

THE MAGAZINE FOR AAA TEXAS MEMBERS

TEXAS

JOURNEY

WHAT'S COMING UP IN 2009

JANUARY/FEBRUARY

GEORGE WASHINGTON BIRTHDAY CELEBRATION, LAREDO: Meet the lead seamstress who works on the \$80,000+ debutante gowns for this event. It's the largest celebration of its kind in the U.S. with approximately 400,000 attendees each year.

NEW ORLEANS: Jazz, food, museums and voluntouring in a city that's fond of its post-Katrina soul.

SULTRY NIGHTS IN MIAMI: A girls' getaway to Miami, where there are dozens of after-hours clubs and lots of shopping!

STREETSCENE: Shopping, dining, and attractions in Downtown Jefferson.

MY FIRST CAR: We've got lots of stories and photos from readers to share. We'll also cover helping your teen buy their first car.

MARCH/APRIL

BUFFALO GAP'S VINTAGE BASE BALL: This annual tourment taking place outside of Abilene features the teams in period dress.

JERUSALEM: Our writer gives her husband a beginner's tour of the city that is home to three of the world's great religions.

LAKE CHARLES, LA: Casino gaming and lake fun are just across the Texas border.

STREETSCENE: Shopping, dining, and attractions in Downtown Brenham.

BEST CARS: We review the top three small and midsize cars based on gas mileage, resale value, and fun to drive.

MAY/JUNE

TEXAS PANHANDLE FOR FAMILIES: We highlight fun things to do with kids in this part of the state.

GEOCACHING: In Santa Fe and other areas, players use handheld GPS receivers, written clues, and their wits to find hidden "treasures".

HISTORIC COWBOY TRAIL: We go beyond the popular Calgary Stampede to this highway corridor in the Alberta, Canada countryside featuring Western-themed attractions and lodging at working ranches.

STREETSCENE: Shopping, dining, and attractions in Downtown McKinney.

JULY/AUGUST

BIG CITIES ON A BUDGET: Fun summer activities you can do for free or very inexpensively in DFW, Houston, San Antonio, and Austin.

STREETSCENE: Shopping, dining, and attractions in Ingram Loop.

CRUISING: With so many cruise options, we'll highlight the best cruises for couples, singles, and families.

GOLFING IN VANCOUVER, B.C.: When Texas heats up, golfers head to courses north. Lots to do for nongolfers, too.

HOW CRASHWORTHY IS YOUR CAR? The latest active and passive safety devices, and the meaning of crash test results.

SEPTEMBER/OCTOBER

DOG-FRIENDLY TEXAS: Things you can do around the state with your dog.

ARGENTINA PHOTO ESSAY: Discover the sensual delights of this country.

DENVER, CO, MAN-CATION: Denver is a great weekend destination for guys—especially when timed with the Great American Beer Festival Oct. 9-11. The city also has miles of urban bike paths, kayaking, eight pro sports teams, and impressive live music venues.

MESQUITE WOODWORKERS: The history of mesquite woodworking in Texas, and profiles of some of today's top artisans. We'll also talk about the annual Mesquite Festival in Fredericksburg and in San Angelo in October.

STREETSCENE: Shopping, dining, and attractions in Alpine in western Texas.

NOVEMBER/DECEMBER

TEXAS FRONTIER FORTS: At five of the more than 30 forts in western Texas that the U.S. Army established between 1849 and 1867, readers can get a sense of life on the early frontier.

BELIZE: Not just for adventure-seekers anymore, this eco-traveler's dream destination also dazzles with its intriguing Mayan past.

CHRISTMAS IN SANTA FE: Longtime friends celebrate the winter holidays in Santa Fe with a new tradition of food and fellowship.

TRUE COST OF VEHICLE OWNERSHIP: When consumers look for a new car, they should consider both short-and long-term cost.

ADVERTISE IN TEXAS JOURNEY MAGAZINE

TEXAS JOURNEY is a travel and lifestyle magazine for educated, affluent, and active readers who reside in Texas.

When readers see ads in TEXAS JOURNEY, they extend the same unwavering loyalty and trust they have for the AAA brand to the advertiser's brand and respond in kind. In fact, 66% of readers take some sort of action after reading TEXAS JOURNEY. Not surprising—given the intense affinity TEXAS JOURNEY evokes with AAA members—an editorial mention about upcoming events or attractions, tours, and new or unique dining experiences has resulted in "sell-out" situations for restaurateurs and event venues!

DEADLINES

	J/F	M/A	M/J	J/A	S/O	N/D
Space:	10/31	1/2	2/27	4/24	6/26	8/28
Materials:	11/7	1/9	3/6	5/1	7/2	9/4

Total circulation: 779,106

Texas "in-state" circulation: 766,157

Total TEXAS JOURNEY readers: 1,714,033

Call your local sales representative today to reserve your space in TEXAS JOURNEY.

