

THE WEST'S BEST



SPECIAL ADVERTISING SECTIONS IN CONDÉ NAST TRAVELER TO REACH THE LUXURY MARKET

The Condé Nast Traveler reader is today's jet set – readers who consistently outspend non-travelers in every single luxury category. These are the travelers most likely to pay full rate; book the high-end rooms and suites; stay longer than the average traveler; and spend more on food and wine, leisure activities, and luxury items and amenities than the average guest.

As Condé Nast Traveler does not offer regional circulations, you'd have to pay over \$54,000 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 market.

The West's Best offers two circulations so you can target your best markets in either Southern California, Arizona and Las Vegas; or in Northern California, Northern Nevada, Washington, Oregon, Utah and Western Canada.

	Total Avg. Paid Circ.	Readers Per Copy	Readership
West's Best Printed Section (2007) – North ➤	124,000	4	496,000
West's Best Printed Section (2007) – South ➤	117,000	4	468,000
*National Reader Service Listing ➤	782,551	4	3,130,204

**Based on December 31, 2005 ABC Report*

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

➤ **Average Responses per Listing – 743**

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



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

	Website	Duration	Avg. Visitors/Mo.
Publication website ➤	cntraveler.com	Issue Month	N/A
Certified's travel information websites ➤	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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CONDÉ NAST TRAVELER

CIRCULATION – North 124,000 • South 117,000

North: N. CA, N. NV, OR, WA, UT, W. Canada • South: S. CA, S. NV (Las Vegas), AZ

THE WEST'S BEST RATES (NET)

1/4 = \$3,910 > 1/2 = \$7,535 > Full = \$14,850

Issue Date	National Editorial Features*	Space Close Matls. Due
January >	GOLD LIST: Hotels and Resorts	10/13/06
April >	Readers' Choice Awards: Best Spas	1/12/07
June >	Readers' Choice Awards: Best Golf Resorts	3/16/07
September >	All-Star Issue	6/15/07
November >	Readers' Choice Awards: Best Places to Stay	8/17/07
December >	Readers' Choice Awards: Best Ski Resorts	9/14/07

*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 Doublebase 2005

Total Audience >	3,235,000
Rate Base (eff. Nov. 2006) >	775,000
Male / Female Ratio >	39 / 61
Median Age >	47
Average Household Income >	\$112,312
Took 3+ Domestic Trips / Year >	40.9%
Took Domestic Business Trip / Year >	19.4%

NATIONAL RATES

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

Full page >	(+ 15% for bleed) \$83,445
1/2 page >	\$54,245
1/4 page >	\$25,030

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