

Eastern Region Edition: 1,000,000 paid circulation

Journey with Endless Vacation as we guide our 2 million subscribers through the joys of vacationing in the Southeast! Put your advertising message in front of an audience that is actively looking to book their next vacation!

A Highly Desirable Audience

Female/Male	61/39%
Median Age	48
Median HHI	\$83,827
Married	74%
Visited the South past Year	42%

#1 Among all Travel Magazines for:

Average spend on a domestic vacation	\$2,212
Travel nights away past Year	10
Take Action	32%
Circulation for STS Special Sections	1 million!

Pulse of the "Vacation Nation"

Plan to take 3+ vacations next year	48%
Vacation for more than 7 days at a time	25%

**Source: MRI Fall '07, RCI member survey 2007*

Added Value:

- Inbook and RCI.com Reader Service listing (50 words of copy)
- STS section replicated on RCI.com's featured advertiser section
- Individual advertiser listing on RCI.com's Regional Attractions page

Issue Deadlines

	<u>S/O '08</u>	<u>M/A '09</u>
Space	7/3/08	1/3/09
Materials	7/15/08	1/15/09
In home	8/25/08	2/25/09

2008-09 STS Member Rates:

(rates below are 35% off the standard open rate)

Ad Size	4C Gross	4C Net
Full page	\$34,534	\$29,354
2/3 page	\$27,627	\$23,482
1/2 page	\$20,720	\$17,612
1/3 page	\$13,813	\$11,741
1/6 page	\$6,906	\$5,870

**Special Offer:
commit to both
issues and
receive an
additional
20% discount!**

QuickTime™ and a TIFF (Uncompressed) decompressor are needed to see this picture.

Contact Endless Vacation Southeast Representative Wheeler Morrison
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