

Media Information Kit **2016**

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 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

KAREN FOX

Travel
50 & Beyond

2016 Editorial Calendar

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

WINTER THEME ISSUE: EMBRACING THE ARTS

Travel 50 & Beyond salutes visual and performing arts as well as film and television, graphic design, mixed media and more with these cultural escapes.

Up-and-Coming Arts Towns. You know New York and Santa Fe, NM, but what about hidden havens like Berea, KY; Ridgeland, MS; or Chautauqua, NY?

Garden Variety. Trade your afternoon walk among the flowers for these routes through innovative sculpture gardens. Size up bronze statuary on the National Mall in Washington, DC; celebrate the work of artist Charles Umlauf in Austin, TX; and commune with author Beverly Cleary's characters in Portland, OR.

Emerging Exhibits. These new (or newly expanded) spaces include the Audain Art Museum of Whistler, British Columbia; a 15,500-square-foot photography center at the San Francisco Museum of Modern Art; and added performance space for the Speed Art Museum of Louisville, KY.

The Old World Art Scene. This roundup highlights festivals and special exhibitions throughout Europe.

On Set. Tour Hobbiton (on New Zealand's North Island), King's Landing (actually Dubrovnik, Croatia) or the jungle backdrop of "Jurassic Park" (the equally verdant Hawaiian isles) on these getaways for movie buffs.

SPRING THEME ISSUE: A WORLD OF ADVENTURE

Try something new this season with one of these thrilling escapes.

Wandering the Wild West. Rodeos and dude ranches, ghost towns and Gold Rush country, the rough-riding history and enduring Native American cultures — these destinations make the most of their iconic backdrop.

> **Companion piece: Thrilling Western Train Trips.** *Railroads played a major role in opening the Western frontier. Forge your own way through the Rocky Mountains, forbidding desert and wide-open plains with these rides around the U.S. and Canada.*

A Scenic Centennial. The National Park Service celebrates 100 years of preservation in 2016, and you can survey its work on these outdoor escapes.

Once in a Lifetime Trips. Take the plunge and finally embark on that dream trip: a cruise around the Galapagos, an African safari and more.

SUMMER THEME ISSUE: GREAT AMERICAN ROAD TRIPS

You can pack the car or hire someone else to do the steering as you explore...

Florida Keys beaches

> Cap off a drive around the islands with a stay in Key West.

East Coast history

> Dive into the past at Mount Vernon, Gettysburg and more.

Dynamic Southeast

> From the mountains to the beaches in the Carolinas and Georgia

Midwestern delights

> Where the Mississippi River serves as your "road"

Rugged Texas

> Travel from the vineyards of the Hill Country to the craggy terrain of West Texas.

Southwestern canyon lands

> Explore Grand Canyon, Bryce Canyon and Zion national parks.

Pacific Northwest scenery

> Steer I-84 through Oregon's Columbia River Gorge, I-5 from Seattle and beyond.

The "mother road," Route 66

> Embrace the nostalgic charm and unique towns of this American icon.

FALL THEME ISSUE: SEASONAL HARVESTS

Travel 50 & Beyond's annual food and wine issue devours field-fresh goods around the country.

Farmers Market Towns. These spots go above and beyond for shoppers and diners.

Where to Wine. This "crush season" roundup seeks the best in sipping vacations.

Farm-to-Table Fare. Dig into these recipes collected from our favorite resort chefs to take advantage of locally sourced ingredients.

Retirement relocation feature. Harvest homes – moving into an agrihood.

IN EACH ISSUE:

Great American Escapes: Our photo feature highlights scenic destinations from coast to coast.

> **Winter:** Grant County, NM

> **Spring:** Into the Carolinas

> **Summer:** Northwest haunts [WA, OR or ID]

> **Fall:** mountain hideaways [CA, UT, CO or NV]

Road Trips: This handy drive planner explores regions that are ideal for retirement relocation.

> **Winter:** Northern Florida

> **Spring:** Nevada West

> **Summer:** North Carolina mountains

> **Fall:** Central Washington

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:
\$314,000

Average Household Income*:
\$128,000

*For those working full or part time

Average Household Net Worth:
\$814,000

CIRCULATION

115,000

READERS PER COPY

2.5

EDUCATION

81% Attended college or better

60% Graduated college or better

30% Postgraduate degree

TRAVEL

4.0 Number of domestic trips in past 12 months

7.3 Average number of days on most recent trip

74% Stayed in hotel, resort, lodge or B&B in past 12 months

70% Flew on a commercial airline

26% Rented a car in past 12 months

86% Own a passport

60% Foreign travel in past 3 years

74% Plan a foreign trip in next 3 years

42% Cruised in past 3 years

78% May cruise in next 3 years

13% Stayed at an all-inclusive resort in the past 12 months

54% May stay at an all-inclusive resort in next 3 years

23% Took an escorted tour in past 12 months

61% May take an escorted tour in the next 3 years

51% May take a river cruise in the next 3 years

89%

have traveled domestically in the last year*

*subscribers spent an average of \$1,330 per person on their most recent trip within the U.S.

73%

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

79%

own home

ACTIVITIES

(more than 100% due to multiple choices)

67% Reading books for pleasure

64% Visit historic sites

56% Art shows/museums

56% Festivals/events

53% Entertaining guests in home

53% Jogging or walking

53% Theater/concert/opera/ballet

51% Cinema

51% Regular exercise

48% Gardening

43% Volunteer work

39% Casino gambling

36% Sporting events

35% Arts and crafts

35% Swimming

32% Hiking

27% Bicycling

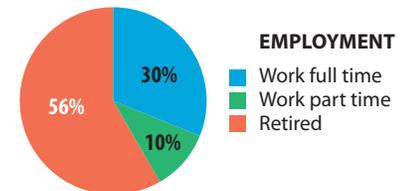
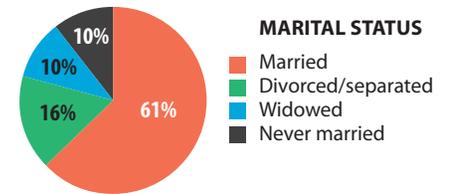
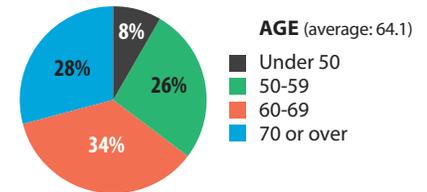
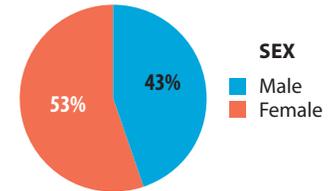
27% Photography

24% Fishing

23% Boating/sailing

18% Gourmet cooking

17% Golf



Travel
50 & Beyond

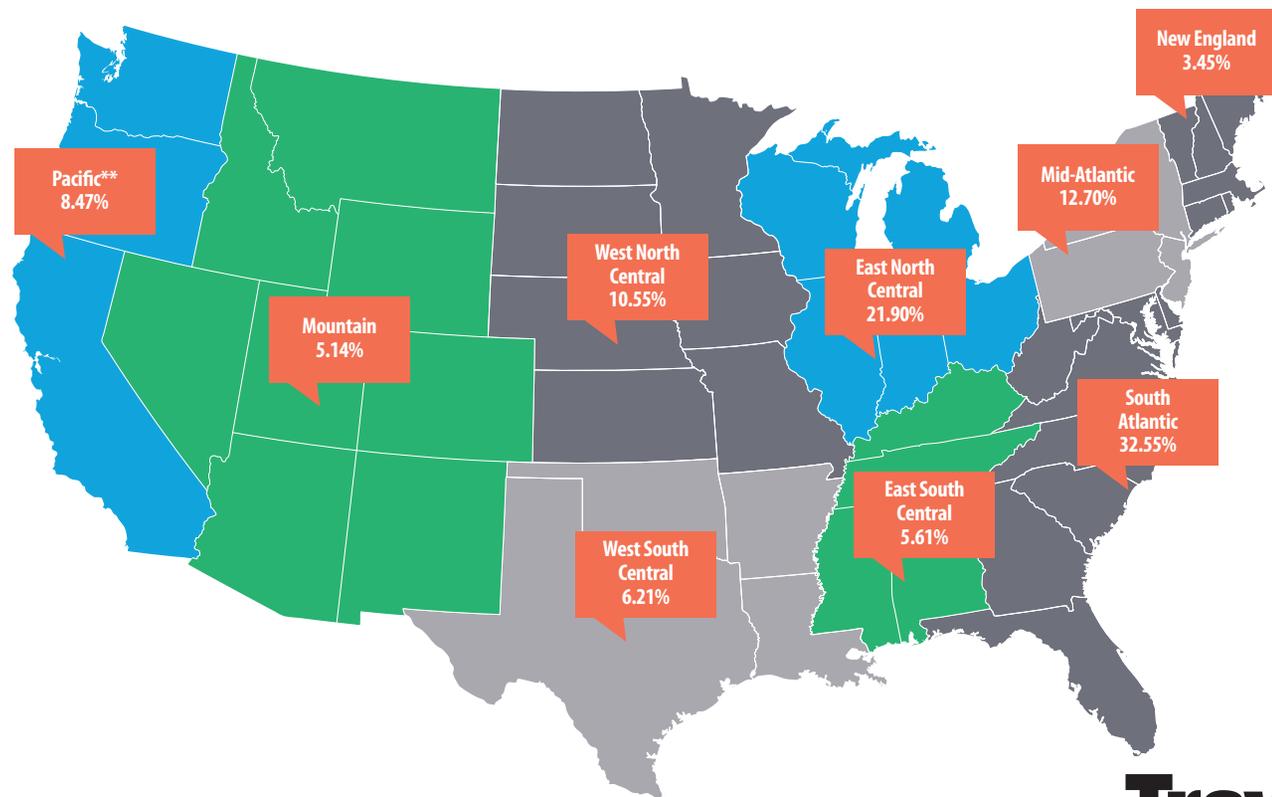
Geographic Distribution*

	Circulation	% of circulation
New England	3,916	3.45
Middle Atlantic	14,410	12.70
East North Central	24,851	21.90
East South Central	6,373	5.61
South Atlantic	36,948	32.55

	Circulation	% of circulation
West North Central	11,973	10.55
West South Central	7,044	6.21
Mountain	5,836	5.14
Pacific	9,609	8.47
Canada/Other	260	.23

Total mailed	111,268
Newsstand/single copy	1,620
Other	612
Total distribution	113,500

Circulation	113,500
Frequency	4 times/year



*Fall 2014

**Pacific Region includes Alaska & Hawaii

Vacation Planning Guide

VACATION PLANNING GUIDE

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 Travel50.com. With videos, trip ideas, and places to stay, Travel50.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 Travel50.com to order your FREE Texas State Travel Guide and start planning your trip today.

LAKE OF THE OZARKS



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/chem or call 800-FUNLAKE.

Sample Plan AAs

MISSOURI

enjoy the show



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.



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.



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.

Sample Plan AAs

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!



Pismo Beach

Your Wine & Waves destination

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

Buffalo Bills TOURISM

Jameson, North Dakota

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

Sample Plan Bs

and re-
informati-
to receive
via email.

SAMPLE PAGE

The Vacation Planning Guide is a reader service section located at the back of the magazine. Each ad receives a reader service number that readers can use to request information from advertisers using a bound-in reader service card or by visiting the website Travel50andBeyond.com. 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 E-mail address of any reader who requests more information from that specific advertiser.

These leads may be sent in a variety of ways:

- 1 A mailed hard copy list with publisher-printed mailing labels
- 2 An E-mailed Excel spreadsheet
- 3 Any combination of the above options

Advertisers specify how they would like to receive their leads. 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 on disk or via email. Digital images are preferred. 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, fax 713-978-6003

Travel

50 & Beyond

2016 Advertising Rates

Average Circulation: 115,000

General Advertising Rates	B&W	4/C
2-page spread	\$14,480	\$21,610
Full Page	\$7,250	\$10,800
2/3 Page	\$5,870	\$8,790
1/2 Page	\$4,700	\$7,070
1/3 Page	\$2,950	\$4,310
1/6 Page	\$1,580	\$2,180

Premium Positions		Frequency Discounts
Inside Front Cover	\$13,230	4% for 2X
Inside Back Cover	\$12,960	6% for 3X
Back Cover	\$13,510	10% for 4X
Other special positions add 10%		

Retirement Planning Guide Ad Rates

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

1X rate	\$2,300 net
4X rate	\$2,080 net

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

1X rate	\$1,280 net
4X rate	\$1,110 net

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

1X rate	\$780 net
4X rate	\$710 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.

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.

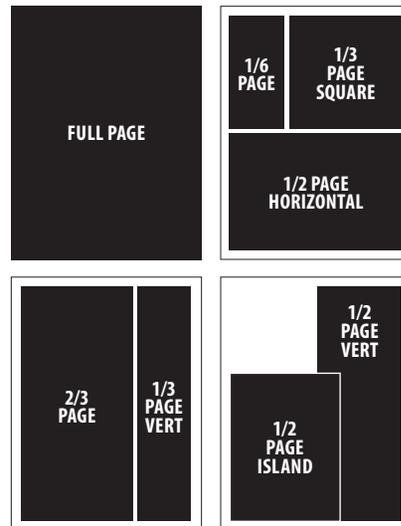
VACATION PLANNING GUIDE SPECIFICATIONS

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 are preferred and 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, fax 713-978-6003



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.

Contacts

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ASSISTANT EDITOR

Annette Fuller
CONSULTING EDITOR

Maureen King
CONSULTING EDITOR

Brent Stoller
SENIOR WRITER

Emilia Benton
STAFF WRITER

Rebecca Matheson
EDITORIAL ASSISTANT

Lucy Spicer
EDITORIAL ASSISTANT

Kathryn Worrall
EDITORIAL ASSISTANT



BBO BAYSIDE — FEATURED IN WINTER 2014 ISSUE.

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MIDWEST, SOUTHERN MOUNTAIN, CALIFORNIA & HAWAII

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Laura Baker
(Upper TX Gulf Coast & East TX)
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laura@ajrmediagroup.com

NORTHERN MOUNTAIN, PACIFIC & CANADA

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

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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