

VACATION.COM

DESTINATION VACATION



» WHO IS VACATION.COM?

The largest consortium of travel agents in the US, wholly owned by Amadeus Global Travel Distribution. The Consortium comprises of over 5,000 Travel Agencies (some 25,000+ individual Agents) who are responsible for over \$15bn of sales per annum.

» DESTINATION VACATION

Destination: Vacation is unique; it is a consumer magazine for the upscale travelling clients of Vacation.com's members. A glossy, perfect-bound publication, it is a minimum of 68 pages per edition.

» DISTRIBUTION: *Destination: Vacation* is distributed quarterly to the most affluent 80,000 travellers of Vacation.com's six million seasoned traveler database — top 1%. Furthermore, each edition is personalized to the reader from their trusted travel agent who is a member of Vacation.com.

» CONTENT: Editorial is written by some of the best travel writers in the industry with a focus on destinations readers have expressed an interest in. The publication aims to provide valuable and accurate travel advice on a broad range of destinations, targeting the seasoned

traveller from emerging destinations to the more established favourites.

» FOR THE READER: *Destination: Vacation* represents trusted advice from their preferred travel agent (who they are regularly buying travel from) about destinations they have, more than likely, already expressed an interest in. As they are already spending a considerable amount of money with their travel agent and respect their advice, they are far more likely to act on the contents of *Destination: Vacation* than other media.

» TARGETED APPROACH: The magazine offers organisations an exclusive opportunity to target the upscale US travelling public — rather than the armchair traveller. The 80,000 readers of *Destination: Vacation* represent a qualified audience of travellers who are both affluent and receptive.

DEMOGRAPHICS

Readers of *Destination: Vacation* are categorised into the following demographic groups:

» AFFLUENT EMPTY NESTERS:

Dual income older couples who use their high discretionary incomes to enjoy the good life.

Median age: 62, median income: \$145,000

» AFFLUENT PROFESSIONAL COUPLES:

Educated, dual income, childless couples with connoisseur tastes, focused on their career, staying fit and investing.

Median age: 46, median income: \$133,000

» UPSCALE MATURE WOMEN

Older women approaching or enjoying retirement, who travel and have upscale interests, including charitable causes and investments.

Median age: 61, median income: \$72,000

» ELITE SINGLE MEN

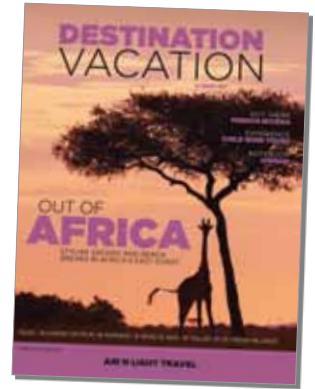
High-powered, career-driven men with sophisticated tastes, extensive investments, and the means to travel the world.

Median age: 45, median income: \$202,000



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2011 RATES

FULL PAGE **\$19,500 USD**
DOUBLE PAGE **\$29,500 USD**

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- » #3 2011 MAIL DATE: 6/30/11
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