

# 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

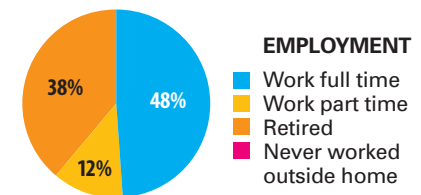
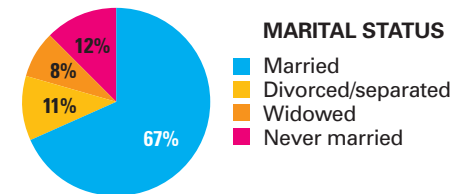
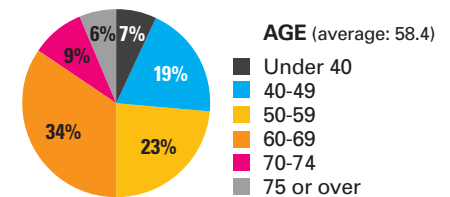
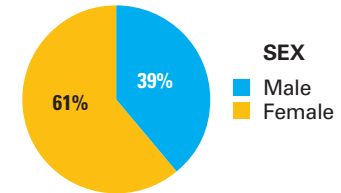
27% Hiking

26% Boating/sailing

22% Bicycling

16% Gourmet cooking

15% Golf



# VACATIONS