

Publication: American Road magazine and Americanroadmagazine.com

Description:

We're taking the ultimate road trip, and we'd like to take you along. Whether you tend to burn rubber, or you prefer to stop and smell the coffee, we'll show you what's out there to help you plan your next adventure. AMERICAN ROAD is your armchair guide to the back roads of our country—complete with breathtaking photography and tales that will make you laugh out loud.

American Road is a glossy, four-color publication that covers ALL the highways and byways that cross America (not just one road or one state). We also focus on travel (not just history). We strive to provide information to make the journey an exciting experience for today's traveler (e.g. What is there to do TODAY). We cross media platforms and we have a very interactive and passionate group of domestic travelers on our American Road Forum on our website.

Circulation: 2009 approximate Circulation per issue: 15,000 / reach: 45,000 – 60,000

Demographic:

AGE:	22% = 40-49	39.2% = 45-55	38.8% = 50-60
INCOME:	60% >\$60,000	25% > \$75,001	15% >90,001
GENDER:	65.5% = Male	34.5% Female	

AMERICAN ROAD readers are passionate domestic travelers.

Our periodical readers:

- take over 450,000 road trips annually.
- use over 1.4 million hotel rooms each year.
- have the means to travel.

READER TRAVEL HABITS:

100% of our readers take two or more road trips annually.

52% enjoy SEVEN or more trips each year!

43% rent transportation.

69% pre-book hotels.

39% hike

48% shop

89% plan ahead to visit historic sites, museums, restaurants, etc.

AMERICAN ROAD'S 45,000 - 60,000 print edition readers and are passionate cultural travelers seeking to experience the real America. 100% take two or more trips each year. They take over 450,000 road trips annually, use over 1.4 million hotel rooms each year, and they have the means to travel. American Road captures an important niche market in the cultural/heritage tourism industry. We reach many people and a wide demographic of the public because we cross media platforms.

To demonstrate the targeted market we reach:

- 1) Travelocity conducted a survey in 2006 indicating that 60% of Americans take one trip each year (and it may not be domestic). Compare that to American Road magazine readers—52% take SEVEN or more trips annually.
- 2) American Road's Forum has 1287 registered users who have posted more than 10,996 times. In comparison American Heritage has 19757 registered users on their Forum who have only posted 1130 times. Our readers are engaged and actively traveling.

Special Offer: Take advantage of the Minnesota feature-length editorial running in our upcoming Autumn issue. We will provide a 35% discount off of our regular display/print ad rates (all rates US) NET. Banner advertising is 60% off for display advertisers or 35% off for banner ad only purchases.

Rate: Full page: \$1600, Spread: 2881, Half page: 961, 1/3 page: 638, 1/4 page: 498, 1/6 page: 329, 1/8 page 243.

Valid from: May 20, 2009 – July 29, 2009

Reader Service/Leads - Yes

Space reservation deadline: July 29, 2009

Specs::

Ad Size	Vertical Ad (Width x Height)	Horizontal Ad
Full Page (no bleed)	7-1/8 x 9-3/8	H x W
Full Page (bleed)	8-5/8 x 11-1/8	
Spread	17 x 11-1/16	
1/2 Page	3-7/16 x 9-3/8	7-1/8 x 4-11/16
1/3 Page	2-1/4 x 9-3/8	
1/3 Island	4-11/16 x 4-11/16	
1/4 Page	3-7/16 x 4-11/16	
1/6 Page	2-1/4 x 4-11/16	
1/8 Page		3-1/2 x 2
Insert		

Materials deadline: August 3, 2009

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