

# AAA Explorer Midwest



**Circulation:**  
565,000  
**Audience:**  
1,073,500

## In Every Issue

**Out & About:** Places to go and things to see, near and far

**Feature Stories:** Leading writers share insight about regional travel, food, history, and culture

**Stand-Out Photography:** Top travel photographers capture vivid images from around the globe

**Ask the Traveler:** Advice from a well-traveled expert

**Drive Smart:** News you can use from an award-winning automotive journalist

**Smart Coverage:** Insurance topics to help inform readers about trends

**Tank Trip:** Weekend getaways to Midwestern destinations

**Things to Do:** A last look at attractions, exhibits, and events in our region

## Print Editorial Calendar

### FEATURE

**JAN**  
**FEB**  
**MAR**  
**Route 66:** In honor of the Mother Road's 100th anniversary, we're driving from Chicago to L.A. to understand what this uniquely American experience can teach us about ourselves.  
**Close:** 11/3/2025 | **Materials:** 11/10/2025 | **In Home:** 12/27/2025

**APR**  
**MAY**  
**JUN**

### FEATURE

**Pushing the Limits:** Take your vacation to the next level. In our collection of personal travel tales, writers trek across the globe to learn new skills and test their mettle.  
**Close:** 2/2/2026 | **Materials:** 2/9/2026 | **In Home:** 3/24/2026

**JUL**  
**AUG**  
**SEP**

### FEATURE

**Colorado Hot Springs:** Set amid majestic mountain vistas, the Centennial State's mineral-rich hot springs provide unrivaled relaxation—and a solid excuse for a road trip.  
**Close:** 5/1/2026 | **Materials:** 5/8/2026 | **In Home:** 6/23/2026

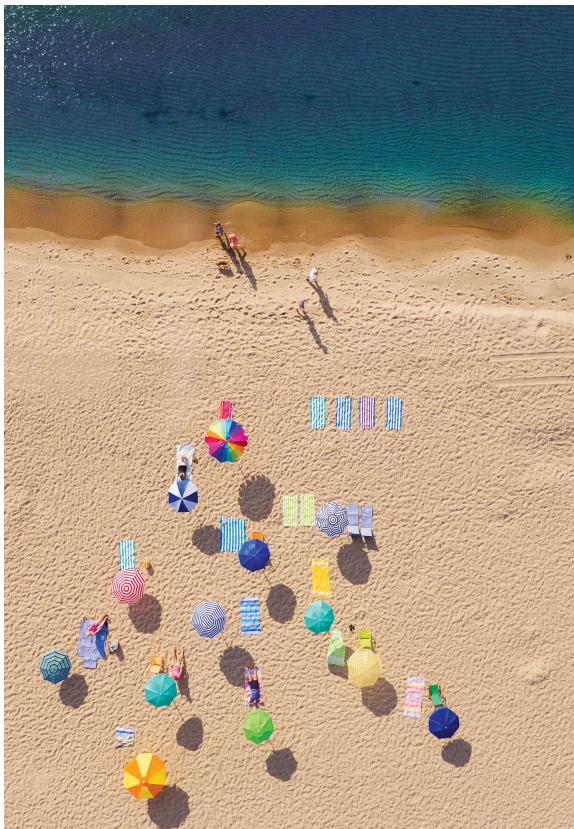
**OCT**  
**NOV**  
**DEC**

### FEATURE

**Whoa, Canada:** From witnessing the Aurora Borealis atop a frozen lake to slumbering in a hotel made of ice, we're detailing 10 one-of-a-kind experiences in each province.  
**Close:** 8/3/2026 | **Materials:** 8/10/2026 | **In Home:** 9/23/2026

\*Deadlines subject to change, effective 9/19/2025

## Ad Dates & Requirements



### AD CLOSE DATES

#### Jan/Feb/Mar

*Space Close:*  
12/1/2025

*Materials Due:*  
12/8/2025

*In-Home Date:*  
1/24/2026

#### Apr/May/Jun

*Space Close:*  
3/2/2026

*Materials Due:*  
3/9/2025

*In-Home Date:*  
4/23/2026

#### Jul/Aug/Sep

*Space Close:*  
5/26/2026

*Materials Due:*  
6/2/2026

*In-Home Date:*  
7/23/2026

#### Oct/Nov/Dec

*Space Close:*  
9/1/2026

*Materials Due:*  
9/9/2026

*In-Home Date:*  
10/24/2026

### PRINT AD REQUIREMENTS

- *Ads must be submitted as a PDF/X1a*
- *File must be flattened prior to saving as a PDF/X1a*
- *File must be high resolution (300 dpi)*
- *CMYK or grayscale (no spot colors, RGB, LAB, or ICC color profiles) with a maximum density of 300*
- *Fonts should be embedded*
- *Trim, bleed and center marks must be 4color Registration*
- *All marks including (trim, center, and color bars) must be outside of the bleed area with offset at .1667 inch*

*All print ads must be uploaded to  
<https://acepubs.sendmyad.com>*

*Please be sure that your advertisement is created to specifications prior to uploading. Your first upload on <https://acepubs.sendmyad.com> is FREE. Additional ad uploads may incur additional production charges.*