

ARTHUR FROMMER'S
Budget Travel.

Arthur Frommer's Budget Travel is the ultimate resource for the world's savviest travelers. It provides smart consumers with practical and timely tips and tools, uncovering the best under-the-radar discoveries and showing just how any destination can be made accessible. Reader-generated content is featured in editorial departments such as 20 Tips, Trip Coach, and True Stories, giving readers a forum to share their experiences and interact with each other, creating an inclusive community that serves to bond readers to one another and the magazine.

38% STS MEMBER DISCOUNT in March & October 2010 Issues

ON SALE	SPACE	MATERIAL
Feb 23, 2010	December 8, 2009	December 11, 2009
September 21, 2010	July 6, 2010	July 9, 2010

FOUR COLOR RATES (net)

Full Page \$19,745
2/3 Page \$15,510
1/2 Page \$11,925
1/3 Page \$8,565
1/4 Page \$5,840

WEB COMPONENT CO-OP EBLAST - 70% DISCOUNT FOR STS MEMBERS \$2,250! An STS-exclusive Travel Marketplace E-blast is an opportunity to reach deal seekers with the least amount of time constraints on the advertiser's communication since copy for the email does not have to be provided until 3 weeks prior to the email dropping. Each STS member can customize their listing to best showcase their brand, their deals, and their message. The STS-exclusive email blast will be sent to 575,000 subscribers East of the Mississippi.

ADDED VALUE In-magazine Reader Service listing; Leads by email bi-weekly; Online Reader Service listing; Hyperlink from online advertiser listing to your site; All STS members participating in 3 of the 4 co-ops will receive a BONUS Reader Service listing; STS members participating in all 4 of the co-ops receive TWO BONUS Reader Service listings.

CIRCULATION Rate Base 430,000

DEMOGRAPHICS Median Age: 47; Median HH Income \$79,659 Female/Male %: 69% / 31% Any Children: 40% Even in uncertain economic times . . . while 47% will cut back on their vacations, 46% feel unaffected and will keep vacation plans the same, and only 5% are eliminating vacations due to the economy* Our readers don't just dream about vacations, they take them: 64% Took A Domestic Vacation Last Year. Our readers' itineraries aren't limited by their checkbooks: They Spent an Average of \$2,175 on Domestic Trips. Our readers are thoughtful consumers who pay attention to your ad: 35% Have Considerable Interest in Advertising Source: MRI Spring 08

CONTACT

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