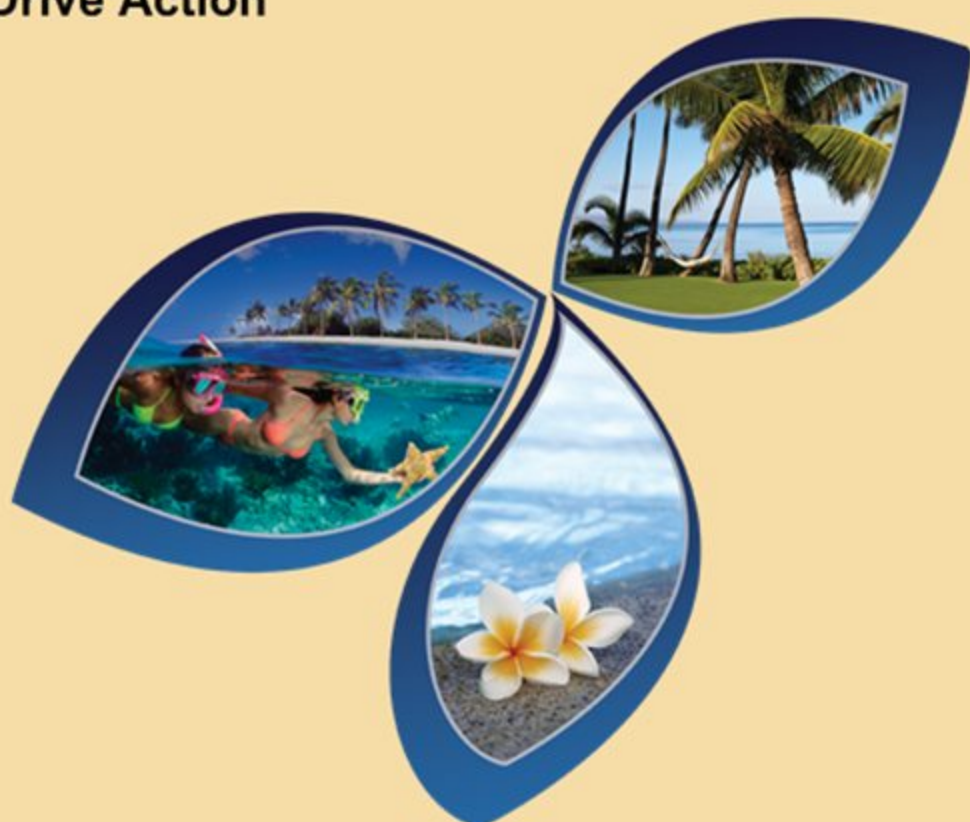
Calendar subject to change at the discretion of the publisher.

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American Road®—the
ultimate vehicle to reach
road trip and heritage
tourism enthusiasts.

- ✓ Create Awareness
- ✓ Generate Queries
- ✓ Drive Action



Features/Benefits for STS members:

- Obtain a listing in the print and online advertiser index (hotlink included).
- Receive reader response reports (On Demand Monthly Reports).
- Social Networking post once per month included with active print contract. Tracking via Socialoomph.com \$175/mo value)
- FREE 1 month Getaway Listing and 1 page PDF Getaway Guide with 1/4 page minimum purchase (\$175 value).
- FREE 50-word classified ad in E-Newsletter with 1/2 page minimum purchase (\$500 value).
- Save 50% off online opportunities (with concurrent print contract).
- Display your materials at events we attend.

FODORS Top 10 things to do

"For off-the-main-highway inspiration check out American Road magazine . . ."

ISSUE/MATERIALS DUE:

Spring (March/April/May) / Feb. 1
Summer (June/July/Aug.) / May 3
Autumn (Sept./Oct./Nov.) / Aug. 2
Winter (Dec./Jan./Feb.) / Nov. 1

I have been so pleased with the response of our ads in American Road magazine. I know where my focus will be for the next advertising year!
—Tammy Kinser, Greene County Partnership (TN)

REACH/DEMOGRAPHICS/CIRCULATION—the print edition reaches ~61,200 - 84,000 readers. Our website receives an average of 70,924 visitors, 425,604 successful page views and 813,864 hits per month.

READER TRAVEL HABITS:

- 100% take two or more road trips annually
- 92% take three or more trips each year
- 52% enjoy SEVEN or more road trips each year
- 43% rent transportation
- 22% travel in an RV or camper
- 69% pre-book hotels
- 39% hike
- 48% shop
- 89% plan ahead to visit historic sites, museums, restaurants

American Road readers take roughly 1/2 million trips each year. Travelocity studies indicates that 60% of Americans take one (1) trip every year. Compare this to American Road's readers, and you would need an audience of 800,000 to capture the same number of trip opportunities that you reach with American Road magazine.

AMERICAN ROAD READERS ARE PASSIONATE TRAVELERS AND HAVE THE MEANS TO TRAVEL:

AGE: 22% = 40-49	39.2% = 45-55	38.8% = 50-60
INCOME: 60% >\$60,000	25% > \$75,001	15% >\$90,001
GENDER:	65% = Male	35% Female

STS 2012 Coop Rates (25% below regular rates!) - Ad Size and 1x Rates

Full Page (no bleed) - \$2281
 Full Page (bleed) - \$2281
 Spread - \$4072
 1/2 Page - \$1359
 1/3 Page - \$903
 1/3 Island - \$903
 1/4 Page - \$703
 1/6 Page - \$465
 1/8 Page - \$343
 Insert - call for quote

Find affordable vacation getaways, maps, roadside attractions, classic family diners and more roadside fun in every issue.



AmericanRoadmagazine.com
AmericanRoad.mobi

AMERICAN ROAD captures an important niche market in the heritage tourism industry by offering multiple venues for this growing travel category. We reach many people and a wide demographic of the public because we cross media platforms.

