

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

JAN FEB MAR	FEATURE 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

<u>Jan/Feb/Mar</u>	<u>Apr/May/Jun</u>	<u>Jul/Aug/Sep</u>	<u>Oct/Nov/Dec</u>
Space Close: 12/1/2025	Space Close: 3/2/2026	Space Close: 5/26/2026	Space Close: 9/1/2026
Materials Due: 12/8/2025	Materials Due: 3/9/2025	Materials Due: 6/2/2026	Materials Due: 9/9/2026
In-Home Date: 1/24/2026	In-Home Date: 4/23/2026	In-Home Date: 7/23/2026	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.

Production questions? Jessica Cabading • 714-885-2392 • cabading.jessica@ace.aaa.com