

# TRAVELHOST®

AMERICA'S #1 TRAVEL MAGAZINE

## MEDIA KIT



*Advertising Your Product In The Right Direction*

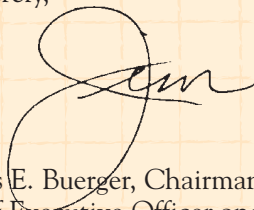
## FROM THE PUBLISHER

For four decades, TRAVELHOST has served as "host" to the travel industry as America's #1 travel magazine and leader in this exciting field.

TRAVELHOST has served over a billion travelers as a recognized and trusted name, catering to a wide array of sophisticated consumers. Our dedication and commitment to quality and proven results have contributed to our success and has positioned us as an expert in predicting consumer needs, traveling demands and buying trends.

I personally invite you to join forces with TRAVELHOST Magazine as we continue to lead the charge in this fast growing movement. Trust your brand with one of the most recognized names in the global travel and hospitality industry.

Sincerely,



James E. Buerger, Chairman of the Board,  
Chief Executive Officer and Publisher



# A Powerful Market

The trusted brand of TRAVELHOST makes us the #1 travel magazine in the \$545 Billion\* travel industry because we are there when travelers need us.

Traveling for business and leisure continues to fuel the American economy as the third largest industry. TRAVELHOST is proud to be the source our readers turn to when deciding where to dine, shop, see local attractions, and enjoy entertainment.

## JUST FOLLOW THE MONEY

- Spending by travelers in the United States averages \$1.8 billion a day, \$75 million an hour, \$1.2 million a minute, and \$21,000 a second\* – TRAVELHOST is a major influence of this buying power and is often the last impression they see before making these buying decisions
- 2.6 million hotel rooms sold everyday in the United States\*.
- Shopping is the most popular domestic trip activity\* – In fact, according to the Travel Industry Association of America, shopping is the primary reason for over 50% of all trips

*Advertisers in TRAVELHOST benefit from the unbreakable routine embedded in the behavior of travelers who turn to us for information on the latest products, trendiest destinations, distinct merchandise, and entertainment. Consumers estimate the value of money differently on the road. The result - wallets open more freely.*

## SPENDING TRENDS AND BUYING HABITS:\*

17%	Spend up to \$999 while traveling (excludes spending on transportation)
14%	Spend \$1,000 or more while traveling (excludes spending on transportation)
87%	Include shopping as part of their out-of-town activity
82%	Consume Alcohol**



Audit Bureau  
of Circulations  
Member

The Audit Bureau of Circulation

\* Travel Industry Association of America 2006/Base = 643.5 Million Household Trips

\*\* Simmons Report



# Our Commitment To You

Published in 125+ local editions, TRAVELHOST Magazine can be found in the guestrooms of 8,856 of America's finer hotels and reaches an estimated 1.3 million in-room guests per day. Travelers turn to TRAVELHOST for the best places to dine, shop, entertain and enjoy the cities we serve. Our reader demographics reflect one of the strongest buying markets – the upscale traveling public.

## TRAVELHOST READER PROFILE :

### BUSINESS TRAVELER:\*

Male.....	68%
Age 35- 54.....	52%
Professional Management.....	50%
Average Household Income.....	\$82,000
Average Length of Stay.....	1- 3 nights

### LEISURE TRAVELER:\*

Two Adults.....	54%
Ages 35- 54.....	41%
Average Household Income.....	\$75,400
Average Length of Stay.....	1- 3 nights

A recent conference at Harvard Business School reported that the FEMALE TRAVELER comprises 50 PERCENT of all frequent fliers and makes up to 70 PERCENT of her family's travel decisions.

### TYPICAL LODGING CUSTOMER:\*

Business Traveler.....	48%
Leisure.....	52%

A partnership with TRAVELHOST gives you the power to target markets on a regional basis and the control to test markets for new product development and effectiveness.

The targeted readers of TRAVELHOST can yield higher returns for your advertising dollars and heighten awareness for your brand, being seen by millions of consumers every year.

**ACT NOW TO OPTIMIZE YOUR PLACEMENT IN TRAVELHOST.**



# Commitment to Excellence

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*For four decades TRAVELHOST has met billions of travelers at the very venue where on the move consumers make critical buying decisions, their hotel rooms. These high-profile, well-traveled consumers make immediate decisions to spend in a relaxed undistracted environment. Psychographics demonstrate that in such ambient venues consumers spend more freely.*

TRAVELHOST supplies current and fresh information to today's well-informed business and leisure travel consumers.

## WHAT DIFFERENTIATES AN IN-ROOM TRAVEL MAGAZINE FROM ALL OTHER PRINT PORTALS?

- TRAVELHOST delivers your brand directly to consumers by capturing travelers in distinctive venues across the country. From the high-end, upscale traveler to the business traveler, when they have a question, **YOU ARE THE ANSWER.**
- TRAVELHOST gets consumers attention at the time and place when consumers are making prime buying decisions. Statistics reveal that consumers in hotel environments are more likely to make impulse buying decisions than consumers immersed in a sedentary and predictable home environment.
- TRAVELHOST catches the consumer at the optimum time, place, and ambience for immediate, motivated, targeted spending decisions.

## IT'S ALL IN THE NUMBERS:

- 95% OF TRAVELHOST READERS REPORTED PURCHASING GOODS, FROM JEWELRY TO LUGGAGE WHILE TRAVELING\*\*
- 80% OF TRAVELHOST READERS REPORT SPENDING MORE ON DINING\*\*
- 59% OF TRAVELHOST READERS REPORT SPENDING MORE ON ENTERTAINMENT\*\*

# TRAVELHOST NATIONAL & REGIONAL ADVERTISING RATES



## ALL ADVERTISING IS FOUR COLOR

NATIONAL	1X	4X	8X	12X	18X	24X
Full Page	\$36,779	\$34,940	\$33,101	\$29,423	\$27,761	\$25,745
2/3 Page	25,745	24,458	23,171	20,596	19,432	18,022
1/2 Page	20,228	19,217	18,205	16,183	15,268	14,160
1/3 Page	13,608	12,928	12,247	10,887	10,271	9,526
1/6 Page	7,356	6,988	6,620	5,885	5,552	5,149
1/12 Page	4,046	3,843	3,641	3,237	3,054	2,832

8 REGIONS	1X	4X	8X	12X	18X	24X
Full Page	\$33,101	\$31,446	\$29,791	\$26,481	\$24,985	\$23,171
2/3 Page	23,171	22,012	20,854	18,536	17,489	16,219
1/2 Page	18,205	17,295	16,385	14,564	13,741	12,744
1/3 Page	12,247	11,635	11,023	9,798	9,244	8,573
1/6 Page	6,620	6,289	5,958	5,296	4,997	4,634
1/12 Page	3,641	3,459	3,277	2,913	2,748	2,549

7 REGIONS	1X	4X	8X	12X	18X	24X
Full Page	\$29,423	\$27,952	\$26,481	\$23,538	\$22,208	\$20,596
2/3 Page	20,596	19,566	18,536	16,477	15,546	14,417
1/2 Page	16,183	15,374	14,564	12,946	12,215	11,328
1/3 Page	10,887	10,342	9,798	8,709	8,217	7,621
1/6 Page	5,885	5,590	5,296	4,708	4,442	4,119
1/12 Page	3,237	3,075	2,913	2,589	2,443	2,266

<b>6 REGIONS</b>	<b>1X</b>	<b>4X</b>	<b>8X</b>	<b>12X</b>	<b>18X</b>	<b>24X</b>
Full Page	\$25,745	\$24,458	\$23,171	\$20,596	\$19,432	\$18,022
2/3 Page	18,022	17,121	16,219	14,417	13,603	12,615
1/2 Page	14,160	13,452	12,744	11,328	10,688	9,912
1/3 Page	9,526	9,049	8,573	7,621	7,190	6,688
1/6 Page	5,149	4,892	4,634	4,119	3,886	3,604
1/12 Page	2,832	2,690	2,549	2,266	2,138	1,982

<b>5 REGIONS</b>	<b>1X</b>	<b>4X</b>	<b>8X</b>	<b>12X</b>	<b>18X</b>	<b>24X</b>
Full Page	\$22,067	\$20,964	\$19,861	\$17,654	\$16,656	\$15,447
2/3 Page	15,447	14,675	13,902	12,358	11,659	10,813
1/2 Page	12,137	11,530	10,923	9,710	9,161	8,496
1/3 Page	8,165	7,757	7,348	6,532	6,163	5,715
1/6 Page	4,413	4,193	3,972	3,531	3,331	3,089
1/12 Page	2,427	2,306	2,185	1,942	1,832	1,699

<b>4 REGIONS</b>	<b>1X</b>	<b>4X</b>	<b>8X</b>	<b>12X</b>	<b>18X</b>	<b>24X</b>
Full Page	\$18,389	\$17,470	\$16,550	\$14,712	\$13,880	\$12,873
2/3 Page	12,873	12,229	11,585	10,298	9,716	9,011
1/2 Page	10,114	9,608	9,103	8,091	7,634	7,080
1/3 Page	6,804	6,464	6,124	5,443	5,136	4,763
1/6 Page	3,678	3,494	3,310	2,942	2,776	2,575
1/12 Page	2,023	1,922	1,821	1,618	1,527	1,416

<b>3 REGIONS</b>	<b>1X</b>	<b>4X</b>	<b>8X</b>	<b>12X</b>	<b>18X</b>	<b>24X</b>
Full Page	\$14,712	\$13,976	\$13,240	\$11,769	\$11,104	\$10,298
2/3 Page	10,298	9,783	9,268	8,238	7,773	7,209
1/2 Page	8,091	7,687	7,282	6,473	6,107	5,664
1/3 Page	5,443	5,171	4,889	4,355	4,109	3,810
1/6 Page	2,942	2,795	2,648	2,354	2,221	2,060
1/12 Page	1,618	1,537	1,456	1,295	1,221	1,133

<b>2 REGIONS</b>	<b>1X</b>	<b>4X</b>	<b>8X</b>	<b>12X</b>	<b>18X</b>	<b>24X</b>
Full Page	\$11,034	\$10,482	\$9,930	\$8,827	\$8,328	\$7,724
2/3 Page	7,724	7,337	6,951	6,179	5,830	5,406
1/2 Page	6,068	5,765	5,462	4,855	4,580	4,248
1/3 Page	4,082	3,878	3,674	3,266	3,081	2,858
1/6 Page	2,207	2,096	1,986	1,765	1,666	1,545
1/12 Page	1,214	1,153	1,092	971	916	850

<b>1 REGION</b>	<b>1X</b>	<b>4X</b>	<b>8X</b>	<b>12X</b>	<b>18X</b>	<b>24X</b>
Full Page	\$7,356	\$6,988	\$6,620	\$5,855	\$5,552	\$5,149
2/3 Page	5,149	4,892	4,634	4,119	3,886	3,604
1/2 Page	4,046	3,843	3,641	3,237	3,054	2,832
1/3 Page	2,722	2,586	2,449	2,177	2,054	1,905
1/6 Page	1,471	1,398	1,324	1,177	1,110	1,030
1/12 Page	809	769	728	647	611	566

## ADVERTISEMENT SIZES

<p>Full Page</p> <p>Non-bleed: 7 1/16" x 10"</p> <p>Bleed: 8 1/2" x 11 1/4" (Bleed trim size is 8" x 10 3/4". Keep all live matter at least 1/4" within trim.)</p>	<p>2/3 Page Vertical</p> <p>4 5/8" x 10"</p>	<p>1/3 Page Square</p> <p>4 5/8" x 4 15/16"</p>	<p>1/3 Page Vertical</p> <p>2 1/4" x 10"</p>
<p>1/2 Page Horizontal</p> <p>7 1/16" x 4 15/16"</p>	<p>1/2 Page Vertical</p> <p>4 5/8" x 7 7/16"</p>	<p>1/6 Page Horizontal</p> <p>4 5/8" x 2 3/8"</p>	<p>1/6 Page Vertical</p> <p>2 1/4" x 4 15/16"</p> <p>1/12 Page Square</p> <p>2 1/4" x 2 3/8"</p>

## GUIDELINES FOR DIGITAL-READY MATERIAL

**ACCEPTABLE DISK TYPES:** CD, DVD.

**ABOUT THE DOCUMENT:** The final document should be built using QuarkXPress and saved in QuarkXPress 7.0 format.

Acceptable applications for placed art include Adobe Illustrator CS2 and Adobe Photoshop CS2 (saved either as a TIFF or a Photoshop EPS format). All pages in the document should be built the same size as the final trim size. For example: if the printed piece trims to 8"x10.75", then the document size should be set at 8"x10.75". Allow any bleeds to bleed off the page 0.25" with at least a 0.25" margin between the live image area and the trim. Please include a color laser copy of all pages in the document with the disk.

**ABOUT PLACED ART:** Any art placed in the document should be saved in either TIFF, EPS or PDF format. PDF files should be saved as Press Optimized, hi-res CMYK with no OPI. **Absolutely no JPEG, PICT, CT, etc. is acceptable.** 4-color art should be saved in CMYK format only. **Absolutely no RGB, Indexed Color, Duotone, etc. is acceptable.** (Anything other than CMYK color will print as grayscale.) Black and white art should be saved as GRAYSCALE and line art should be saved as BITMAPPED. *All supporting art should be included on the disk, even art placed inside another file such as Adobe Illustrator.*

**LINE SCREEN AND DOTS PER INCH:** Generally, the DPI of a photo should be twice the line screen of the printed piece. For example: If a piece prints at 133 line screen, the art should be 266 DPI. Line art should be saved at 600 DPI.

**DOT GAIN:** TRAVELHOST prints on heat set web presses. Please allow for a 25% dot gain to ensure appropriate adjustments for pleasing color process printing.

**FONTS:** On your disk please include all fonts (*both screen and printer*) used in the document.

## GENERAL PROVISIONS

TRAVELHOST (TH) reserves the right to reject or revise any copy which it considers not in the public interest, either because said copy is not in keeping with usual publishing acceptability standards, or for any other reason deemed material by the Publisher. In all cases, the advertiser assumes responsibility for the content of all advertising copy printed and agrees to hold TH harmless from all claims arising therefrom. TH's responsibility for error shall be limited to re-running the advertisement affected by the error. Notice of errors must be given in time for correction before additional insertions are made. Claims for error adjustment must be made within 30 days of error date. In the event of non-publication of copy furnished, TH's responsibility shall not exceed the amount TH charged therefore. Errors as submitted in original copy are not TH's responsibility. Advertising set to resemble news matter must carry the word "Advertisement," and may not use TH editorial typeface (ACaslon Regular). TH reserves the right to revise advertising rates at any time. Advertisers will be notified in writing at least 30 days prior to rate adjustments, and all contracts are accepted subject to this reservation. Contracts must be completed within one year from date of signing. Representatives of TH are not authorized to make any deviations from these published rates and regulations, orally or in writing. All editorial and features copy will be published according to TH format and style. All preparatory work and other items supplied to TH shall remain the exclusive property of Publisher unless otherwise agreed to in advance. Copyright 2007. All rights reserved. No part of the publication may be reproduced or duplicated without written permission of the publisher.

**TRAVELHOST**  
AMERICA'S #1 TRAVEL  
MAGAZINE

PUBLISHER'S REPRESENTATIVE

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IT WILL BE OUR PLEASURE TO SERVE YOUR ADVERTISING NEEDS