

Travel

50 & Beyond

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.



Media Kit 2013

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.

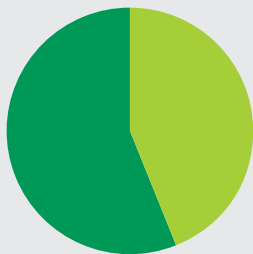
Armstrong is dedicated to delivering thoughtful, practical stories geared toward travelers of all incomes and interests.

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: **\$332,228**

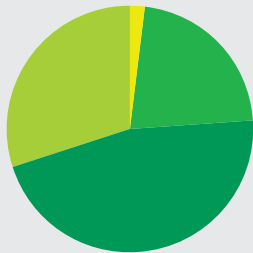
Average Household Income: **\$116,736**

Average Household Net Worth: **\$873,240**



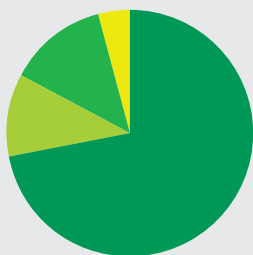
SEX

■ Male	44%
■ Female	56%



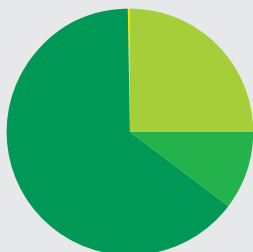
AGE

■ Under 50	2%
■ 50-59	22%
■ 60-69	46%
■ 70 or over	30%
Average:	65.4



MARITAL STATUS

■ Married	72%
■ Divorced/separated	11%
■ Widowed	13%
■ Single, never married	4%



EMPLOYMENT

■ Work full time	25%
■ Work part time	10%
■ Retired	64%
■ Never worked outside home	<1%

EDUCATION

Attended college or better	84%
Graduated college or better	53%
Postgraduate degree	25%

TRAVEL

Number of domestic trips in past 12 months	4.7
Average number of days on most recent trip	7.6
Stayed in hotel, resort, lodge or B&B in past 12 months	69%
Rented a car in past 12 months	37%
Own a passport	92%
Foreign travel in past 12 months	56%
Plan a foreign trip in next 3 years	84%
Cruised in past 3 years	63%
Plan to cruise in next 3 years	79%
Used travel agent in past 12 months	66%
Stayed at an all-inclusive resort in past 12 months	15%
Plan to stay at an all-inclusive resort in next 3 years	35%
Took an escorted tour in past 12 months	24%
Plan to take an escorted tour in next 3 years	45%

ACTIVITIES

(more than 100% due to multiple choices)

Reading books for pleasure	64%
Visit historic sites	63%
Festivals/events	53%
Jogging or walking for exercise	52%
Art shows/museums	49%
Casino gambling	44%
Cinema	42%
Gardening	39%
Volunteer work	37%
Theater/concert/opera/ballet	37%
Arts and crafts	34%
Photography	27%
Boating/sailing	21%
Fishing	20%
Golf	20%
Gourmet cooking	20%
Bicycling	18%
Camping	15%

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Media Kit 2013

Editorial Calendars

In every issue, *Travel 50 & Beyond* presents eight to 10 stories covering great destinations, incredible vacation values and unfamiliar sojourns, all accompanied by a vivid array of photos. Additionally, each issue contains two major features stories offering in-depth coverage of a central theme. Here are the topics developed for 2013:

Winter

A Beginner's Guide to Rio. Just in time for Carnival, we offer a primer to the sizzling Brazilian city. * **Morocco's Roman Ruins.** These 2,000-year-old sites are stunning yet receive few tourists. * **Big Ice in Patagonia.** See colossal glaciers and stunning mountain landscapes in southern Argentina. * **Uniquely Alaska.** Check out these out-of-the-ordinary Alaska cruise experiences.

Spring

The Sonoran Desert After Dark. Phoenix vacationers explore this intriguing and rugged terrain by moonlight. * **History and Glamour on the Eastern & Oriental Express.** Relive the golden age of luxury rail travel on routes through Thailand, Singapore and Laos. * **Southern Staples.** Explore the enticing food and music scenes, gardens and architecture in vibrant cities of the Southern U.S., like Memphis, Nashville, New Orleans, Charleston and Savannah.

Summer

Mad About Madrid. Lovely parks, a fantastic art scene and epicurean delights await in the Spanish capital. * **A Historic North Carolina Lodge Is Reborn.** The late 19th-century Green Park Inn again welcomes guests to the Blue Ridge Mountains. * **Faulkner's Oxford.** Five decades after his death, William Faulkner still draws literary pilgrims to his Mississippi hometown. * **Picturing Canada.** A photo essay of our favorite travel experiences up north, such as riding the rails through the Canadian Rockies and mingling with the polar bears of Manitoba.

Fall

Amazing Tasmania. This Australian island is a nature lover's dream. * **Travel by Riverboat.** From sailing the Columbia and Snake rivers in the Pacific Northwest to ambling along the Mekong in Southeast Asia, river cruises offer an easy way to explore inland destinations. * **Exploring Oregon's Wine Country.** Oregon is home to some 500 wineries, and after California, it's one of the country's top three wine-producing states. * **Sensational City Scenes.** Air-and-hotel packages provide a money-saving way to explore alluring cities like London, Paris and Rome. For your sightseeing, we offer suggestions for both first-time and experienced visitors.

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Geographic Distribution[†]

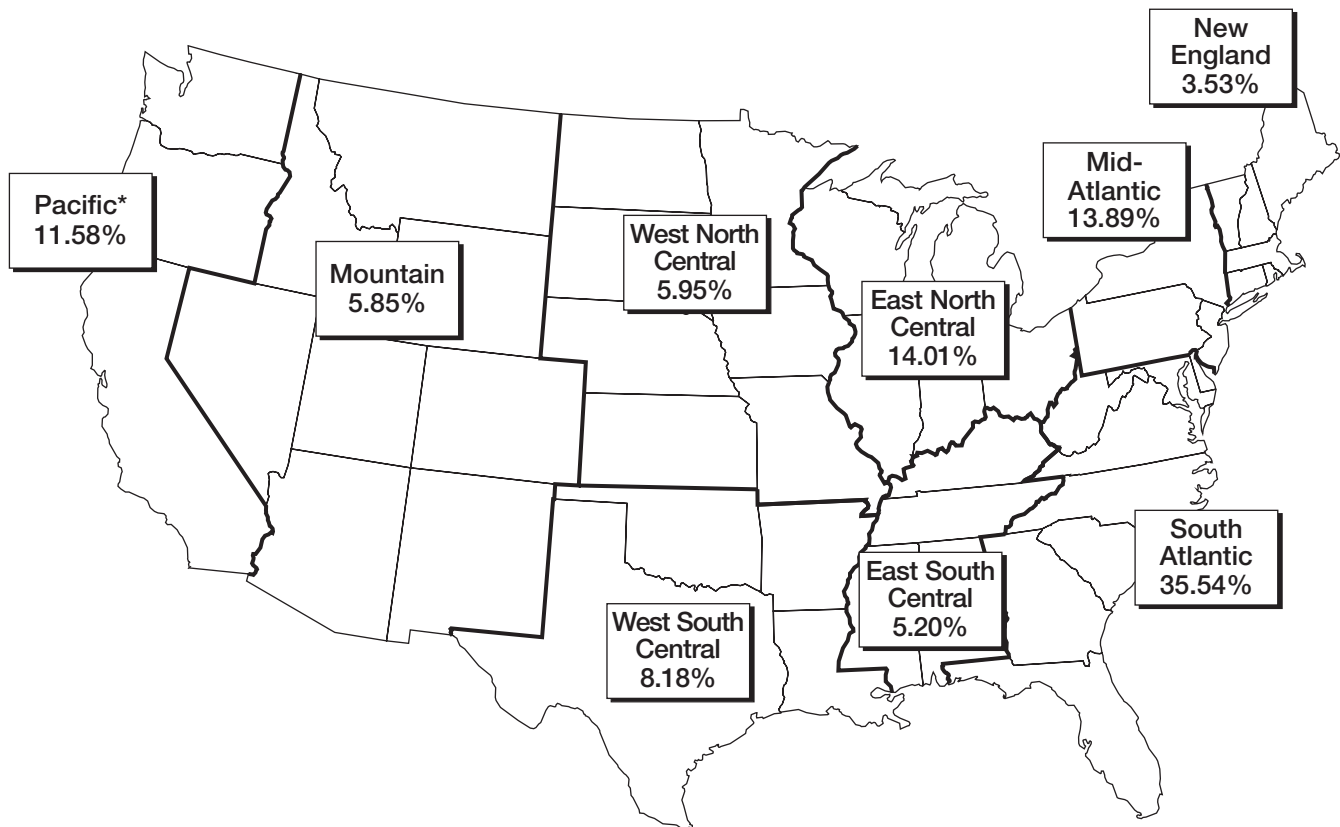
• Circulation 115,000

• Frequency: Four times per year

	Circulation	% of circulation
New England	4,060	3.53
Middle Atlantic	15,973	13.89
East North Central	16,116	14.01
East South Central	5,979	5.20
South Atlantic	40,874	35.54

	Circulation	% of circulation
West North Central	6,839	5.95
West South Central	9,412	8.18
Mountain	6,733	5.85
Pacific	13,321	11.58
Canada/Other	107	0.09

Total mailed	112,868
Newsstand/single copy	505
Other	1,627
Total distribution	115,000



*Includes Alaska & Hawaii

[†]Fall 2012



2013 Advertising Rates

Average Circulation: 115,000

General Advertising Rates

	B&W	4/C
2-page spread	\$12,750	\$19,000
Full Page	\$6,390	\$9,510
2/3 Page	\$5,170	\$7,570
1/2 Page	\$4,130	\$6,220
1/3 Page	\$2,590	\$3,790
1/6 Page	\$1,390	\$1,920

Premium Positions

Inside Front Cover	\$11,650
Inside Back Cover	\$11,410
Back Cover	\$11,890
Other special positions add 10%	

Frequency Discounts

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

Inserts

Advertiser must run a minimum 1/2-page display ad with any Business Reply Card insert. BRC and insert positions are limited. Rates available on request for inserts, gatefold and bind-in cards.

Agency Commission

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

Vacation Planning Guide Ad Rates

Plan AA

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

1X rate	\$2,020 net
4X rate	\$1,830 net

Plan A

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

1X rate	\$1,120 net
4X rate	\$980 net

Plan B

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

1X rate	\$690 net
4X rate	\$630 net

Vacation Planning Guide

Complete and return the accompanying card for FREE information about these exciting vacation opportunities. For faster service, fax your card to (713) 978-6003 or order online at www.Travel50andBeyond.com.

1



www.RetireTennessee.org

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. Whatever your interests and hobbies, Tennessee provides the backdrop for the good life, and Tennessee's array of amenities will please anyone. Climate is moderate with four distinct seasons. Come experience Tennessee and we'll show you how the good life just keeps getting better.

2



Take a vacation this summer to the land of Great Faces and Great Places. **South Dakota**, home to Mount Rushmore National Memorial, is full of world-class attractions, natural wonders and unbelievable beauty. You can go any direction in the state and find affordable experiences that help you create a lifetime of memories. South Dakota has so much to see and do that you'll want to plan more than one vacation to experience it all. Build your entire vacation itinerary, from lodging and activities to driving routes and airline information, with the step-by-step guide. For even more planning information, request the official South Dakota Vacation Guide by mail or download our E-Vacation Guide all at www.TravelSD.com.

3



CENTRAL MISSOURI'S LAKE OF THE OZARKS

Little moments become BIG memories! Experience the magic that happens when family and friends reconnect at beautiful **Lake of the Ozarks**. Centrally located with year-round attractions, events and festivals. Visit us online and plan your Lake getaway today. funlake.com/charm. 1-800 FUN-LAKE. Start creating your memories today!



4



THE NAPLES BEACH HOTEL AND GOLF CLUB

The Naples Beach Hotel & Golf Club, a tradition renewed – Located on southwest Florida's beautiful Gulf Coast, The Naples Beach Hotel & Golf Club is Naples' only beachfront resort with onsite golf, tennis and spa. Known for its hospitality and service, the resort is now introducing 319 newly renovated rooms and suites with new furnishings, flat-screen TVs and totally redesigned and enlarged bathrooms...as well as two new beachfront pools with private cabanas, whirlpools, a full bar and food service. Call us at 1-888-225-2197 or visit NaplesBeachHotel.com and renew your senses.

5



Americas Best Value Inn is a family of over 900 inns, hotels, and suites throughout North America offering hometown pride, comfort, quality and exceptional value. For reservations, call 1-888-315-2378 or visit AmericasBestValueInn.com.

6



Arkansas abounds with exciting attractions and activities and four mild seasons to enjoy them. Visit our Web site or call for your free "Living in Arkansas" guide. 1-888-NATURAL. Arkansas.com

7



Visit **Cherokee Nation Cultural Tourism** for native crafts and experience authentic tours including Cherokee History Tour, Cherokee Old Settler Tour, Civil War History Tour and Will Rogers History Tour. www.cherokeetourismok.com. 1-877-779-6977

8



KEARNEY
visitors bureau

KEARNEY – Stop. Play. Stay. There's no better site to learn about all of Kearney's great sights than visitkearney.org.

9



Omaha is a fresh, dynamic city, merging the best in Midwestern hospitality with the energy of a city at full throttle. There is something here for everyone, make a point to visit Omaha.



Vacation Planning Guide

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 www.Travel50andBeyond.com. When a visitor to www.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 and 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 ASCII text file
3. An E-mailed Excel spreadsheet
4. 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 and Plan A and Plan B.

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 to the address below, attention Dave Hart, or via E-mail to materials@travel50andbeyond.com. 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.



2013 Closing and Publication Dates

<u>Issue</u>	<u>Ad Close</u>	<u>Publication Date</u>
Winter 2013	11/9/12	1/15/13
Spring 2013	1/11/13	3/19/13
Summer 2013	3/8/13	5/14/13
Fall 2013	7/12/13	9/17/13
Winter 2014	11/8/13	1/14/14

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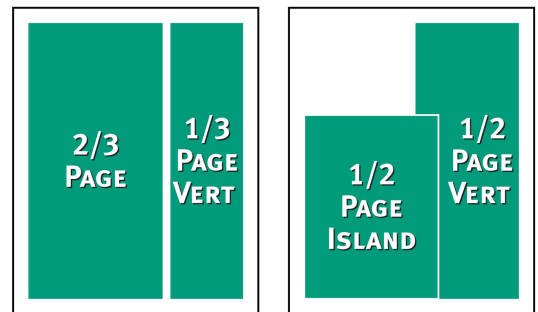
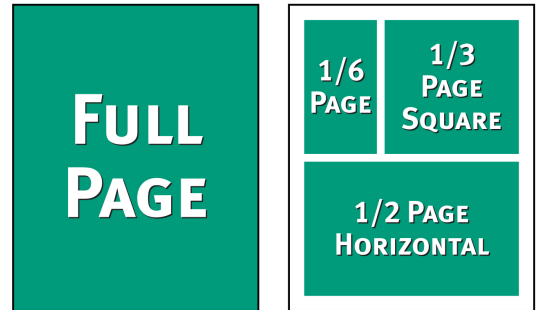
Production Specifications

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, I	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.



Digital Specifications

Accepted media: CD, DVD, Email

Software file formats supported:

Layout: Quark Xpress 8, InDesign CS4

Image editing: Photoshop CS4

Illustration: Adobe Illustrator CS4

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.

Vacation Planning Guide Specifications

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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 image or logo and 30 words of copy.

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For more detailed specifications, contact Dave Hart at Vacation Publications, 713-974-6903.

Send materials to:

Dave Hart

Travel 50 & Beyond

5851 San Felipe St., Suite 500

Houston, TX 77057

materials@travel50andbeyond.com

713-974-6903 o

713-978-6003 f