

TRAVEL 50 & BEYOND

www.ajrmediagroup.com

People who are 50 and older take 80% of all vacations in this country. Compared to younger vacationers, they travel more frequently and tend to take longer vacations. Travel 50 & Beyond is the only national travel magazine conceived and designed specifically for this group.

30%-52% STS MEMBER DISCOUNT FOR March & September 2010!

ON SALE	SPACE	MATERIAL
February 26, 2010	January 11, 2010	January 20, 2010
August 27, 2010	July 12, 2010	July 21, 2010

FOUR COLOR RATES (nrt)

Full Page	\$6,500
½ Page	\$3,750
⅓Page	\$2,500
¼ Page	\$1,250

ADDED VALUE!

- Free 1/12 page 4C Vacation Planning Guide ad (4C image and 30 words of copy).
- Full Page advertisers receive a FREE ¼ page 4C Vacation Planning Guide ad (4C image and 75 words of copy)
- Reader Service in each issue

CIRCULATION	115,000 National
DEMOGRAPHICS	59% Female; Stayed in lodging facility in past 12 months – 78%; Average Household income - \$102,839; Average # of domestic trips in past 12 months – 4; Average # of days on most recent trip – 6.6; Plan to cruise in next 3 years – 85%

CONTACT

Stu Barash; 281-459-6605 504-616-4888 stu@ajrmediagroup.com