

Travel

50 & Beyond

Spring 2017 Special Advertising Section Escape to the Southeast

**SAVE
37%–44%
OFF REGULAR
PRICING!**

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.**



TRAVEL 50 & BEYOND READER PROFILE

- > Average age: 64
- > 53% female
- > Average 4 domestic trips in past 12 months
- > 74% stayed in lodging facility in past 12 months
- > 73% have taken action such as directly contacting an advertiser as a result of reading Travel 50 & Beyond
- > 82% used their own car on most recent trip
- > 95% of subscribers plan to take a trip in U.S. in next 3 years
- > Average household income: \$128,000



BONUS OPPORTUNITY!

All advertisers in the **Escape to the Southeast** Special Section will receive:

- > Online Reader Service listing
- > Vacation Planning Guide ad* (30 words and 4C image)

* Full page ads receive 75 words and 4C image

◀ Vacation Planning Guide sample page

SPECIAL ESCAPE TO THE SOUTHEAST PRICING

National average circulation: 115,000

Deadlines: Closes January 13, 2017 / Mails March 2017

4 Color Ad Rates

SIZE	PRICE
Full page	\$6,896
1/2 page	\$4,175
1/3 page	\$2,785
1/6 page	\$1,459

All rates are net.

TO ADVERTISE, CONTACT:

For AL, AR, LA & MS:

STU BARASH

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