

# American Road® magazine

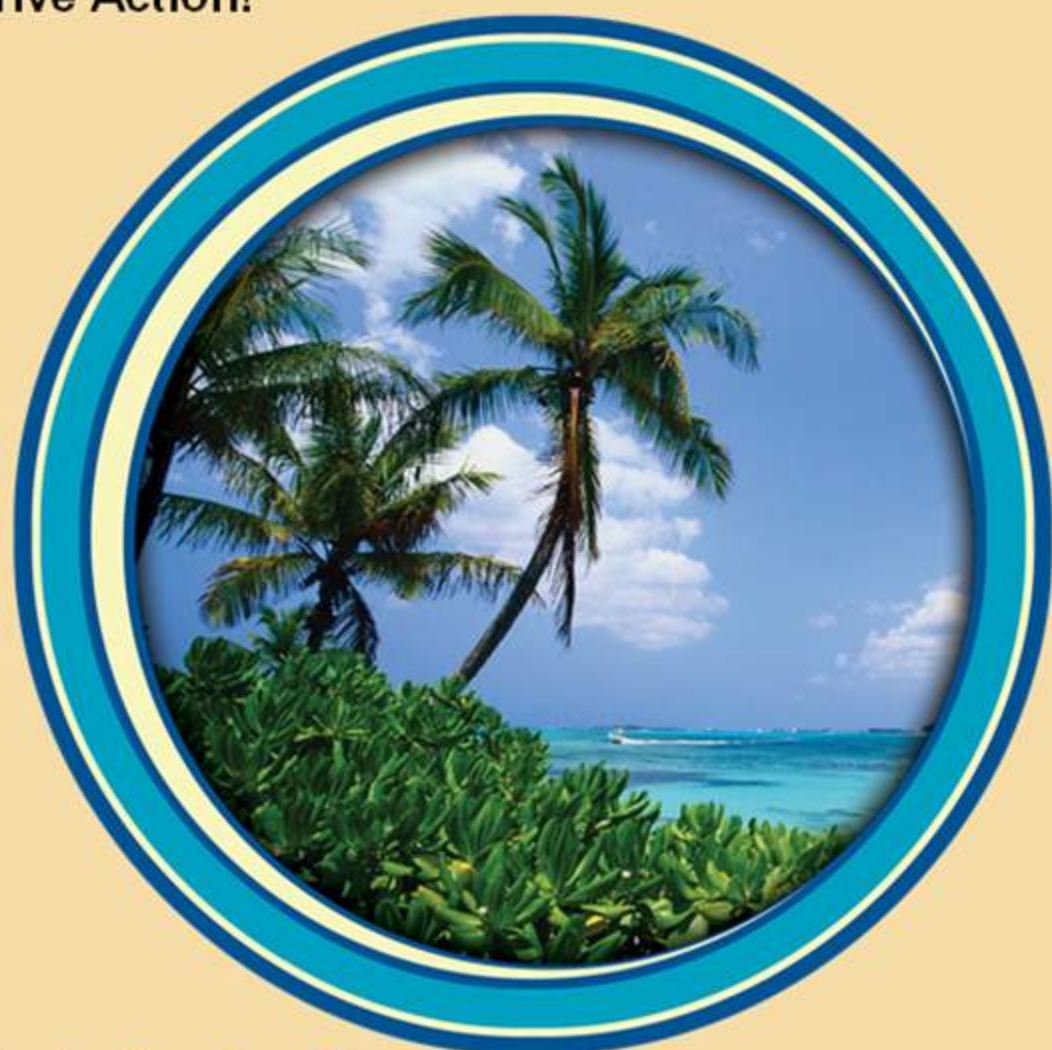
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The premier magazine  
celebrating the joy of traveling  
America's back roads.

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



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



**REACH/DEMOGRAPHICS/CIRCULATION**—the print edition reaches 45,000-60,000 readers who take 1/2 million trips in North America each year. Our website receives an average of 48,126 visitors, 459,981 successful page views and 970,012 hits per month.

**READER TRAVEL HABITS:**

- 100% take two or more road trips annually.
- 52% enjoy SEVEN or more road trips each year!
- 43% fly then 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 ARE PASSIONATE TRAVELERS.**

- Our periodical readers:
- take nearly 1/2 million road trips annually.
  - use over 1.4 million hotel rooms each year.
  - 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:	65.5% = Male	34.5% Female

**California Non-profit Rates (25% below regular rates!)**

Ad Size	1xRate
Full Page (no bleed)	\$1993
Full Page (bleed)	\$1993
Spread	\$3325
1/2 Page	\$1187
1/3 Page	\$ 789
1/3 Island	\$ 789
1/4 Page	\$ 615
1/6 Page	\$ 407
1/8 Page	\$ 280
Insert	call for quote

You'll find affordable vacation getaways, maps, roadside attractions, classic family diners and more roadside fun in every issue.



*No other publication I work with offers additional opportunities like AMERICAN ROAD magazine to get in front of my target audience.*

—Darien Schaefer, Director for Highway 51

**ISSUE/MATERIALS DUE:**

- Spring (Feb./March/April) / Feb. 1
- Summer (May/June/July) / May 4
- Autumn (Aug./Sept./Oct.) / Aug. 3
- Winter (Nov./Dec./Jan.) / Nov. 4

*FODORS Top 10 things to do*

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

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.