

# THE WEST'S BEST



SPECIAL ADVERTISING SECTIONS IN ARTHUR FROMMER'S

## BUDGET TRAVEL

TO REACH THE LEISURE TRAVEL MASS MARKET

Budget Travel's "Vacations for Real People" approach has made it a must-read among consumers seeking value in their vacations. Providing readers with practical travel information and affordable vacation options, Budget Travel continues to experience tremendous circulation growth since its acquisition by Newsweek in December 1999. These readers are willing to "go the distance" for packages that have a high perceived value for them and their families.

As Budget Travel does not offer targeted regional circulations, you'd have to pay \$22,700 for a half-page ad to run nationally, and a large portion of that circulation would only reach readers outside your primary and secondary geographic feeder markets.

The West's Best offers a circulation that allows you to reach the leisure travel mass market in the Pacific and Mountain states, plus Canada. States include CA, WA, OR, AZ, NV, NM, UT and ID.

	Total Avg. Paid Circ.	Readers Per Copy	Readership
<b>West's Best Printed Section (2007)</b> ➤	135,000	3.43	463,000
<b>*National Reader Service Listing</b> ➤	587,110	3.43	2,013,787

*\*Based on December 31, 2005 ABC Report*

➤ **Reader / Website Requests for more information are emailed directly to each advertiser**

➤ **Average Responses per Listing – 643**

*Based on 2005 / 2006 West's Best responses from Budget Traveler as of 7/31/2006*



➤ **Online components are included with your WEST'S BEST insertion**

	Website	Duration	Avg. Visitors/Mo.
<b>Publication website</b> ➤	BudgetTravelOnline.com	Issue Month	400,000
<b>Certified's travel information websites</b> ➤	TheWestsBest.com and VisitorTips.com	Issue Month	66,000

For more information, please contact your Custom Publishing account representative, the Certified Folder Display Service office nearest you, or contact our corporate office for referral information.



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## BUDGET TRAVEL

CIRCULATION – 135,000

Canada, CA, WA, AZ, OR, NV, UT, NM and ID

### THE WEST'S BEST RATES (NET)

$\frac{1}{4}$  = **\$3,685** >  $\frac{1}{2}$  = **\$6,885** > Full = **\$13,705**

Issue Date	National Editorial Features*	Space Close Matls. Due
February >		10/25/06
April >		1/8/07
May >	<i>Popular monthly editorial features include the Trip Coach, 20 Tips, Road Trips, 40 Best Deals, and True Stories.</i>	2/5/07
June >		3/12/07
July/Aug. >		4/9/07
September >		6/1/07
October >		7/9/07
Dec./Jan. >		9/10/07

\*All national editorial is subject to change without notice. Rates are NET. No agency discounts are available. Space closes on a first-come, first-served basis. Publisher reserves the right to create materials for contracted space if not received by the deadline above. Space cannot be cancelled after the materials deadline.

### FREQUENCY DISCOUNT SCHEDULE

**3-5x = 4%** > **6-9x = 6%** > **10+ = 8%**

Returning clients may be entitled to a 5% renewal discount.

#### NATIONAL DEMOGRAPHICS

\*Based on MRI Fall 2005

Total Audience >	1,862,000
Rate Base (eff. Sept. 2006) >	575,000
Male / Female Ratio >	36 / 64
Median Age >	44-48
Average Household Income >	\$80,117
Took 3+ Domestic Trips / Year >	31.6%
Took Domestic Business Trip / Year >	14%

#### NATIONAL RATES

Effective with September 2006 issue – Based on 4-Color, 1x General Rates

Full page >	\$37,700
$\frac{1}{2}$ page >	\$22,700
$\frac{1}{4}$ page >	n/a

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