

Travel Planning and Booking

2015

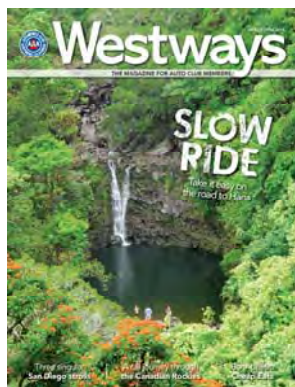
Circulation Region: Southern California

Circulation: 4,200,000 ♦ Readers: 10,080,000

Westways magazine is the TOP source of information for readers when planning a trip

Sources of information when planning a trip:	
Westways Magazine	52.5%
Friends or Relatives	51.6%
Other Websites	30.1%
Other Magazines/Newspapers	27.9%
Television	22.0%
AAA Travel Agency	21.9%
Direct from Accommodations/Travel provider	21.7%
AAA Website	16.3%
Books	15.2%
Other Travel Agency	13.2%

Source: 2013 Westways Reader Profile Study, GfK MRI



Method readers use to make reservations or buy tickets for a trip:

Direct from Travel Provider	63.2%
Other Web Sites	40.4%
AAA Travel Agency	22.3%
Other Travel Agency	17.1%
AAA Web Site	7.9%

Westways