

Media Information Kit 2017

# VACATIONS

STEPS TO THE BEACH, GREECE



# Vacations

The magazine for Vacations To Go's frequent travelers

**Vacations is the official magazine** of Vacations To Go, the world's largest seller of domestic and international cruises and one of the most recognized and respected brands in the travel industry. Vacations magazine is mailed to more than 300,000 active and affluent Vacations To Go customers who use the magazine as a

guide in planning their next vacation.

Vacations, published quarterly, provides insightful and dynamic information for real travelers. Advertise in Vacations. There is simply no better place to inform and inspire the enthusiastic, frequent traveler who is the Vacations To Go customer.



STONE GATE OF ANGKOR THOM, CAMBODIA

**Average Value  
of Main Residence:**

**\$315,000**

**Average Household  
Income:**

**\$133,000**

**Average Household  
Net Worth:**

**\$767,000**

## VACATIONS READERS TRAVEL

- 3.7 Number of domestic trips in past 12 months
- 7.2 Average number of days on most recent trip
- 90% Stayed in hotel, resort, lodge or B&B in past 12 months or next 12 months
- 31% Rented a car in past 12 months
- 84% Own a passport

## VACATIONS READERS ARE ACTIVE

- 57% Visit historic sites
- 54% Festivals/events
- 46% Jogging/walking for exercise
- 40% Casino gambling

# VACATIONS

## Editorial Profile

Designed specifically for  
Vacations To Go's avid travelers

**Vacations gives its audience** of avid travelers a taste of what to expect on their journeys and whets their appetites for more. And with extensive background in the travel industry, Vacations' editors and writers understand travelers' information needs.

Practical and informative, Vacations focuses on cruises, tours, resorts and destinations worldwide. From special

interest travel to single parents traveling with kids, Vacations informs readers of the best that's available at every price range, what's new and what's worth trying. Topics covered in Vacations include adventure travel, all-inclusive resorts, small ship expeditions and escorted tours with emphasis on international travel destinations.



SLOTH IN PANAMA

## 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.



# VACATIONS

# Reader Profile

**Vacations gives its audience** of avid travelers a taste of what to expect on their journeys and whets their appetites for more. From special interest travel to single parents traveling with kids, Vacations informs readers of the best that's available at every price range. Vacations focuses on cruises, tours, resorts and destinations worldwide, including adventure travel, all-inclusive resorts, small ship expeditions and escorted tours with emphasis on international travel. Our editorial content is written for real travelers, and we can help you reach them.

Average Value  
of Main Residence:  
**\$315,000**

Average Household  
Income:  
**\$133,000**

Average Household  
Net Worth:  
**\$767,000**

## CIRCULATION

300,000

## READERS PER COPY

3.2

## EDUCATION

77% Attended college or better

54% Graduated college or better

20% Postgraduate degree

## TRAVEL

3.7 Number of domestic trips  
in past 12 months

7.2 Average number of days  
on most recent trip

90% Stayed in hotel, resort, lodge  
or B&B in past 12 months  
or next 12 months

31% Rented a car in past 12 months

84% Own a passport

66% Foreign travel in past 3 years

75% Plan a foreign trip in next 3 years

78% May cruise in next 3 years

21% Stayed at an all-inclusive resort  
in the past 12 months

48% May stay at an all-inclusive resort  
in next 3 years

23% Took an escorted tour  
in past 12 months

66% May take an escorted tour  
in the next 3 years

**86%**

have traveled domestically  
in the last year\*

\*subscribers spent an average of \$1,360 per  
person on their most recent trip within the U.S.

**69%**

have taken action such as directly  
contacting an advertiser as a result  
of reading Vacations

**75%**

own home

## ACTIVITIES

(more than 100% due to multiple choices)

63% Reading books for pleasure

57% Visit historic sites

54% Festivals/events

50% Cinema

46% Jogging/walking for exercise

45% Art shows/museums

43% Theater/concert/opera/ballet

43% Regular exercise

40% Casino gambling

36% Gardening

36% Entertaining guests

36% Swimming

32% Volunteer work

32% Photography

32% Sporting events

29% Arts and crafts

29% Fishing

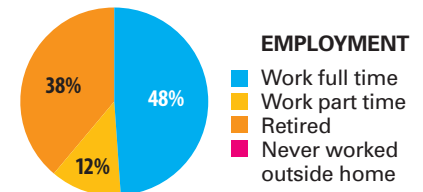
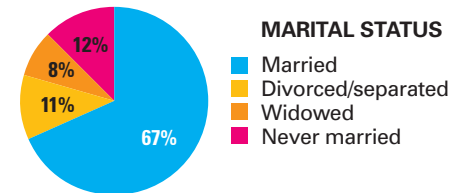
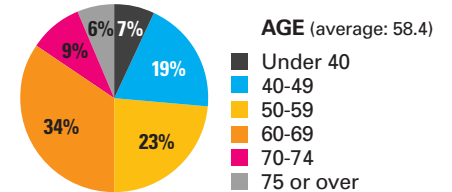
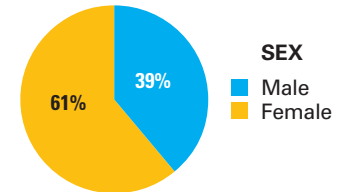
27% Hiking

26% Boating/sailing

22% Bicycling

16% Gourmet cooking

15% Golf



# VACATIONS

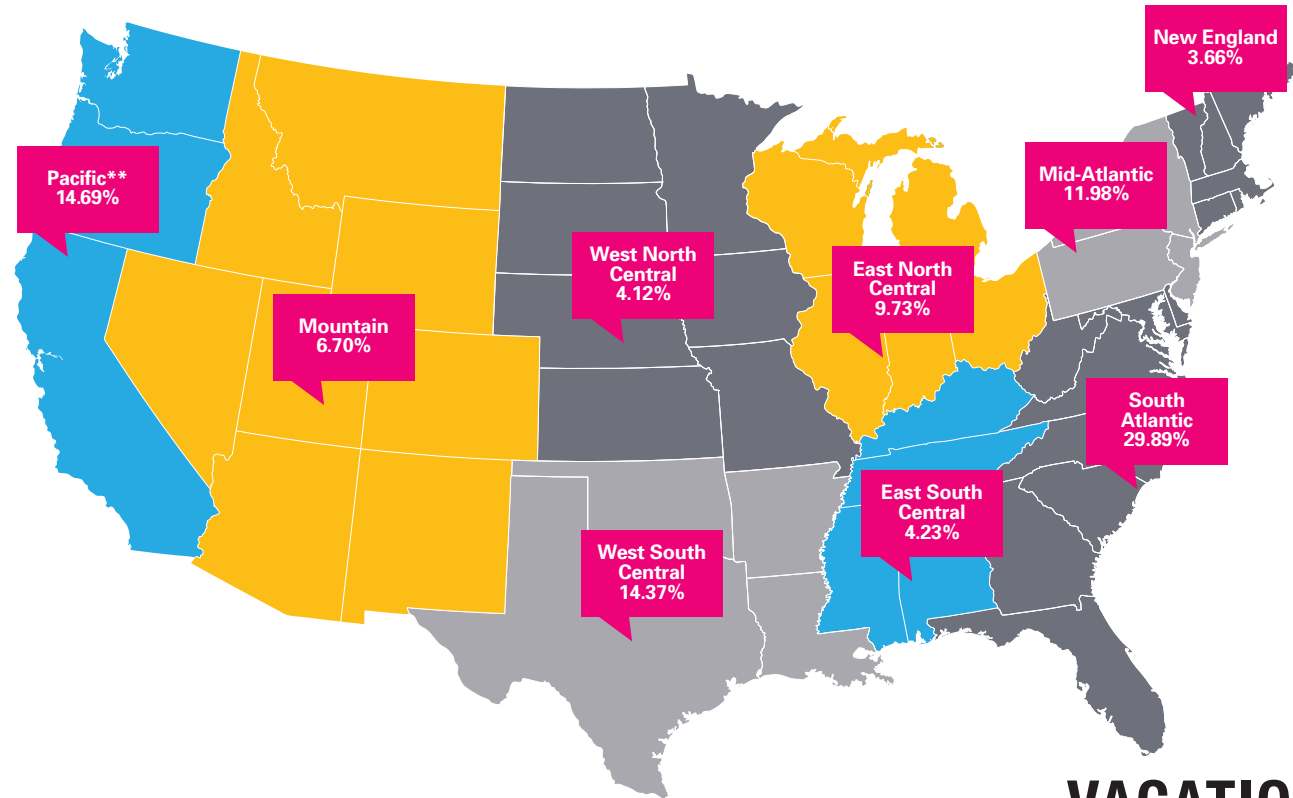
# Geographic Distribution\*

	Circulation	% of circulation
New England	10,965	3.66
Middle Atlantic	35,955	11.98
East North Central	29,199	9.73
East South Central	12,688	4.23
South Atlantic	89,674	29.89

	Circulation	% of circulation
West North Central	12,355	4.12
West South Central	43,113	14.37
Mountain	20,114	6.70
Pacific	44,081	14.69
Canada/Other	1,101	0.37

Total mailed	299,245
Other	655
Total distribution	300,000

Circulation	300,000
Frequency	4 times/year



\*May/June 2016 Issue

\*\*Pacific Region includes Alaska & Hawaii

**VACATIONS**

# 2017 Publication Calendar and Advertising Rates

Issue	Ad Close	In-Home
Winter	10/28/16	1/12/17
Spring	1/13/17	3/9/17
Summer	2/24/17	5/11/17
Fall	7/7/17	9/14/17
Winter 2018	10/27/17	1/2/18

**Average Circulation:** 300,000

General Advertising Rates	B&W	4/C
2-page spread	\$50,640	\$76,400
Full Page	\$25,350	\$38,200
2/3 Page	\$20,240	\$30,380
1/2 Page	\$16,680	\$24,980
1/3 Page	\$10,170	\$15,180
1/6 Page	\$5,070	\$7,660

Premium Positions		Frequency Discount
Inside Front Cover	\$46,790	4% for 2X
Inside Back Cover	\$45,850	6% for 3X
Outside Back Cover	\$47,810	10% for 4X
Other special positions add 10%		

## Business Reply Card 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.

## Vacation Planning Guide Ad Rates

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

1X rate	\$4,550 net
4X rate	\$4,090 net

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

1X rate	\$2,270 net
4X rate	\$2,050 net

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

1X rate	\$1,130 net
4X rate	\$1,030 net

## Online Ads

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

## Agency Commission

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

# VACATIONS



# 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.

## 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.

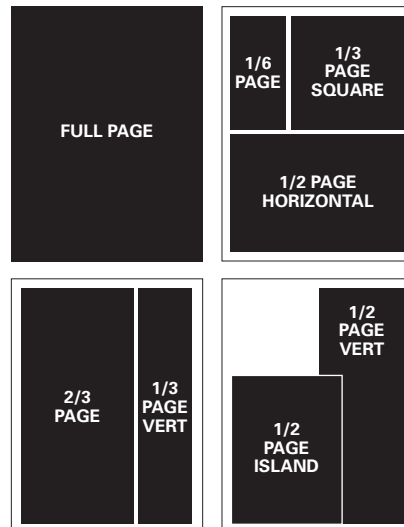
**Plan A:** 12 ads per page. Advertiser sends a 4/C image and 30 words of copy.

**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, Vacations,  
5851 San Felipe St., Ste. 500  
Houston, TX 77057  
materials@VacationsMagazine.com,  
713-974-6903, fax 713-978-6003



## MECHANICAL REQUIREMENTS

Vacations 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.

# VACATIONS

# Vacation Planning Guide



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 by visiting the website [VacationsMagazine.com](http://VacationsMagazine.com). When a visitor to [VacationsMagazine.com](http://VacationsMagazine.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. [VacationsMagazine.com](http://VacationsMagazine.com) captures the contact information for the advertiser to be delivered with the 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 all 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 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, Vacations,  
5851 San Felipe St., Ste. 500,  
Houston, TX 77057  
[materials@VacationsMagazine.com](mailto:materials@VacationsMagazine.com),  
713-974-6903, fax 713-978-6003

# VACATIONS



# Advertising Offices

## MAIN OFFICE

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(713) 978-6003 fax

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ADVERTISING DIRECTOR  
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## FLORIDA

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

## SOUTHEAST

(GA, NC, SC, VA, WV)

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

## 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](mailto:liz@pub-rep.com)

## SOUTHWEST & WEST SOUTH CENTRAL

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

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

Stu Barash  
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Connie Blair  
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[connie@ajrmediagroup.com](mailto:connie@ajrmediagroup.com)

Melissa Stafford  
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Nicole Juel  
(San Antonio & West TX)  
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[nicole@ajrmediagroup.com](mailto:nicole@ajrmediagroup.com)

Laura Baker  
(Upper TX Gulf Coast & East TX)  
(281) 679-7714 office

[laura@ajrmediagroup.com](mailto:laura@ajrmediagroup.com)

## NORTHERN MOUNTAIN, PACIFIC & 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](mailto:gfach@telus.net) and [dfach@telus.net](mailto: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.  
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# VACATIONS

# Contacts

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Lindsay Lindquist  
ASSOCIATE PUBLISHER  
[lelindquist@vacationsmagazine.com](mailto:lelindquist@vacationsmagazine.com)

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## ADVERTISING/PRODUCTION

Dave Hart  
PRODUCTION DIRECTOR  
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Carlee Mausner  
ADVERTISING DIRECTOR  
[cmausner@vacationsmagazine.com](mailto:cmausner@vacationsmagazine.com)

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## EDITORIAL

Elizabeth Armstrong  
EDITOR

Carl Glatzel  
ART DIRECTOR

Anh Phan  
ASSISTANT ART DIRECTOR

Jennifer Davoren  
MANAGING EDITOR

Michelle Chumbley  
ASSISTANT EDITOR

Annette Fuller  
CONSULTING EDITOR

Maureen King  
CONSULTING EDITOR

Brent Stoller  
SENIOR WRITER

Rebecca Matheson Ortiz  
EDITORIAL ASSISTANT

Lucy Spicer  
EDITORIAL ASSISTANT

Kathryn E. Worrall  
EDITORIAL ASSISTANT



HUNGARIAN PARLIAMENT IN BUDAPEST, HUNGARY

# VACATIONS