

Media Information Kit **2018**

Travel

50 & Beyond

Editorial Profile

Designed specifically for frequent travelers age 50 and over

The two key prerequisites for leisure travel are time and discretionary income — two things people age 50 and older are likely to have. These older travelers tend to vacation more frequently and take longer trips. Our mission is to inform the reader who seeks quality, value and enriching experiences.

Travel 50 & Beyond's coverage ranges from short trips such as spa weekends to month-long multi-nation treks. Because our readers are active and

interested in all types of trips, *Travel 50 & Beyond* features domestic and international destinations, small group tours, expedition travel, cruises, learning vacations, travel by rail and RV and outdoor adventures.

***Travel 50 & Beyond* delivers practical, useful recommendations to readers ready to travel. There's never been a travel magazine whose readers are more responsive to what you have to say, and sell.**

About the Editor, Elizabeth Armstrong

Elizabeth Armstrong, a gifted writer and editor, has been on the editorial staff at Vacation Publications since 1992 and has been the editor of *Travel 50 & Beyond* and *Vacations* since summer 2000. A graduate of Mount Holyoke College in South Hadley, MA, Armstrong was raised in New York, Italy, Liberia and Mississippi and currently resides in Houston.

Having traveled extensively since childhood, Armstrong has a true appreciation for other cultures and offers her readers insight based on personal experience.

Armstrong is dedicated to delivering thoughtful, practical stories geared toward travelers of all incomes and interests.



TANZANIA — FEATURED IN WINTER 2014 ISSUE.

Travel
50 & Beyond

2018 Editorial Calendar

In each issue, Travel 50 & Beyond presents a themed package of stories.

WINTER THEME: ROADS LESS TRAVELED

This story package tackles the latest in vacation offerings, from new cruise ports to unsung UNESCO honorees. We also offer tips for avoiding tourist crowds and high-season prices.

Alternate Routes. Perhaps you've seen France's Cote d'Azur, but what about its Mediterranean neighbor, the Albanian Riviera? Meet your new favorite destinations with these getaways on land and sea.

Affordable Alternatives to Bucket List Vacations. Go on safari in Glen Rose, TX; celebrate Oktoberfest in Frankenmuth, MI; or choose a Hawaii cruise over a pricey island resort stay.

Underrated National Parks. Look beyond Yellowstone and the Grand Canyon to discover these hidden gems around the U.S.

Landmark Destinations. Add a UNESCO World Heritage Site to your next itinerary, like the pre-Columbian Cahokia Mounds near St. Louis, the San Antonio Missions or Ottawa's Rideau Canal.

SPRING THEME: HISTORY & HERITAGE

Explore your ancestry, follow in the footsteps of legends or simply revel in a bygone era on your next escape.

Trips Through Time. Visit battlefields, Wild West haunts or the hallowed halls of NASA in spots that preserve America's past.

Musical Legacies. Opera, jazz, classical concertos and big-band hits — choose your playlist and we'll have the vacation itinerary to match, from Danube River cruises to escorted tours boasting the hottest festival tickets.

Spotlight on New York City. A special event itinerary from escorted tour provider Tauck delves into Big Apple history with the help of award-winning filmmaker Ken Burns.

Castle Stays in the British Isles. Live like royalty with the help of stately estates in England, Ireland and Scotland.

IN EACH ISSUE:

- > **Great American Escapes:** Our photo feature highlights scenic destinations from coast to coast.
- > **Hot Tickets:** Highlights great deals and an event calendar.
- > **Road Trips:** This handy drive planner explores regions that are ideal for retirement relocation.

SUMMER THEME: ONLY IN ...

This feature package dives into destinations with one-of-a-kind experiences found nowhere else on Earth.

- > Explore an Icelandic volcano from the inside
- > Tour the lone royal palace on U.S. soil
- > Meet Australia's famed white whale
- > Ski six Utah mountains in a single day
- > Brave the world's busiest traffic crossing in Japan
- > Ride San Francisco's mobile historic landmark

FALL THEME: IN SEASON

Travel 50 & Beyond's annual food and wine issue will explore the freshest fare around.

Farmers Market Finds. We ask our favorite vendors — bakers, coffee roasters, organic producers and more — for their Saturday morning shopping suggestions.

Country Retreats. Bed-and-breakfasts in Virginia's Blue Ridge Mountains, New York's Hudson Valley and on Hawaii's Big Island welcome guests with peaceful settings and farm-fresh bounty.

Harvest Festivals. These citywide celebrations hail a new bumper crop with live entertainment, craft fairs, cooking contests and, of course, some tempting festival foods.

Savor the Season. Learn about maple sugaring in Quebec, grape harvesting in Oregon, apple picking (and cider sipping) in Vermont and pulling oysters from the sea in Massachusetts.

Reader Profile

Eighty percent of this country's vacations are taken by people age 50 and over. Compared to younger vacationers, these older travelers vacation more frequently and tend to take longer trips. Travel 50 & Beyond is the only national travel magazine conceived and designed specifically for this group. Because our readers are active and interested in all types of trips, Travel 50 & Beyond features domestic and international destinations, small group tours, expedition travel, cruises, learning vacations, travel by rail and RV and outdoor adventures.

Average Value of Main Residence:
\$334,000

Average Household Income:*
\$143,000

*based on those working full or part time.

Average Household Net Worth:
\$841,000

CIRCULATION

115,000

READERS PER COPY

2.2

EDUCATION

80% Attended college or better

56% Graduated college or better

22% Postgraduate degree

TRAVEL

4.0 Number of domestic trips in past 12 months

7.4 Average number of days on most recent trip

91% Stayed in hotel, resort, lodge or B&B in past 12 months

71% Flew on a commercial airline

27% Rented a car in past 12 months

82% Own a passport

62% Foreign travel in past 3 years

72% Plan a foreign trip in next 3 years

49% Cruised in past 3 years

79% May cruise in next 3 years

16% Stayed at an all-inclusive resort in the past 12 months

49% May stay at an all-inclusive resort in next 3 years

32% Took an escorted tour in past 12 months

60% May take an escorted tour in the next 3 years

55% May take a river cruise in the next 3 years

88%

have traveled domestically in the last year*

*subscribers spent an average of \$1,410 per person on their most recent trip within the U.S.

75%

have taken action such as directly contacting an advertiser as a result of reading Travel 50 & Beyond

80%

own home

ACTIVITIES

(more than 100% due to multiple choices)

69% Reading books for pleasure

64% Visit historic sites

57% Festivals/events

56% Art shows/museums

51% Theater/concert/opera/ballet

50% Jogging or walking

50% Regular exercise

49% Cinema

46% Entertaining guests in home

42% Gardening

41% Volunteer work

37% Arts and crafts

35% Casino gambling

30% Sporting events

28% Hiking

27% Swimming

25% Boating/sailing

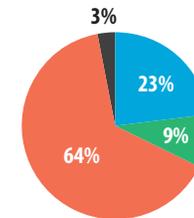
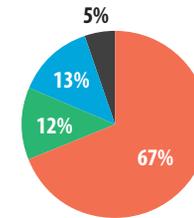
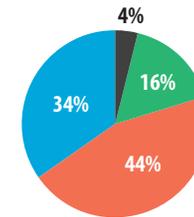
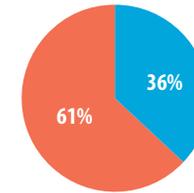
23% Photography

20% Bicycling

19% Gourmet cooking

17% Golf

16% Fishing



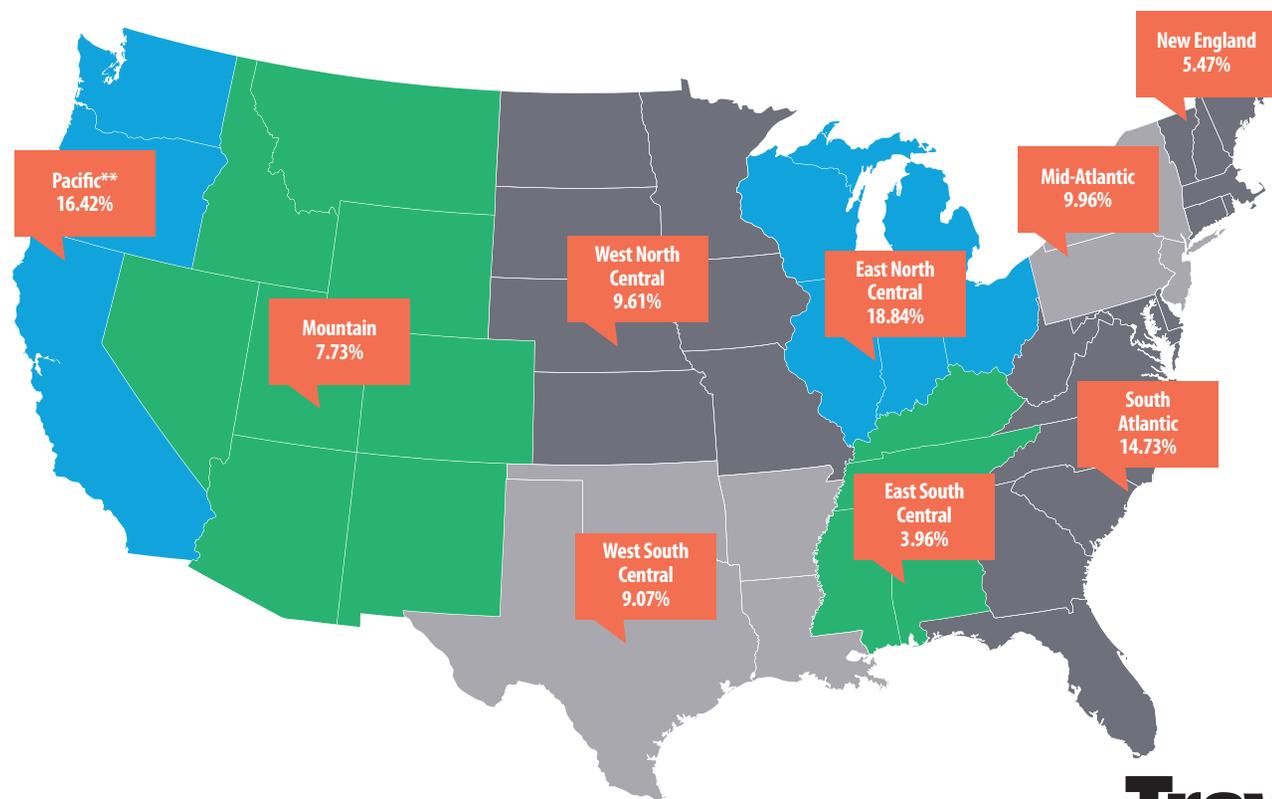
Geographic Distribution*

	Circulation	% of circulation
New England	6,291	5.47
Middle Atlantic	11,456	9.96
East North Central	21,662	18.84
East South Central	4,555	3.96
South Atlantic	16,937	14.73

	Circulation	% of circulation
West North Central	11,052	9.61
West South Central	10,432	9.07
Mountain	8,884	7.73
Pacific	18,888	16.42
Canada/Other	562	.49

Total mailed	110,158
Newsstand/single copy	4,280
Total distribution	115,000

Circulation	115,000
Frequency	4 times/year



*Summer 2017

**Pacific Region includes Alaska & Hawaii

Production Specifications

DIGITAL SPECIFICATIONS

Accepted media: CD, DVD, Email
 Software file formats supported:
 Layout: Quark Xpress 9, InDesign CS5
 Image editing: Photoshop CS5
 Illustration: Adobe Illustrator CS5
 Press-Ready PDF files

Microsoft software is not supported, please DO NOT send Microsoft files. Include all fonts, both screen and printer, used in the ad. Do not embed type. Do not use TrueType fonts. Include all graphics and original art incorporated in the ad. Images must be at least 300 dpi. Save images as CMYK or Grayscale. Convert

RGB images to CMYK. Convert spot colors to CMYK. Include trapping. Use only EPS or Tiff files. JPEG is not supported.

InDesign files must be accompanied by a press-ready PDF. PDF files need to contain 1/8" bleed outside trim. Files should not contain RGB or spot colors.

Supply a SWOP-calibrated contract color proof at 100% of size with color bar. If a SWOP certified proof is not supplied, there may be a variance in the color reproduction of your ad. Send only files required for the current issue ad. Include trim, bleed and center marks in all separations. Keep all crop and register marks 1/4" outside magazine trim size. Publisher does not provide proofs of display ads. We do not return materials unless specified.

ONLINE ADS

Dimensions: 250 x 250 px
 JPEG images should be sent via email to the address below.

VACATION PLANNING GUIDE SPECIFICATIONS

The Vacation Planning Guide ads are formatted in house and are available in two sizes: Plan AA, Plan A and Plan B.
Plan AA: Six ads per page. Advertiser sends a 4/C image and 75 words of copy.
Plan A: 12 ads per page. Advertiser sends a 4/C image and 30 words of copy.
Plan B: 24 ads per page. Advertiser sends a B&W logo and 30 words of copy. Images and copy for the planning guide can be sent on disk to the address below.

Digital images must be at least 300 dpi. Save images as CMYK or Grayscale. Convert RGB images and spot colors to CMYK. Include trapping. Use only EPS or TIFF files. JPEG is not supported. Publisher does not provide proofs of Vacation Planning Guide ads.

TO SUBMIT MATERIALS OR FOR MORE DETAILED PRODUCTION SPECIFICATIONS, CONTACT:

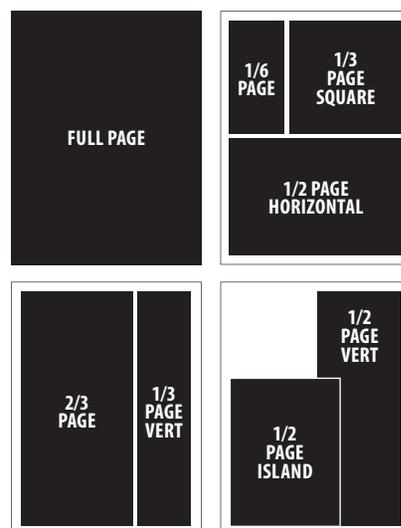
Dave Hart, Travel 50 & Beyond,
 5851 San Felipe St., Ste. 500
 Houston, TX 77057
materials@travel50andbeyond.com,
 713-974-6903

MECHANICAL REQUIREMENTS

Travel 50 & Beyond is produced computer-to-plate, printed web offset, saddle-stitched, and has three columns to a page.

Space	Live Area	Bleed	Trim
Spread	15 1/2" x 10"	16 5/8" x 11 1/8"	16 3/8" x 10 7/8"
Page	7" x 10"	8 7/16" x 11 1/8"	8 3/16" x 10 7/8"
2/3 page	4 5/8" x 10"	5 3/8" x 11 1/8"	5 1/8" x 10 7/8"
1/2 page, H	7" x 5"	8 7/16" x 5 5/8"	8 3/16" x 5 7/16"
1/2 page, l	4 5/8" x 7"	5 3/8" x 7 5/8"	5 1/8" x 7 3/8"
1/2 page, V	3 1/2" x 10"	-	-
1/3 page, V	2 1/4" x 10"	-	-
1/3 page, S	4 5/8" x 4 7/8"	-	-
1/6 page	2 1/4" x 4 7/8"	-	-

*Keep live matter and type 3/4" from gutter on both pages.



Vacation Planning Guide

VACATION PLANNING GUIDE

1



TEXAS

It's like a
WHOLE OTHER COUNTRY

To do: get a bigger to do list. **Texas**...It's like a whole other country that's miles away from ordinary. Local flavor. Breathtaking scenery. Chances to play cowboy, or an critic. No matter what kind of adventures you're looking for, you'll find them at Travel50andBeyond.com. With videos, trip ideas, and places to stay, Travel50andBeyond.com has everything you need to know about Texas. It's designed to make organizing and sharing your vacation plans as simple as can be. Just head to Travel50andBeyond.com to order your FREE Texas State Travel Guide and start planning your trip today.

2



Lake of the Ozarks, Missouri - Reconnect with loved ones at the Lake of the Ozarks. Centrally located in the beautiful northern Ozark Plateau with year-round attractions, events and festivals, we're so much more than just a lake. Request your free vacation guide and plan your Lake getaway today. www.funlake.com/cham or call 800-FUNLAKE.

Sample Plan AAs

3



Go deep inside Alaska, where the unparalleled meets the unexpected. **Fairbanks** emanates a quality of light, energy and warmth found nowhere else on Earth. For much of the year, the northern lights shine brightly here. In summer, the mid-night sun will boost your energy when you think the day is already done. Fairbanks truly is the unexpected Alaska. For your free Visitor Guide on Fairbanks, Denali, Interior and Arctic Alaska call 1-800-327-5774 or visit www.explorefairbanks.com.

4



Come explore everything the western U.S. has to offer! With the **Dude Ranchers' Association** and its 100+ accredited dude and guest ranches, you can experience an all-inclusive getaway to some of the most scenic and breathtaking areas of the country. From adventures in culinary and the great outdoors to agricultural and ecotourism travel, there is something for everyone. Visit duderanch.org or call 1-866-399-2339 to learn more.

5



Olympic Peninsula, Washington State - Explore the lush Olympic rain forests, wild ocean beaches, snow-capped mountains, magical misty waterfalls, pristine lakes and rivers and enjoy friendly towns, tribal cultures and Olympic Coast cuisine along the way. 1-800-942-4042. www.OlympicPeninsula.org.

6



When choosing a place to retire, Tennessee's a great state to call home! **Tennessee** is home to urban places and wide-open spaces, with lots of scenic room to roam. Come experience Tennessee and we'll show you how the good life just keeps getting better. Visit www.retiretennessee.org today!

7



Between Los Angeles and San Francisco, **Pismo Beach** is your Wine & Waves™ destination. White sandy beaches, wonderful places to dine and outstanding wine, dining, shopping and more. Pismo Beach is Classic California.

Sample Plan Bs

8



Buffalo City Tourism
Jamestown, North Dakota

Company is always welcome! - two lakes - a sandy beach - 13 family-friendly attractions - World's Largest Buffalo - all-time bloom. Be Part of the Legend!

Sample Plan Bs

and receive information via email.

SAMPLE PAGE

The Vacation Planning Guide is a reader service section located at the back of the magazine. Each ad receives a number that readers can use to request information from advertisers using a bound-in reader service card or by visiting the website Travel50andBeyond.com/FreeInfo. When a visitor to Travel50andBeyond.com selects to receive information from an advertiser on the Free Travel Info page, a link to the advertiser's website will be presented as soon as the form is submitted. Travel50andBeyond.com captures the contact information for the advertiser to be delivered with next batch of leads and gives the site visitor instant access to information from the advertisers in which they are interested.

An advertiser will receive leads that include the name, address and, when provided, the verified email address of any reader who requests more information from that specific advertiser.

These leads are sent weekly in an Excel spreadsheet via email. For \$100 per issue, advertisers will receive one mailed batch of printed labels after leads have been collected.

The Vacation Planning Guide ads are formatted in house and are available in three sizes:

Plan AA: Six ads per page. Advertiser sends a 4/C image and 75 words of copy to the publisher.

Plan A: 12 ads per page. Advertiser sends a 4/C image and 30 words of copy to the publisher.

Plan B: 24 ads per page. Advertiser sends a B&W logo and 30 words of copy to the publisher.

Vacation Planning Guide Ad Materials Images and copy for the planning guide can be sent via email. Digital images must be at least 300 dpi. Save images as CMYK or Grayscale. Convert RGB images to CMYK. Convert spot colors to CMYK. Include trapping. Use only EPS or TIFF files. JPEG is not supported. Publisher does not provide proofs of Vacation Planning Guide ads.

To submit materials or for more detailed production specifications, contact:

Dave Hart, Travel 50 & Beyond,
5851 San Felipe St., Ste. 500,
Houston, TX 77057
materials@travel50andbeyond.com,
713-974-6903

Travel
50 & Beyond

2018 Advertising Rates

Issue	Ad Close	On Sale
Winter	11/10/17	1/23/18
Spring	1/12/18	3/20/18
Summer	3/9/18	5/15/18
Fall	7/6/18	9/18/18
Winter 2019	11/9/18	1/22/19

Average Circulation: 115,000

General Advertising Rates	B&W	4/C
2-page spread	\$14,770	\$22,040
Full Page	\$7,400	\$11,020
2/3 Page	\$5,990	\$8,970
1/2 Page	\$4,790	\$7,210
1/3 Page	\$3,010	\$4,400
1/6 Page	\$1,610	\$2,220

Premium Positions

Inside Front Cover	\$13,500
Inside Back Cover	\$13,220
Back Cover	\$13,780

Other special positions add 10%

Frequency Discounts

4% for 2X
6% for 3X
10% for 4X

Vacation Planning Guide Ad Rates

Plan AA – Six ads per page, 4/C image and up to 75 words of copy:

1X rate	\$2,350 net
4X rate	\$2,120 net

Plan A – 12 ads per page, 4/C image and up to 30 words of copy:

1X rate	\$1,310 net
4X rate	\$1,130 net

Plan B – 24 ads per page, B&W logo and up to 30 words of copy:

1X rate	\$800 net
4X rate	\$720 net

Online Ads

Advertiser must run a minimum 1/2-page display ad. Rates available on request.

Agency Commission

We offer a standard 15% commission to recognized agencies on ad rates shown above.

Advertising Offices

MAIN OFFICE

5851 San Felipe Street, Suite 500
Houston, TX 77057
(713) 974-6903 office
(713) 978-6003 fax

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ASSOCIATE PUBLISHER
lelindquist@travel50andbeyond.com

Dave Hart
PRODUCTION DIRECTOR
dhart@travel50andbeyond.com

Carlee Mausner
ADVERTISING DIRECTOR
cmausner@travel50andbeyond.com

NORTHEAST

(CT, DE, MA, MD, ME, NH, NJ, NY,
PA, RI, VT)

GLM Communications, Inc.
Jackie Tobin
500 First Street
Hoboken, NJ 07030
(212) 929-1300 office

MIDWEST, SOUTHERN MOUNTAIN, CALIFORNIA & HAWAII

(AZ, CA, CO, HI, IA, IL, IN, KS, KY, MI, MN,
MO, ND, NE, NV, OH, SD, UT, WI, WY)

Liz Esterces
18685-A Main St. #110
Huntington Beach, CA 92648
(714) 960-9433 office
(714) 960-9432 fax
liz@pub-rep.com

SOUTHEAST

(FL, GA, NC, SC, VA, WV)

Rick Gower
3685 Bellegrove Ridge
Marietta, GA 30062
(770) 977-3225 office
rick@rickgower.com

SOUTHWEST & WEST SOUTH CENTRAL

(AL, AR, LA, MS, NM, OK, TN, TX)

Nelson Gumm
(NM)
25132 Oakhurst Dr., Suite 201
Spring, TX 77386
(713) 942-7676 office
(713) 942-0277 fax
nelson@ajrmediagroup.com

Stu Barash
(AL, AR, LA, MS, TN)
(504) 571-5159 office
stu@ajrmediagroup.com

Connie Blair
(TX Hill Country & Rio Grande Valley)
(512) 524-0750 office
connie@ajrmediagroup.com

Melissa Stafford
(North TX & OK)
(972) 978-9818 office
melissa@ajrmediagroup.com

Nicole Juel
(San Antonio & West TX)
(210) 460-9940 office
nicole@ajrmediagroup.com

Laura Baker
(Upper TX Gulf Coast & East TX)
(281) 650-4352 office
laura@ajrmediagroup.com

CANADA

(AK, ID, MT, OR, WA, Canada)

Deborah Fach and Gary Fach
225 W. King Edward Ave.
Vancouver, BC, Canada V5Y 2J1
(604) 876-2513 office
gfach@telus.net and dfach@telus.net

RETIREMENT RELOCATION EAST COAST & EAST SOUTH CENTRAL

(AL, CT, DC, DE, GA, MA, MD, ME, NC, NH,
NJ, NY, PA, RI, SC, VA, VT, WV)

Susan Soden
2894 Johnsonway Terr.
Powhatan, VA 23139
(804) 378-2262 office
(804) 378-2272 fax
susansoden@msn.com

RETIREMENT RELOCATION FLORIDA

Jim Gundry
P.O. Box 717
Ruskin, FL 33575
(813) 812-7678 office
proftampa@aol.com

Ann DeLuca
15321 Cape Drive South
Jacksonville, FL 32226
(561) 351-4139 office
profsfl@gmail.com

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EDITORIAL ASSISTANT

Kathryn E. Worrall
EDITORIAL ASSISTANT



SIERRA DE GRAZALEMA NATURAL PARK, SPAIN — FEATURED IN WINTER 2017 ISSUE.

JOSEPH ZARRO/FOTOLIA

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