

# ENDLESS VACATION

PLAY | EAT | SHOP | RELAX | EXPLORE

IN PARTNERSHIP WITH:



Endless Vacation® readers took more than 431,345<sup>1</sup> trips to the 12 Southeast Tourism Society states in 2015

## 2017 Favorite Southern Vacations Co-op Program

### Why Endless Vacation®?

Endless Vacation® magazine is the largest national circulation travel magazine in the U.S reaching more than 4.2 million readers\* with a rate base of 1.7 million. With award-winning content across multiple platforms, Endless Vacation® magazine is the ultimate trip planning resource for those who have made a lifetime commitment to travel; averaging almost 4 weeks of vacation annually. We are the only national travel magazine with a dedicated section for regional weekend travel.

### THE ENDLESS VACATION® READER\*\*

- Takes 3 leisure trips on average per year
- Takes 25.6 days (almost 4 weeks) for leisure travel every year
- 76% of their leisure travel is domestic
- 1.31 million have HHI greater than \$100,000
- Average HHI is \$115,847



### 2017 Favorite Southern Vacations: STS Section Schedule & Partner Rates

|                      | SPRING   | FALL    |          |              |
|----------------------|----------|---------|----------|--------------|
| Closing Date:        | 12/23/16 | 5/19/17 | 1/6 Page | \$3,785 NET  |
| Material Close Date: | 12/30/16 | 5/25/17 | 1/3 Page | \$7,641 NET  |
| In Home Date:        | 2/20/17  | 7/25/17 | 1/2 Page | \$11,576 NET |
|                      |          |         | 1 Page   | \$21,500 NET |

Regional Circulation: 930,221 \*Northeast & South<sup>2</sup>  
 Total Readers: 1,953,464\*

Receive a 5% discount for participation in both issues

South: AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX, VA, WV

Northeast: CT, D.C, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT



LEAD GENERATION IN MAGAZINE

### STS PARTNER ELEMENTS FOR Favorite Southern Vacations SECTION MATCHED BRANDED CONTENT/ADVERTORIAL SPACE

- Receive matched advertorial space within the issue with content to be written by Endless Vacation® magazine editors with a minimum 1/3 page ad. The unit can be 100% content in lieu of an ad.

### LEAD GENERATION IN-MAGAZINE/BRC - NATIONAL INCLUSION

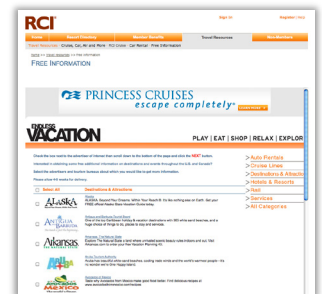
- Inclusion on the Endless Vacation® magazine Reader Service page
- Partners provide a 25-word promotional description, phone number and web address
- This page is accompanied by a business reply card for immediate response, allowing readers to take action and request information about tourism destinations advertised
- Partners can receive qualified leads weekly, including phone numbers, email and home address

### DIGITAL LEAD GENERATION - NATIONAL INCLUSION

- Lead generation page on RCI.com® Free Travel Information page for almost three months to generate additional leads

### TABLET EDITION:

- The co-op Section will be included in the quarterly tablet application for the Spring and Fall issues of Endless Vacation® magazine



DIGITAL LEAD GENERATION

FOR MORE INFORMATION, PLEASE CONTACT:

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\*MRI Doublebase 2015. \*\*MineTech Inc. 2014. <sup>1</sup>RCI 2015 Member Booking Data. <sup>2</sup>Regional ads may be upgraded to national placement pending availability.

