

About This Report

This report summarizes the collective information about the audience served by TravelAge West. Reported herein is both aggregate and unduplicated data regarding magazine circulation, eNewsletter circulation and website activity. The contents of this report are derived from publisher's own data for the periods shown.

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About TravelAge West

For more than 50 years, TravelAge West has been the trusted voice of the travel industry in the West. With its award-winning writing and design, the publication brings the best of travel to life for its readers. The magazine's first-hand, on-site reports and fresh destination coverage is a valued resource for travel agents.

On its dynamic website, TravelAgeWest.com, visitors gain access to expanded online destination coverage, exclusive content, in-depth travel product information, research tools and resources. The site provides visitors with videos and photo slide shows from all over the world.

The Western traveler's thirst for adventure and new experiences is reflected in consumer travel patterns and trip frequency. TravelAge West exists to provide the specialized information its agent readers need to better serve their unique clientele.

Audience Summary

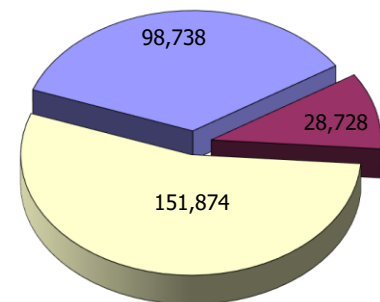
Magazine - June 2021 issue

Print Edition	9,178
Digital Edition	11,822
Total Magazine Circulation	21,000
Bonus Digital Edition ²	77,738
Total Magazine Distribution	98,738

eNewsletters - June 2021

The Daily Muse	9,779
Asia eNewsletter	11,700
Caribbean eNewsletter	15,509
Cruise/River Cruise eNewsletter	16,314
Europe eNewsletter	14,743
TAW Weekly	10,451
Hawaii eNewsletter	14,554
Family Getaways	10,144
Mexico eNewsletter	13,934
Explorer Newsletter	8,358
Total eNewsletter Circulation (unduplicated)¹	28,728
Total Magazine & eNewsletter Circulation (unduplicated)¹	41,740

Aggregate Audience



- Total Magazine Distribution
- Total eNewsletter Circulation (unduplicated)¹
- Average Monthly Unique Visitors

No attempt has been made to eliminate duplicate circulation/visitors from these totals shown in the chart above.

Website - Averages: January 2021 through June 2021

Average Monthly Unique Visitors	151,874
Average Monthly Page Views	275,826

¹Totals are derived from a match of the email addresses provided by subscribers. All duplicate records have been

² Expanded Digital Circulation includes issues sent via email to travel industry professionals associated with TravelAge West.

Magazine Circulation

The data shown below is a brief summary of the information available from the magazine subscriber database for the June 2021 issue. All information is publisher's own data for this date.

Primary Business	Subscribers	%	Geographic Location	Subscribers	%
Travel Agency	16,525	78.7%	Alaska	84	0.4%
Home-based Travel Agent: Independent Agent	3,811	18.1%	Arizona	791	3.8%
Other	664	3.2%	California	5,664	27.0%
			Colorado	749	3.6%
			Hawaii	335	1.6%
			Idaho	133	0.6%
			Montana	163	0.8%
			Nevada	397	1.9%
			New Mexico	128	0.6%
			Oklahoma	234	1.1%
			Oregon	467	2.2%
			Texas	2,652	12.6%
			Utah	350	1.7%
			Washington	914	4.4%
			Wyoming	46	0.2%
			Total	13,107	62.4%
			All Other States + DC	6,913	32.9%
			TOTAL US	20,020	95.3%
			US Territories	40	0.2%
			Canada	936	4.5%
			Mexico	3	0.0%
			Other International	1	0.0%
			Total	980	4.7%
			Total	21,000	100%

Annual Sales Volume	Subscribers	%
\$20 million or more	1,788	8.5%
\$10 million - \$19.9 million	856	4.1%
\$5 million - \$9.9 million	1,153	5.5%
\$3 million - \$4.9 million	1,547	7.4%
\$1 million - \$2.9 million	4,957	23.6%
\$500,000 - \$999,999	6,962	33.2%
\$250,000 - \$499,999	2,209	10.5%
Less than \$250,000	1,528	7.3%
No answer	0	0.0%
Total	21,000	100%

eNewsletter Circulation

The data shown below is a brief summary of the information available from the newsletters' subscriber database for June 2021. All information is publisher's own data for this date.

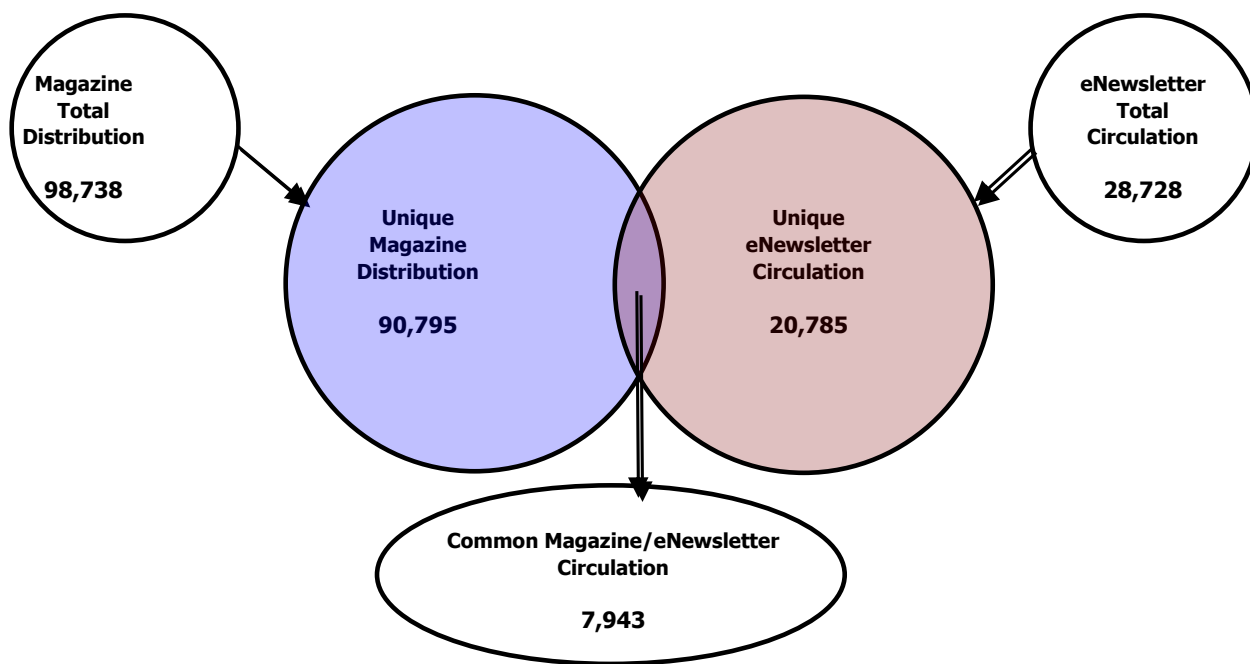
Primary Business	Subscribers	%	Geographic Location	Subscribers	%
Travel Agency	20,110	70.0%	United States	24,706	86.0%
Home-based Travel Agent: Independent Agent	1,436	5.0%	Canada	1,580	5.5%
Tour Operator	287	1.0%	Mexico	287	1.0%
Hotel with 200 or more rooms	0	0.0%	Africa	287	1.0%
Hotel with less than 200 rooms	0	0.0%	Asia	575	2.0%
Travel Industry Supplier	6,607	23.0%	Caribbean/Central America	115	0.4%
Corporation, Government or Association/Non-Profit Organization	287	1.0%	Europe	287	1.0%
			South America	29	0.1%
			Other	862	3.0%
			Total	28,728	100%

Annual Sales Volume	Subscribers	%
\$20 million or more	1,853	8.6%
\$10 million - \$19.9 million	926	4.3%
\$5 million - \$9.9 million	3,447	16.0%
\$3 million - \$4.9 million	1,551	7.2%
\$1 million - \$2.9 million	4,309	20.0%
\$500,000 - \$999,999	3,447	16.0%
\$250,000 - \$499,999	3,641	16.9%
Less than \$250,000	2,370	11.0%
Total Travel Agency/Home-Based Travel Agent	21,546	100%

Magazine/eNewsletter - Total Circulation

The data presented below represents the total reach of both the magazine and eNewsletter circulations as of June 2021. Totals are derived from a match of the email addresses provided by subscribers. All duplicate records have been subtracted from these totals. All information is publisher's own data.

Magazine/eNewsletter Combined
Total Reach = 41,740



Website Activity - Summary

The website activity information provided below is based on publisher's own web statistics for the periods shown below. Key terms used in the charts below are defined in the last section of this report.

WEBSITE VISITS, PAGE VIEWS, UNIQUE VISITORS SUMMARY					
6-month Totals and Averages					
Month	Visits	Page Views	Unique Visitors	Views per Unique Visitor	Page Views per Visit
January 2021	135,568	217,130	115,491	1.9	1.6
February 2021	143,052	228,106	122,448	1.9	1.6
March 2021	177,084	277,585	148,842	1.9	1.6
April 2021	178,885	281,695	153,623	1.8	1.6
May 2021	198,694	306,251	170,567	1.8	1.5
June 2021	229,843	344,187	200,271	1.7	1.5
Averages	177,188	275,826	151,874	1.8	1.6

Website Activity - Key Terms Defined

Visit: One request, or a series of requests by a visitor to a web site. If a visitor to the site does not make a request for a specified period of time, the previous series of requests is considered a complete visit.

Page View: The combination of one or more files presented to a visitor as a single document as a result of a single request received by the server. Page view statistics are filtered to remove robotic activity, internal requests and page-like items such as pop-ups and interstitials.

Unique Visitor: A visitor identified by cookies plus a heuristic that combines IP address and browser type covering that visitor's activity over a calendar month.

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Notes