

# TARGET MARKET ADVERTISING

# THE WEST'S BEST

## SPECIAL ADVERTISING SECTIONS IN NATIONAL GEOGRAPHIC TRAVELER TO REACH THE CULTURED LEISURE TRAVELER

The National Geographic Traveler reader is passionate about experiencing the real world – and they trust the National Geographic name for guidance. These younger, active readers book more hotel nights and vacations domestically than readers of the other magazines, and are especially interested in natural scenery, diverse cultural experiences and places of historical or environmental significance.

As National Geographic Traveler does not offer targeted regional circulations, you'd have to pay over \$35,000 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 markets.

The West's Best offers a circulation that allows you to reach your key markets in California, Arizona, New Mexico, Washington and Oregon. We can include additional cities upon request if specified early in the space reservations process.



	Total Avg. Paid Circ.	Readers Per Copy	Readership
<b>West's Best Printed Section (2007)</b> ➤	125,000	9.4	1,175,000
<b>*National Reader Service Listing</b> ➤	719,556	9.4	6,763,827

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

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

➤ **Average Responses per Listing – 897**

*Based on 2005 / 2006 West's Best responses from National Geographic 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> ➤	NationalGeographic.com/Traveler	Issue Month	N/A
<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.



**Shawn Fisher** | PROGRAM SALES MANAGER  
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## NATIONAL GEOGRAPHIC TRAVELER

CIRCULATION – 125,000

CA, WA, OR, AZ and NM

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

$1/4 = \$3,535$  >  $1/2 = \$6,585$  > Full = **\$13,105**

Issue Date	National Editorial Features*	Space Close Matls. Due
Jan./Feb. >	Best Photos	10/10/06
March >	Las Vegas; Napa/Sonoma	11/29/06
May/June >	Family Summer Travel Planner	2/21/07
July/Aug. >	25 Places to Have Fun	4/11/07
September >	Walking Tours: New Orleans	6/6/07
Nov./Dec. >	Historic Sites	8/22/07

\*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

<b>Total Audience</b> >	6,639,000
<b>Rate Base</b> (eff. Sept. 2006) >	715,000
<b>Male / Female Ratio</b> >	53 / 47
<b>Median Age</b> >	42
<b>Average Household Income</b> >	\$77,212
<b>Took 3+ Domestic Trips / Year</b> >	28.3%
<b>Took Domestic Business Trip / Year</b> >	13%

#### NATIONAL RATES

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

<b>Full page</b> >	\$61,235
<b>1/2 page</b> >	\$35,090
<b>1/4 page</b> >	n/a

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