

# American Road® magazine

The premier quarterly publication celebrating our two-lane highways of yesteryear and the joys of driving them today.

**REACH/DEMOGRAPHICS/CIRCULATION—the print edition reaches 45,000 - 60,000 readers. Our website 12 month average stats: 48,126 visitors, 459,981 successful page views and 970,012 hits per month.**

AMERICAN ROAD is distributed internationally by Disticor and is available on newsstands, bookstore shelves, and in various WalMart stores.

-Heritage tourism is one of the fastest growing industries in the US. People from all walks of life enjoy vacationing and the freedom of traveling the open road. The number of individuals interested in the heritage tourism industry is comparable to the number of people who golf (24 million), fish (41 million), and camp (43 million).

-Advertising with AMERICAN ROAD is an inexpensive way to get your name in front of thousands of travel enthusiasts worldwide. Your advertisements will be seen and/or heard by an audience 100% interested in what you have to say!

-We appeal especially to the "Nifty Fifty." This demographic represents 25% of the US population—with a combined annual income over \$800 billion. This market purchases 34% of all new domestic cars, 48% of all luxury cars, and spends more on travel/recreation and personal care items than any other age group. They also account for over 25% of all toy sales, and over 40% of total consumer demand.

## Demographics:

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	

AMERICAN ROAD readers are hard-core travelers.

Our periodical readers:

- take over 450,000 road trips annually.
- use over 1.4 million hotel rooms each year.
- have the means to travel.

## READER TRAVEL HABITS:

- 100% of our readers take two or more road trips annually.
- 52% enjoy SEVEN or more road trips each year!
- 43% 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, etc.

*I just wanted to drop a line to say how pleased we've been with the response from advertisements that we placed in AMERICAN ROAD for our book "Greetings from the Lincoln Highway." AMERICAN ROAD is an extraordinary magazine that features informative and entertaining reading by the most authoritative authors writing about the wonders along our nation's highways. Your readership is the perfect audience for the line of roadside books I've been developing at Stackpole through the years.*

—Kyle Weaver, Editor  
Stackpole Books

*I truly enjoy the magazine and have used a lot of the information from the articles and the advertisers in my travels. As an avid motorcyclist this information has proven great.*

—David Walker  
Lorton, Va.

**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.**