

the need to know
The New York Times
 nytimes.com

“ESCAPE TO THE SOUTHEAST” bannered pages in T:Travel, the quarterly travel magazine that is delivered four Sundays each year with The New York Times, the nation’s newspaper of record, with complementary optional online program

15% STS MEMBER DISCOUNT FOR SPACE Four Times in 2010!

ON SALE	SPACE	MATERIAL
Mar21	January 19, 2010	January 28, 2010
May 23	May 18, 2010	April 1, 2010
Sep 26	January 19, 2010	August5, 2010
Nov 21	May 18, 2010	September 30

FOUR COLOR RATES

Full \$53,758;
 ½ \$26,879;
 ¼ \$13,348;
 1/9 \$5,974

B/W RATES

½ \$17,355
 ¼ \$8,675;
 1/9 \$3,855

Rates Being Held Third Consecutive Year!

ADDED VALUE!

Free reader service listing for each advertiser in Travelogue in T Travel. As value added, the reader service feature also runs twice in full-page newspaper format in The New York Times.

Reach an engaged audience of well traveled adults in an environment that circles the globe, covering how to travel in style – and what’s in style for travelers. Feature stories cover all types of travel, from family travel to business travel...adventure travel to luxury travel....heritage and historical travel to the newest and hottest destinations. Packed with stunning photography, insightful writing and practical travel details, T:Travel is where the well-traveled audience of The New York Times goes to plan – and book – their next trip.

CIRCULATION 1,562,485 (9.30.07 ABC AUDIT) – Over 58% outside of New York; 70+% east of Mississippi.

DEMOGRAPHICS Total audience: 4,200,000; Median age: 49; Median HHI: \$109,179; TRAVELED TO SOUTH – PAST YEAR: 1,400,000; 2.7 million have taken a domestic travel trip in past year; Spent 5+ nights in hotel (leisure travel) past year: 1,109,000 (SOURCE: Fall 2008 MRI)

WEB COMPONENT To complement a print partnership program with STS in T:Travel, based on interest we would investigate devoting the GREAT GETAWAYS newsletter on the Monday following T:Travel issue dates)

RUN DATES March 22, May 24, Sept. 27 and Nov. 22

STS RATES Four advertisers. Cost per advertiser: \$5,500 net.

CONTACT

Jeff Smith (770) 643-0053; smithjv@nytimes.com