

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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TRAVELAGE WEST provides travel professionals with the sales tools and information they need to sell travel products and experiences. TravelAge West's in-depth articles provide destination, trend and product information with stories written on-site to bring the best of travel to life for its subscribers. The content of every issue is also available to subscribers globally via the online digital version.

MAGAZINE CHANNEL FORMAT – PRINT AND DIGITAL ISSUES

TRAVELAGE WEST is produced in print and digital formats. The editorial for the print copy is the same for all recipients. The digital format is written and designed for the digital reading experience, accessed by a computer, mobile phone, or tablet. Digital formats may include features such as videos and surveys allowing for user interaction with the brand.

BRAND REPORT PURPOSE

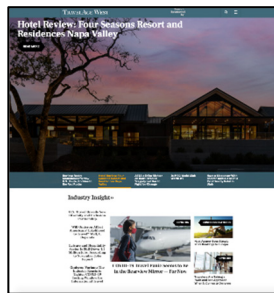
The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

TRAVELAGE WEST PRINT AND DIGITAL MAGAZINE



TRAVELAGE WEST WEBSITE



EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
TRAVELAGE WEST PRINT AND DIGITAL MAGAZINE (8 issues in the period)	21,000	-	21,000
a. Print	9,079	-	9,079
b. Digital	11,921	-	11,921
(See Paragraph 3b for Source)			
TRAVELAGE WEST WEBSITE (Monthly Users with 214,608 average Pageviews)	119,054	-	119,054

MAGAZINE CHANNEL FORMAT: This magazine is produced in print and digital formats.

No attempt has been made to identify or eliminate duplication that may exist across media channels.

FIELD SERVED

TRAVELAGE WEST serves travel agencies (including in-plants), tour operators, home-based travel agents/independent agents (including home-based agency employees) and Others allied to the field in the western United States, western Canada, and other US states and territories.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are individuals with job titles as indicated in Paragraph 3a in: Alaska, Alberta, Arizona, British Columbia, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Northwest Territories, Oklahoma, Oregon, Saskatchewan, Texas, Utah, Washington, Wyoming and Yukon, and other US states and territories.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	5
Advertiser and Agency	414
Allocated for Trade Shows and Conventions	63
All Other	82
TOTAL	564

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	21,000	100.0	21,000	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,000	100.0	21,000	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021 Issue	Print	Digital	Total Qualified
July 12	9,172	11,828	21,000
August 9	8,700	12,300	21,000
August 23	9,178	11,822	21,000
September 13	9,178	11,822	21,000
October 11	9,173	11,827	21,000
November 8	9,178	11,822	21,000
*November 22	9,183	11,817	21,000
December 13	8,867	12,133	21,000

*Analyzed Issue

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 22, 2021

This issue is equal to the average of the other 7 issues reported in Paragraph 2.

Primary Business	Total Qualified	Percent of Total	Print	Digital	Job Title		
					President, Owner, Partner, C-level, VP, Manager, Other Administration	Travel Agent, Travel Consultant, Corporate Travel Manager/Arranger and Home-Based, Outside Sales	Other titled and non-titled recipients
Travel Agency, Tour Operators (including in-plants)	16,551	78.8	7,820	8,731	6,311	10,240	-
Home-Based Travel Agent/Independent Agent (including home-based employees)	4,449	21.2	1,363	3,086	2,112	2,337	-
Other	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,000	100.0	9,183	11,817	8,423	12,577	-
PERCENT	100.0		43.7	56.3	40.1	59.9	-

ADDITIONAL DATA
APPROXIMATE ANNUAL SALES VOLUME AT AGENCY LOCATION OR HOME-BASED BUSINESS

Primary Business	Total Qualified	Percent of Total	Approximate Annual Sales Volume at Agency Location or Home-Based Business									
			\$20 million or more	\$10 million - \$19.9 million	\$5 million - \$9.9 million	\$3 million - \$4.9 million	\$1 million - \$2.9 million	\$500,000 - \$999,999	\$250,000 - \$499,999	Less than \$250,000	No Response	
Travel Agency, Tour Operators (including in-plants)	16,551	78.8	2,375	844	1,014	1,352	3,833	4,551	1,340	1,242	-	
Home-Based Travel Agent/Independent Agent (including home-based employees)	4,449	21.2	142	86	108	139	666	1,552	636	1,120	-	
Other	-	-	-	-	-	-	-	-	-	-	-	
TOTAL QUALIFIED CIRCULATION	21,000	100.0	2,517	930	1,122	1,491	4,499	6,103	1,976	2,362	-	
PERCENT	100.0		12.0	4.4	5.4	7.1	21.4	29.1	9.4	11.2	-	

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 22, 2021

Qualification Source	Print	Digital	Total Qualified	Percent
I. Direct Request:	3,966	11,817	15,783	75.2
II. Request from recipient's company:	-	-	-	-
III. Membership Benefit:	-	-	-	-
IV. Communication (other than request):	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	5,217	-	5,217	24.8
Association rosters and directories	-	-	-	-
*Business directories	5,217	-	5,217	24.8
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-
Other sources	-	-	-	-
VI. Single Copy Sales:	-	-	-	-
TOTAL QUALIFIED CIRCULATION	9,183	11,817	21,000	100.0
PERCENT	43.7	56.3	100.0	

*See Additional Data

Note: Although age is not reported, all qualified circulation must be sourced within 36 months of the analyzed issue.

TRANSACTION/INTERACTION HISTORY OF QUALIFIED CIRCULATION AS OF NOVEMBER 22, 2021

Qualification Source	Engaged Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	Data Not Available				
I. Direct Request, Request from Recipient's Company, Membership Benefit:	10,080	1,338	4,365	3,966	11,817	15,783	75.2
II. All Other Sources	487	101	4,629	5,217	-	5,217	24.8
TOTAL QUALIFIED CIRCULATION	10,567	1,439	8,994	9,183	11,817	21,000	100.0
PERCENT	50.3	6.9	42.8	43.7	56.3	100.0	

TRANSACTION/INTERACTION HISTORY - The most recent date an individual transacted/interacted with the brand, including purchases, opened email newsletter, visited www.travelagewest.com, requested the magazine, registered/attended a webinar, registered/attended an event, or communicated with the media brand in some other way.

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	January – June 2019	July – December 2019	January – June 2020	July – December 2020	January – June 2021*	July – December 2021*
Total Audit Average Qualified:	21,002	21,005	19,377	21,000	21,000	21,000
Qualified Non-Paid:	21,002	21,005	19,377	20,999	21,000	21,000
Print:	13,066	13,005	8,523	9,165	9,176	9,079
Digital:	7,936	8,000	10,854	11,834	11,824	11,921
Qualified Paid:	-	-	-	1	-	-
Print:	-	-	-	-	-	-
Digital:	-	-	-	1	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: January – December 2021 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

WEBSITE CHANNEL

WWW.TRAVELAGEWEST.COM

2021	Pageviews	Sessions	Users	Average Session Duration
July	261,479	171,479	148,916	1:28
August	231,576	151,941	128,168	1:30
September	197,528	128,150	108,815	1:32
October	202,695	128,572	111,644	1:35
November	200,205	128,807	110,243	1:46
December	194,168	125,806	106,542	1:49
AVERAGE:	214,608	139,125	119,054	1:36

July – December 2021 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Users: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

ADDITIONAL DATA

MAGAZINE:

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

CHANGE IN FREQUENCY:

Effective with the January 18, 2021 issue, TRAVELAGE WEST changed its frequency from 22 to 16 issues per year.

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 5,217 copies or 24.8%, including Dun & Bradstreet.

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website is not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Anthony Carnevale, SVP/Group Publisher - Retail Travel Group
Sandra Martin, Director, Audience Development

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	February 24, 2022
State	New Jersey
County	Hudson
Received by BPA Worldwide	February 24, 2022
Type	BD
ID Number	T049B0D1

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.