



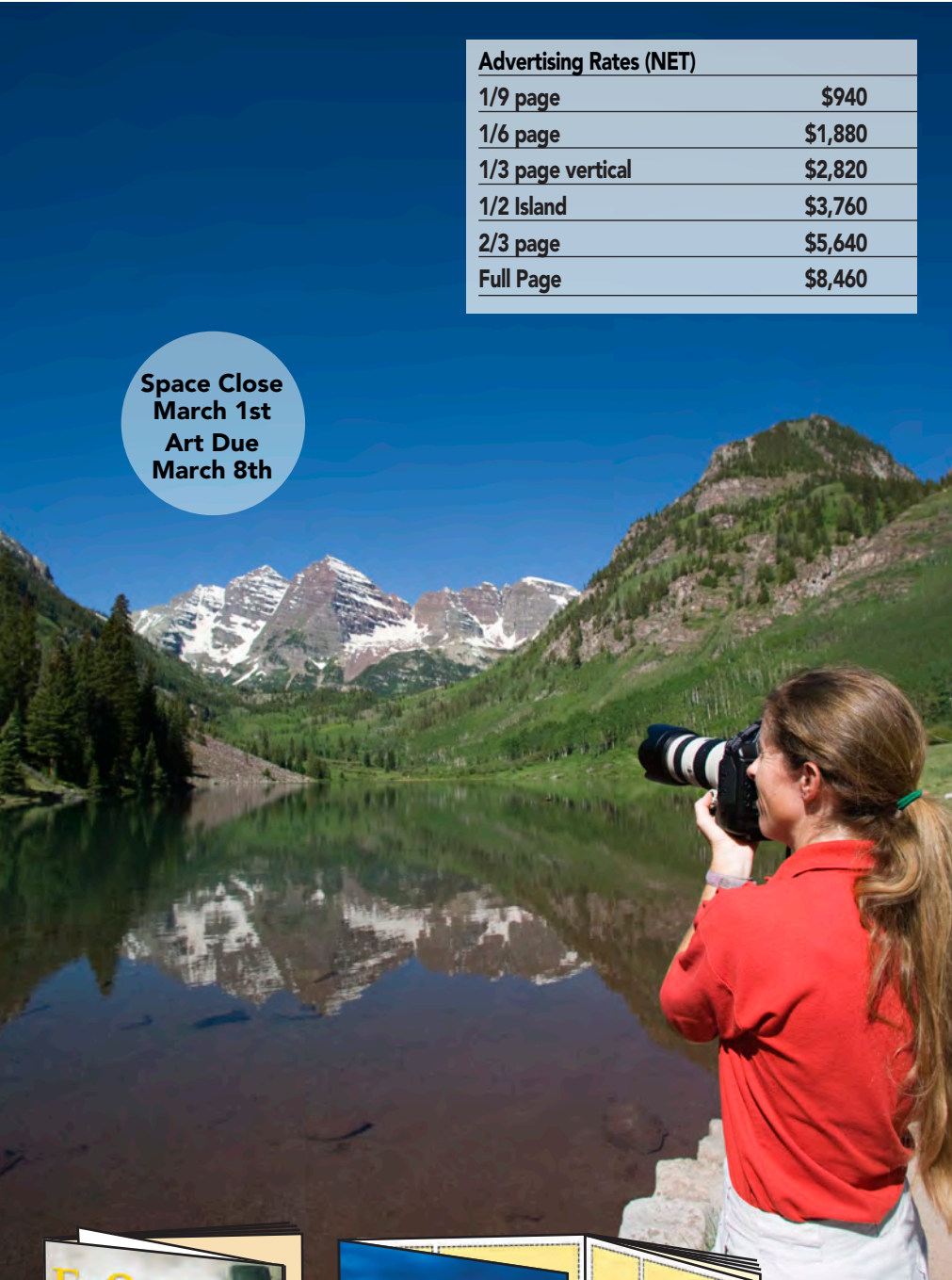
Summer 2012

Colorado Style

Advertising Rates (NET)

1/9 page	\$940
1/6 page	\$1,880
1/3 page vertical	\$2,820
1/2 Island	\$3,760
2/3 page	\$5,640
Full Page	\$8,460

Space Close
March 1st
Art Due
March 8th



5th Annual *EnCompass* May/June Gatefold

This dramatic gate-fold cover, will command attention for in-state travel. 52% of *EnCompass* readers traveled within Colorado last year. Grab your share of this lucrative market by joining our Colorado co-op, timed for the May/June 2012 issue to capture summer business.

Colorado Circulation/Reach:

- 340,000+ circ
- Reaching 548,000+ AAA CO members
- 83% along Front Range
- 2 of 3 in Metro Denver

Colorado Resident Travel Market:

- State Sources of Trips: CO 42%
- Urban Sources of Trips: Metro Denver 29%
- CO resident Travel Spending in CO: \$2.2 billion 25% share

AAA CO member Travel in CO:

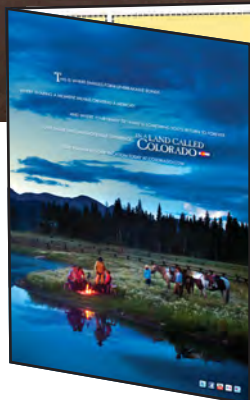
- 52% vacation in CO
- 17% is average Resort Destination market share
- 40% participate in soft adventure e.g. hike, bike, raft, backpack

Demographics:

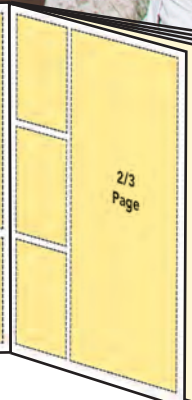
- Median age is 49 years old
- Average HHI is \$97.4k median is \$74.5k
- 62% married
- 91% own home

Contact:

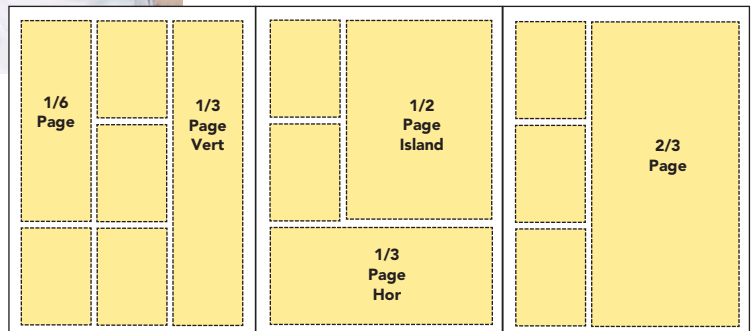
Dan Kimball, Advertising Director
AAA Colorado, *EnCompass* magazine
4100 E. Arkansas Ave.
Denver, CO 80222
Toll Free: 1-877-244-9790, ext. 8004
Fax: 303-300-7710
Email: dkimball@colorado.aaa.com



Outside Gate-fold



Page 1



Inside Gate-fold

Cover 2

Page 1