

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.

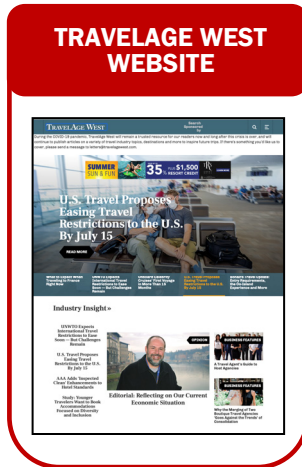
MAGAZINE CHANNEL FORMAT – PRINT AND DIGITAL ISSUES

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



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	9,176	-	9,176
b. Digital	11,824	-	11,824
(See Paragraph 3b for Source)			
TRAVELAGE WEST WEBSITE (Monthly Users with 275,825 average Pageviews)	151,873	-	151,873

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	7
Advertiser and Agency	317
Allocated for Trade Shows and Conventions	-
All Other	88
TOTAL	412

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
January 18	9,168	11,832	21,000
February 15	9,178	11,822	21,000
March 8	9,178	11,822	21,000
March 22	9,176	11,824	21,000
April 12	9,179	11,821	21,000
May 10	9,172	11,828	21,000
*May 24	9,182	11,818	21,000
June 7	9,178	11,822	21,000

*Analyzed Issue

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 24, 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)	16,297	77.6	7,486	8,811	7,093	9,204	-
Home-Based Travel Agent/Independent Agent (including home-based employees)	4,674	22.3	1,675	2,999	2,267	2,407	-
Other	29	0.1	21	8	8	1	20
TOTAL QUALIFIED CIRCULATION	21,000	100.0	9,182	11,818	9,368	11,612	20
PERCENT	100.0		43.7	56.3	44.6	55.3	0.1

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)	16,297	77.6	1,637	799	997	1,381	4,327	5,017	1,482	657	-
Home-Based Travel Agent/Independent Agent (including home-based employees)	4,674	22.3	138	91	119	142	772	1,719	631	1,062	-
Other	29	0.1	2	-	1	1	1	-	2	22	-
TOTAL QUALIFIED CIRCULATION	21,000	100.0	1,777	890	1,117	1,524	5,100	6,736	2,115	1,741	-
PERCENT	100.0		8.5	4.2	5.3	7.2	24.3	32.1	10.1	8.3	-

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 24, 2021

Qualification Source	Print	Digital	Total Qualified	Percent
I. Direct Request:	6,015	11,657	17,672	84.2
II. Request from recipient's company:	-	-	-	-
III. Membership Benefit:	-	-	-	-
IV. Communication (other than request):	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	3,167	161	3,328	15.8
Association rosters and directories	-	-	-	-
*Business directories	3,167	161	3,328	15.8
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-
Other sources	-	-	-	-
VI. Single Copy Sales:	-	-	-	-
TOTAL QUALIFIED CIRCULATION	9,182	11,818	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 MAY 24, 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:	11,082	6,063	68	6,015	11,657	17,213	82.0
II. All Other Sources	524	32	3,231	3,167	161	3,787	18.0
TOTAL QUALIFIED CIRCULATION	11,606	6,095	3,299	9,182	11,818	21,000	100.0
PERCENT	55.3	29.0	15.7	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 BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July – December 2018	January – June 2019	July – December 2019	January – June 2020	July – December 2020	January – June 2021*
Total Audit Average Qualified:	21,000	21,002	21,005	19,865	21,000	21,000
Qualified Non-Paid:	21,000	21,002	21,005	19,865	20,999	21,000
Print:	13,227	13,066	13,005	8,523	9,165	9,176
Digital:	7,773	7,936	8,000	11,342	11,834	11,824
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 – June 2021 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 24, 2021*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	12	20	32		Kentucky	16	43	59	
New Hampshire	11	17	28		Tennessee	47	95	142	
Vermont	3	12	15		Alabama	26	65	91	
Massachusetts	48	142	190		Mississippi	19	23	42	
Rhode Island	9	24	33		EAST SO. CENTRAL	108	226	334	1.6
Connecticut	24	78	102		Arkansas	17	22	39	
NEW ENGLAND	107	293	400	1.9	Louisiana	35	81	116	
New York	222	588	810		Oklahoma	110	126	236	
New Jersey	109	283	392		Texas	1,544	1,121	2,665	
Pennsylvania	103	267	370		WEST SO. CENTRAL	1,706	1,350	3,056	14.6
MIDDLE ATLANTIC	434	1,138	1,572	7.5	Montana	116	51	167	
Ohio	78	181	259		Idaho	74	58	132	
Indiana	47	87	134		Wyoming	21	24	45	
Illinois	151	312	463		Colorado	399	352	751	
Michigan	72	190	262		New Mexico	70	59	129	
Wisconsin	62	109	171		Arizona	388	400	788	
EAST NO. CENTRAL	410	879	1,289	6.1	Utah	192	157	349	
Minnesota	65	126	191		Nevada	209	189	398	
Iowa	30	64	94		MOUNTAIN	1,469	1,290	2,759	13.1
Missouri	67	134	201		Alaska	38	46	84	
North Dakota	8	12	20		Washington	591	298	889	
South Dakota	9	17	26		Oregon	234	222	456	
Nebraska	22	40	62		California	3,080	2,510	5,590	
Kansas	23	51	74		Hawaii	143	138	281	
WEST NO. CENTRAL	224	444	668	3.2	PACIFIC	4,086	3,214	7,300	34.8
Delaware	7	20	27		UNITED STATES	9,168	10,377	19,545	93.1
Maryland	45	135	180		U.S. Territories	14	28	42	
Washington, DC	12	21	33		Canada	-	1,412	1,412	
Virginia	41	127	168		Mexico	-	1	1	
West Virginia	9	18	27		Other International	-	-	-	
North Carolina	70	184	254		APO/FPO	-	-	-	
South Carolina	45	81	126						
Georgia	77	218	295						
Florida	318	739	1,057						
SOUTH ATLANTIC	624	1,543	2,167	10.3					
					TOTAL QUALIFIED CIRCULATION	9,182	11,818	21,000	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.TRAVELAGEWEST.COM

2021	Pageviews	Sessions	Users	Average Session Duration
January	217,130	135,568	115,491	1:34
February	228,106	143,052	122,448	1:32
March	277,585	177,084	148,842	1:33
April	281,695	178,885	153,623	1:39
May	306,251	198,694	170,567	1:36
June	344,187	229,843	200,271	1:30
AVERAGE:	275,825	177,187	151,873	1:34

January – June 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 3,328 copies or 15.8%, including Dun & Bradstreet database.

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	September 1, 2021
State	New Jersey
County	Hudson
Received by BPA Worldwide	September 1, 2021
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ID Number	T049B0J1

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.