

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:
\$112,000

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

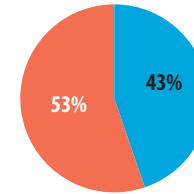
27% Photography

24% Fishing

23% Boating/sailing

18% Gourmet cooking

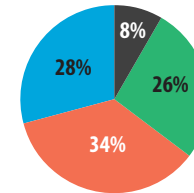
17% Golf



SEX

Male
Female

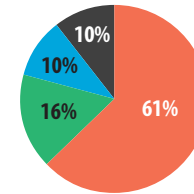
(4% no answer)



AGE (average: 64.1)

Under 50
50-59
60-69
70 or over

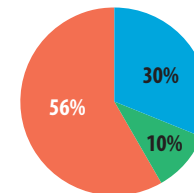
(4% no answer)



MARITAL STATUS

Married
Divorced/separated
Widowed
Never married

(3% no answer)



EMPLOYMENT

Work full time
Work part time
Retired

(4% no answer)

Travel
50 & Beyond