

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. These avid travelers use Vacations magazine as a guide in planning their next vacation.

Vacations is published six times a year and provides insightful, dynamic and real world travel information for real travelers. Advertise in Vacations magazine. There is simply no better place to inform and inspire the enthusiastic, frequent traveler who is the Vacations To Go customer.

Vacations Readers are Affluent

Average Value of Main Residence:	\$352,628
Average Household Income:	\$113,672
Average Household Net Worth:	\$903,316

Vacations Readers Travel

Number of domestic trips in past 12 months	4.6
Average number of days on most recent trip	7.1
Stayed in hotel, resort, lodge or B&B in past 12 months	70%
Rented a car in past 12 months	37%
Own a passport	91%

Vacations Readers are Active

Reading books for pleasure	65%
Visit historic sites	56%
Festivals/events	53%
Jogging or walking for exercise	51%
Casino gambling	48%