

2023



EDITORIAL CALENDAR

TRAVEL WEEKLY



A YEAR AT A GLANCE

SPOTLIGHT ISSUES

	FREQ	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
INDUSTRY INSIGHT													
Consumer Editors Roundtable	1x				24								
Power List	1x						26						
Travel Industry Survey	1x											20	
2024 Preview	1x												25

SPECIAL INTEREST

Focus on Business Travel	1x								7				
Focus on Cruise	1x				17								
Focus on Culinary	2x		6							25			
Focus on Hotels	1x					15							
Focus on LGBTQ+	1x						5						
Focus on Ski & Mountain Travel	1x			20									

AWARD ISSUES

19th Annual Readers Choice Winners	1x	16											
Magellan Award Winners	1x											6	
20th Annual Readers Choice Finalists	1x												4

DIGITAL SUPPLEMENTS

20th Annual Readers Choice Winners	1x												28
Guide to Wellness	1x									26			
Summer Escapes	2x				25	9							
USTOA Digital Business Resource	3x					17				13			1
We LOVE Travel Advisors	1x					5							
What's New 2023 Updates	2x				14				11				
What's New 2024	1x												12



A YEAR AT A GLANCE

DESTINATION OR SUBJECT	FREQ	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
Adventure Travel	2x		27									27	
Alaska	5x	16	6	6						4			4
All-Inclusives	4x	9			3			3			30		
Asia /Southeast Asia / Pacific	4x		6			29			21			6	
Caribbean	12x	2	20	20	17	15	12	10	21	18	30	20	18
Cruise	12x	9	13	13	10	8	12	10	14	11	9	13	11
Europe	12x	30	20	20	10	15	19	17	21	18	16	13	18
Expedition Cruise Travel	4x	2			3			31			2		
Family Travel	4x		27			22			7		23		
Florida	4x			13			5			11			11
Group Travel Advisor	2x				3					18			
Hawaii	7x		20		17	1	5			11		6	11
Hawaii Advisor	1x							17					
Hawaii Loves Travel Advisors	2x			13							2		
Hawaii New & Renovated	2x	23							14				
Israel	2x			27							9		
Las Vegas	12x	9	13	13	10	8	12	10	14	11	9	13	11
Las Vegas Advisor	1x				24								
Luxury	12x	16	20	20	17	1	19	17	21	18	23	20	11
Mexico	12x	2	6	6	3	1	5	3	7	4	2	6	4
Mexico for the Luxury Traveler	1x										16		
New Orleans	5x	23		6		22			14			27	
River Cruise	12x	23	27	27	24	29	26	24	28	25	16	27	18



A YEAR AT A GLANCE

DESTINATION OR SUBJECT	FREQ	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
Ski / Mountain Travel	4x		13			15			7	25		27	
Solo Travel	2x				10			3					
Travel Insurance Advisor	2x				17				21				
Wellness/Spa	2x	30						24					

MAGAZINE SIZE PRINT SUPPLEMENTS

California Connect	1x										16		
Caribbean Advisor	1x										9		
Europe Advisor	1x			20									
Luxury Advisor	1x						5						
Mexico Advisor	1x								14				
Mexico Romance Advisor	1x											13	
River Cruises PLUS	1x										30		
Wedding, Honeymoon & Romance Advisor	1x					15							
World of Luxury	1x												4



JANUARY

ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTION CLOSING & MATERIALS DUE DATES
MONDAY JANUARY 2	Caribbean, Expedition Cruise Travel, Mexico	WEDNESDAY DECEMBER 14*		
MONDAY JANUARY 9	All-Inclusives, Cruise, Las Vegas	THURSDAY DECEMBER 22*		
MONDAY JANUARY 16*	19th Annual Readers Choice Winners , Alaska, Luxury	THURSDAY DECEMBER 29*		
MONDAY JANUARY 23	Hawaii New & Renovated (closes 12/14/22), New Orleans, River Cruise	FRIDAY JANUARY 6*		
MONDAY JANUARY 30	Europe, Wellness / Spa	FRIDAY JANUARY 13*		

* EARLY CLOSE DATE



FEBRUARY

ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTION CLOSING & MATERIALS DUE DATES
MONDAY FEBRUARY 6	Focus on Culinary , Alaska, Asia/Southeast Asia/Pacific, Mexico	MONDAY JANUARY 23		
MONDAY FEBRUARY 13	Cruise, Las Vegas, Ski / Mountain Travel	MONDAY JANUARY 30		
MONDAY FEBRUARY 20	Caribbean, Europe, Hawaii, Luxury	MONDAY FEBRUARY 6		
MONDAY FEBRUARY 27	Adventure Travel, Family Travel, River Cruise	FRIDAY FEBRUARY 10*		

* EARLY CLOSE DATE

2023



MARCH

ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTION CLOSING & MATERIALS DUE DATES
MONDAY MARCH 6	Alaska, Mexico, New Orleans	FRIDAY FEBRUARY 17*		
MONDAY MARCH 13	Cruise, Florida, Hawaii Loves Travel Advisors (closes 2/6), Las Vegas	MONDAY FEBRUARY 27		
MONDAY MARCH 20	Focus on Ski / Mountain Travel , Caribbean, Europe, Luxury	MONDAY MARCH 6	Magazine Size: Europe Advisor	FRIDAY JANUARY 20
MONDAY MARCH 27	Israel, River Cruise	MONDAY MARCH 13		

* EARLY CLOSE DATE



APRIL

ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTION CLOSING & MATERIALS DUE DATES
MONDAY APRIL 3	All-Inclusives, Expedition Cruise Travel, Group Travel Advisor (closes 2/28), Mexico	MONDAY MARCH 21		
MONDAY APRIL 10	Cruise, Europe, Las Vegas, Solo Travel	MONDAY MARCH 28		
FRIDAY APRIL 14			Digital: What's New 2023 April Update	FRIDAY FEBRUARY 17
MONDAY APRIL 17	Focus on Cruise, Caribbean, Hawaii, Luxury, Travel Insurance Advisor (closes 3/14)	MONDAY APRIL 4		
MONDAY APRIL 24	Consumer Editors Roundtable, Las Vegas Advisor (Closes 2/27), River Cruise	MONDAY APRIL 11		
TUESDAY APRIL 25			Digital: Florida Summer Escapes	MONDAY FEBRUARY 27



MAY

ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTION CLOSING & MATERIALS DUE DATES
MONDAY MAY 1	Hawaii, Luxury, Mexico	MONDAY APRIL 17		
FRIDAY MAY 5			Digital: We LOVE Travel Advisors	MONDAY MARCH 6
MONDAY MAY 8	Cruise, Las Vegas	MONDAY APRIL 24		
TUESDAY MAY 9			Digital: Summer Escapes	MONDAY MARCH 13
MONDAY MAY 15	Focus on Hotels , Caribbean, Europe, Ski/Mountain Travel	MONDAY MAY 1	Magazine Size: Weddings, Honeymoon & Romance Advisor	MONDAY MARCH 20
WEDNESDAY MAY 17			Digital: USTOA Digital Business Resource May Update	WEDNESDAY MARCH 22
MONDAY MAY 22	Family Travel, New Orleans	MONDAY MAY 8		
MONDAY MAY 29	Asia/Southeast Asia/Pacific, River Cruise	MONDAY MAY 15		



JUNE

ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTION CLOSING & MATERIALS DUE DATES
MONDAY JUNE 5	Focus on LGBTQ+ , Florida, Hawaii, Mexico	FRIDAY MAY 19	Magazine Size: Luxury Advisor	FRIDAY APRIL 7
MONDAY JUNE 12	Caribbean, Cruise, Las Vegas	FRIDAY MAY 26		
MONDAY JUNE 19	Europe, Luxury	MONDAY JUNE 5		
MONDAY JUNE 26	Power List (closes 4/28) , River Cruise	FRIDAY JUNE 12		

* EARLY CLOSE DATE



JULY

ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTION CLOSING & MATERIALS DUE DATES
MONDAY JULY 3	All-Inclusives, Mexico, Solo Travel	FRIDAY JUNE 19		
MONDAY JULY 10	Caribbean, Cruise, Las Vegas	FRIDAY JUNE 22		
MONDAY JULY 17	Europe, Hawaii Advisor (Closes 5/16), Luxury	FRIDAY JUNE 29		
MONDAY JULY 24	River Cruise, Wellness/Spa	MONDAY JULY 10		
MONDAY JULY 31	Expedition Cruise Travel	MONDAY JULY 17		

* EARLY CLOSE DATE



AUGUST

ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTION CLOSING & MATERIALS DUE DATES
MONDAY AUGUST 7	Focus on Business Travel, Family Travel, Mexico, Ski/Mountain Travel	MONDAY JULY 24		
FRIDAY AUGUST 11			Digital: What's New 2023 August Update	WEDNESDAY JUNE 7
MONDAY AUGUST 14	Cruise, Hawaii New & Renovated (Closes 7/11), Las Vegas, New Orleans	MONDAY JULY 31	Magazine Size: Mexico Advisor	WEDNESDAY JUNE 14
MONDAY AUGUST 21	Asia/Southeast Asia/Pacific, Caribbean, Europe, Luxury, Travel Insurance Advisor (closes 7/18)	MONDAY AUGUST 7		
MONDAY AUGUST 28	River Cruise	MONDAY AUGUST 14		



SEPTEMBER

ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTION CLOSING & MATERIALS DUE DATES
MONDAY SEPTEMBER 4	Alaska, Mexico	MONDAY AUGUST 21		
MONDAY SEPTEMBER 11	Cruise, Florida, Hawaii, Las Vegas	FRIDAY AUGUST 25*		
WEDNESDAY SEPTEMBER 13			Digital: USTOA Digital Business Resource September Update	TUESDAY JULY 18
MONDAY SEPTEMBER 18	Caribbean, Europe, Group Travel Advisor (closes 8/14), Luxury	FRIDAY SEPTEMBER 1*		
MONDAY SEPTEMBER 25	Focus on Culinary, River Cruise, Ski/Mountain Travel	MONDAY SEPTEMBER 11		
TUESDAY SEPTEMBER 26			Digital: Guide to Wellness	FRIDAY JULY 28

* EARLY CLOSE DATE



OCTOBER

ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTION CLOSING & MATERIALS DUE DATES
MONDAY OCTOBER 2	Expedition Cruise Travel, Hawaii Loves Travel Advisors (closes 8/28), Mexico	MONDAY SEPTEMBER 18		
MONDAY OCTOBER 9	Cruise, Israel, Las Vegas	MONDAY SEPTEMBER 25	Magazine Size: Caribbean Advisor	FRIDAY AUGUST 11
MONDAY OCTOBER 16	Europe, Mexico for the Luxury Traveler (closes 8/19), River Cruise	MONDAY OCTOBER 2	Magazine Size: California Connect	FRIDAY AUGUST 18
MONDAY OCTOBER 23	Family Travel, Luxury	MONDAY OCTOBER 9		
MONDAY OCTOBER 30	All-Inclusives, Caribbean	MONDAY OCTOBER 16	Magazine Size: River Cruises PLUS	FRIDAY SEPTEMBER 1



NOVEMBER

ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTION CLOSING & MATERIALS DUE DATES
MONDAY NOVEMBER 6	Magellan Award Winners , Asia/Southeast Asia/Pacific, Hawaii, Mexico	MONDAY OCTOBER 23		
MONDAY NOVEMBER 13	Cruise, Europe, Las Vegas	MONDAY OCTOBER 30	Magazine Size: Mexico Romance Advisor	MONDAY SEPTEMBER 18
MONDAY NOVEMBER 20	Travel Industry Survey (closes 9/25), Caribbean, Luxury	MONDAY NOVEMBER 6		
MONDAY NOVEMBER 27	Adventure Travel, New Orleans, River Cruise, Ski/Mountain Travel	FRIDAY NOVEMBER 10*		

* EARLY CLOSE DATE



DECEMBER

ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTION CLOSING & MATERIALS DUE DATES
FRIDAY DECEMBER 1			Digital: USTOA Digital Business Resource	FRIDAY SEPTEMBER 29
MONDAY DECEMBER 4*	20th Annual Readers Choice Finalists , Alaska, Mexico	WEDNESDAY NOVEMBER 15*	Special Size: World of Luxury	FRIDAY OCTOBER 6
MONDAY DECEMBER 11	Cruise, Florida, Hawaii, Las Vegas, Luxury	MONDAY NOVEMBER 27		
TUESDAY DECEMBER 12			Digital: What's New 2024	FRIDAY OCTOBER 13
MONDAY DECEMBER 18	Caribbean, Europe, River Cruise	MONDAY DECEMBER 4		
MONDAY DECEMBER 25*	2024 Preview	WEDNESDAY NOVEMBER 1*		
THURSDAY DECEMBER 28			Digital: Readers Choice Award Winners	

* EARLY CLOSE DATE



PRINT CLOSING DATES

ISSUE	CLOSING	ISSUE	CLOSING	ISSUE	CLOSING	ISSUE	CLOSING
JANUARY 2	DECEMBER 14*	APRIL 3	MARCH 20	JULY 3	JUNE 19*	OCTOBER 2	SEPTEMBER 18
JANUARY 9	DECEMBER 22*	APRIL 10	MARCH 27	JULY 10	JUNE 22*	OCTOBER 9	SEPTEMBER 25
JANUARY 16	DECEMBER 29*	APRIL 17	APRIL 3	JULY 17	JUNE 29*	OCTOBER 16	OCTOBER 2
JANUARY 23	JANUARY 6*	APRIL 24	APRIL 10	JULY 24	JULY 10	OCTOBER 23	OCTOBER 9
JANUARY 30	JANUARY 13*	MAY 1	APRIL 17	JULY 31	JULY 17	OCTOBER 30	OCTOBER 16
FEBRUARY 6	JANUARY 23	MAY 8	APRIL 24	AUGUST 7	JULY 24	NOVEMBER 6	OCTOBER 23
FEBRUARY 13	JANUARY 30	MAY 15	MAY 1	AUGUST 14	JULY 31	NOVEMBER 13	OCTOBER 30
FEBRUARY 20	FEBRUARY 6	MAY 22	MAY 8	AUGUST 21	AUGUST 7	NOVEMBER 20	NOVEMBER 6
FEBRUARY 27	FEBRUARY 10*	MAY 29	MAY 15	AUGUST 28	AUGUST 14	NOVEMBER 27	NOVEMBER 10*
MARCH 6	FEBRUARY 17*	JUNE 5	MAY 19*	SEPTEMBER 4	AUGUST 21	DECEMBER 4	NOVEMBER 15*
MARCH 13	FEBRUARY 27	JUNE 12	MAY 26*	SEPTEMBER 11	AUGUST 25*	DECEMBER 11	NOVEMBER 27
MARCH 20	MARCH 6	JUNE 19	JUNE 5	SEPTEMBER 18	SEPTEMBER 1*	DECEMBER 18	DECEMBER 4
MARCH 27	MARCH 13	JUNE 26	JUNE 12*	SEPTEMBER 25	SEPTEMBER 11	DECEMBER 25	NOVEMBER 1*

PRINT CLOSING DATES

1. Space reservations, all ad materials and inserts for print products are due approximately nine business days prior to issue date. Please refer to calendar above for actual issue and closing dates.
2. Most standard-size magazine Reference/Sales Guides close approximately eight weeks prior to issue date. Please refer to the Advertising Planner, or contact the Ad Production Department for exact closing.
3. Classified: Closes four business days prior to the issue date.
4. Issues mail on the Thursday prior to date of issue.

* Early close date due to holiday in schedule



AD DIMENSIONS

NEWSPAPER AD DIMENSIONS 5 COLUMNS WIDE



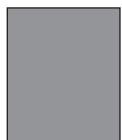
130" - Tabloid Spread*
Live/Non-bleed:
19.875"w X 12.9375"d
Trim: 20.375"w X 13.4375"d
Bleed: 20.625"w X 13.6875"d
Allow for 1/8" gutter bleed on each side



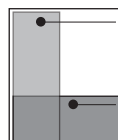
30 Column Inch
Non-bleed: 5.25"w X 10"d



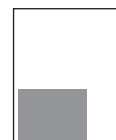
15" - Junior Third
Page Horizontal
Non-bleed: 9"w X 3"d



65" - Tabloid Full Page*
Live/Non-bleed: 9.6875"w X 12.9375"d
Trim: 10.1875"w X 13.4375"d
Bleed: 10.4375"w X 13.6875"d



26 Column Inch
Non-bleed:
3.5"w X 12.4375"d
25 Column Inch
Non-bleed: 9"w X 5"d



15" - Junior Third
Page Square
Non-bleed: 5 1/4"w X 5"d



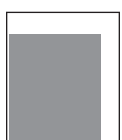
80" - Junior Spread
Gutter/Non-bleed: 15.6875"w X 10"d



20" - Junior Half
Page Strip
Non-bleed: 9"w X 4"d



10" - Junior Quarter
Page Strip
Non-bleed: 9"w X 2"d



40" - Junior Page
Non-bleed: 7"w X 10"d
IMPORTANT - Bleed not available in newspaper/tabloid sections



20" - Junior Half Page
Horizontal
Non-bleed: 7"w X 5"d



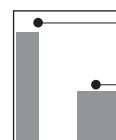
10" - Junior Quarter
Page Horizontal
Non-bleed: 7"w X 2.5"d



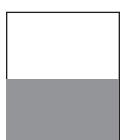
65" - Half Tabloid Spread*
Live/Non-bleed: 19.875"w x 6.5"d
Trim: 20.375"w X 6.75"d (no bleed off top)
Bleed: 20.625"w X 7"d (no bleed off top)



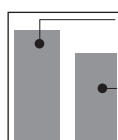
20" - Junior Half
Page Island
Non-bleed:
5.25"w X 6.625"d



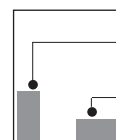
10" - Junior Quarter
Page Vertical
Non-bleed: 1.625"w X 10"d
10" - Junior Quarter
Page Square
Non-bleed: 3.5"w X 5"d



32.5" - Half Tabloid Page*
Live/Non-bleed: 9"w X 6.5"d
Trim: 10.1875"w x 6.75"d (no bleed off top)
Bleed: 10.4375"w X 7"d (no bleed off top)



20" - Junior Half Page
Vertical
Non-bleed: 3.5"w X 10"d
15" - Junior Third Page
Vertical
Non-bleed: 3.5"w X 7.5"d



5" - Junior Eighth Page
Vertical
Non-bleed: 1.625"w X 5"d
5" - Junior Eighth Page
Horizontal Non-bleed:
3.5"w X 2.5"d

MAGAZINE SIZE AD DIMENSIONS 4 COLUMNS WIDE



Full Page Spread - 80"
Live/Non-bleed: 15.25"w X 10"d
Trim: 15.75"w X 10.5"d
Bleed: 16"w X 10.75"d



Full Page - 40"
Live/Non-bleed: 7"w X 10"d
Trim: 7.875"w X 10.5"d
Bleed: 8.125"w X 10.75"d



Half Page - 20"
Live/Non-bleed:
7"w X 4.875"d
Trim: 7.875"w x 5.25"d
Bleed: 8.125"w x 5.5"d



4-COLOR PRINT ADVERTISING RATES

SIZE	1X	4X	7X	13X	26X	39X	52X	65X	78X
65" - Tabloid Full Page	\$33,270	\$32,100	\$31,240	\$29,170	\$29,135	\$28,745	\$27,820	\$27,260	\$26,560
40" - Junior Page	\$27,550	\$27,280	\$26,335	\$25,395	\$25,365	\$25,310	\$24,210	\$23,985	\$23,265
32.5" - Half Tabloid Page (Horizontal)	\$25,400	\$24,650	\$23,885	\$23,150	\$22,680	\$22,250	\$21,725	\$21,520	\$21,045
26"	\$23,250	\$22,490	\$21,820	\$21,570	\$20,835	\$20,425	\$19,990	\$19,675	\$19,305
20" - Junior Half Page	\$20,860	\$20,260	\$19,695	\$19,275	\$18,930	\$18,530	\$18,205	\$17,935	\$17,635
15" - Junior Third Page	\$18,195	\$17,825	\$17,300	\$16,960	\$16,715	\$16,480	\$16,210	\$16,010	\$15,745
10" - Junior Quarter Page	\$16,705	\$15,875	\$15,375	\$14,825	\$14,710	\$14,435	\$14,415	\$14,150	\$14,310
5" - Junior Eighth Page	\$14,260	\$13,500	\$13,050	\$12,745	\$12,630	\$12,450	\$12,385	\$12,215	\$12,140
Less than 5 column inches	\$10,275	\$10,220	\$10,170	\$10,165	\$10,140	\$10,100	\$10,030	\$10,005	\$9,135

Supplier Inserts

Do you have a brochure, business reply card or other specialty print piece you'd like to distribute to Travel Weekly Readers? Travel Weekly accepts a variety of inserts. Each must be approved prior to running. Prices listed are based on magazine-size inserts and include postal charge for periodical postage rates only. Due to postal requirement, some inserts do not qualify for periodical postage rates. Regional splits are available. For additional costs, Travel Weekly can even produce a specialty piece for you. Contact your sales representative for more information.

2023 INSERT SIZE	TOTAL AMOUNT (GROSS)
2	\$10,125
4	\$14,060
8	\$19,575
12	\$23,435
16	\$25,795
20	\$29,250
24	\$34,365
28	\$39,100

PRODUCTION CHARGES*	TOTAL AMOUNT (NET)
TIP CHARGE Business Reply Card	\$4,685
TIP CHARGE 2-4 Pages	\$4,685
TIP CHARGE 6-16 Pages	\$6,605
CENTERSTICH CHARGE	\$7,575
SLOWDOWN CHARGE	AT COST
POLYBAG CHARGE	\$8,675

*Production charges will be assessed when insert sample is evaluated



BONUS DISTRIBUTION SHOWS

DATE	SHOW	ISSUE
JANUARY 23 - 25	ALIS; Los Angeles CA	JANUARY 16, 2023
MARCH 26 - 31	Mountain Travel Symposium; Banff & Lake Louise AB Canada	MARCH 20, 2023
APRIL 18 – APRIL 23	CLIA Cruise360; Fort Lauderdale, FL	APRIL 17, 2023
MAY 4-6	Global Travel Marketplace (GTM); Hollywood, FL	MAY 1, 2023
May 23-26	CHRIS / HOLA; Coral Gables FL	MAY 15, 2023
JUNE 5-7	PROUD Experiences; Los Angeles CA	JUNE 5, 2023
JULY 11-13	Global Travel Marketplace (GTM) West; Las Vegas/ Henderson, NV	JULY 10, 2023
AUGUST 13-15	GBTA Annual Conference; Dallas TX	August 7, 2023
AUGUST 27-30	Future Leaders in Travel Retreat (FLiTR); Jamaica	August 21, 2023
TBD	CruiseWorld; TBD	TBD
DECEMBER 2-6	USTOA Conference; Los Angeles CA	December 4, 2023



PRINT AD REQUIREMENTS

a. NEWSPAPER SIZE (TABLOID SIZE SECTIONS)

Live/Non-bleed: 9.6875" wide X 12.9375" deep. Trim size: 10.1875" wide X 13.4375" deep

Bleed: 10.4375" wide X 13.6875" deep.

All live type must be kept .25" from trim edges. No exceptions.

b. MAGAZINE SIZE SECTIONS

Advisor projects, PLUS projects, and Special Digital Sections Live: 7" wide by 10" deep. Trim size:

7.875" wide by 10.5" deep. Bleed: 8.125" wide by 10.75" deep.

All live type must be kept .25" from trim edges. No exceptions.

c. PRINTED BY WEB OFFSET SWOP. SWOP RECOMMENDED STANDARDS APPLY

d. FOR FURTHER INFORMATION REGARDING DISPLAY AD REQUIREMENTS AND SPECIFICATIONS

Please contact the Travel Weekly Production Department.

MICHELE GARTH Production Manager 201-902-1930

LISA GONZALES Production Specialist 201-902-1927

e. DIGITAL FILE REQUIREMENTS PDF/X-1A IS THE PREFERRED FILE FORMAT

f. UPLOAD YOUR AD TO THE TW AD PORTAL AT

[HTTP://WWW.TRAVELWEEKLY.COM/ADUPLOAD.ASPX](http://www.travelweekly.com/adupload.aspx)

g. PROOFS ARE OPTIONAL Travel Weekly will no longer use color proofs on press. Travel Weekly's printer uses a closed-loop color system to set the press to SWOP specifications. Be sure your file is prepared to SWOP specifications.

h. AD SIZE Build your ad to the exact live or bleed size that appears on the Travel Weekly Ad Dimensions sheet on page 18. Turn off crop marks.

i. NAMING CONVENTION Name your ad with no more than 20 characters, including the file extension. File names longer than 20 characters will be truncated. Use YOUR client name and the TW issue date within the name, for example Cruisehtel111710.pdf. Begin any revised files with REV.

j. TYPE SAFETY AND BLEED All live type and images must be kept .25" from trim. Be sure all bleed ads extend to the bleed specifications .125" beyond the trim.

k. COLORS Delete any unused colors. RGB, LAB, and ICC based colors must be converted to CMYK. Convert duotone images to CMYK.

l. IMAGE RESOLUTION Continuous tone images should be set to an effective resolution greater than or equal to 300 dpi. If you place an image that is 300 dpi but scale it above 125% the effective resolution changes to 214 dpi. For best results, place all images at or close to 100%. Total CMYK densities should not exceed 300 percent in the darkest areas of an image. Do not use JPEG compression.

m. FONTS AND RULES Do not "menu-style" your fonts. These styles may not have matching printer fonts available and may not print correctly. For effects such as bold or italic, select a bold or italic font. Avoid fine serifs on knockout type printing smaller than 8 points. Do not use 100% four-color type. (This would equate to 400% total density, which is noncompliant). Avoid hairline rules less than .007" or 1/2 point. Use only Type 1 or TrueType Fonts.

n. TRAPPING Do not trap your file. The file will be trapped according to Travel Weekly's printer specifications during the prepress stage.

o. PRE-FLIGHTING Preflighting ensures that the PDF file you create is print-ready and allows you to catch errors such as RGB images, missing fonts, missing images. The software, that will be used in the prepress stage to process your digital ad, will automatically convert RGB images to CMYK, fix hairline rules and fix total ink coverage issues (density); therefore, it is highly recommended that you pre-flight the file to make sure these items will appear as you intend.

p. SUPPLIED INSERTS QUANTITY Contact Lisa Gonzales for quantity, specifications, deadlines and delivery instructions. Insert reservations must be arranged through a sales representative. Insert availability is limited. Reserve early to secure preferred issue date. Regional splits are available. Samples/paper mock-ups must be submitted to Lisa Gonzales at least two weeks prior to issue close date for approval. Advertisers running supplied inserts must supply their digital files for the inserts to be included in Travel Weekly's digital edition. It is the advertiser and its agency's responsibility to ensure that inserts comply with the Publisher's requirements, Periodical Postal Regulations and other Federal and State Laws and Regulations. Due to postal requirements, some inserts do not qualify for Periodical postage rates. Any additional USPS charges incurred will be billed at cost.

q. COVERWRAPS AND GATEFOLDS Contact Lisa Gonzales for specifications and deadlines. Coverwrap and gatefold availability is limited. Reservations must be arranged through a sales representative. Reserve early to secure preferred issue date.

r. ADVERTORIAL Advertorial ads create powerful vehicles for clients to communicate with Travel Weekly readers. Travel Weekly is bound by federal law to ensure editorial and advertising are clearly marked to avoid confusing readers. The design of advertorial ads must in no way resemble the Travel Weekly editorial format. It is expected that a unique design will be used. Travel Weekly's Publisher and Editor in Chief reserve the right to reject or request changes to any ad if it too closely resembles a Travel Weekly editorial page.



TRAVELWEEKLY.COM ADVERTISING RATES

TRAVELWEEKLY.COM	1 WEEK	1 MONTH
Leaderboard	-	\$4,175
Medium Rectangle	-	\$4,175
300X600	-	\$4,990
Billboard	\$11,545	-
Enhanced Homepage Takeover	\$18,375	-
Homepage Takeover	\$15,490	-
Thought Leadership	\$11,545 / 1X	
Digital Advertorial	\$7,875 / 1X	
Immersive Luxury Experience	\$6,300	
Topic Sponsorship	CUSTOM	
Search Sponsorship	CUSTOM	
Webinar	\$20,475	

MOBILE & TABLET	1 WEEK	1 MONTH	1 YEAR
ROS banners	-	\$3,150	\$18,900
Sponsorship	\$4,465	-	-
Social.Amp	-	\$3,425	-
SOCIAL ACCESS	TIER 1 (80K impressions)	TIER 2 (150K impressions)	TIER 3 (250K impressions)
	\$5,250	\$7,750	\$10,250

NATIVE UNITS			
Stand Alone (150k over 30 days)		\$2,125	
Add-On to Content We Produce (450k over 90 days)		\$2,125	

EPOSTCARDS	NATIONAL LIST
1x	\$11,295
4x	\$8,375

ENEWSLETTER	1-11X	12-23X	24-50X	51X
Horizontal Banner (600x100)	\$2,025	\$1,915	\$1,740	\$1,315
Medium Rectangle (300x250)	\$2,025	\$1,915	\$1,740	\$1,315
Text Ad	\$2,025	\$1,915	\$1,740	\$1,315
Text Ad with Image	\$2,025	\$1,915	\$1,740	\$1,315

DAILY BULLETIN	1 WEEK
Horizontal Banner (600x100)	\$3,570
Medium Rectangle (300x250)	\$3,570
Text Ad	\$3,570
Text Ad with Image	\$3,570

EMAIL BLASTS	NATIONAL LIST
Created by Client (1x)	\$6,825
Created by Travel Weekly (1x)	\$7,875

TARGETED EMAILS	1 WEEK
Up to 5,000	\$1,890
5,001 - 10,000	\$2,705
10,001 - 15,000	\$3,520
15,001 - 20,000	\$4,045
20,001 - 25,000	\$4,595

For information on digital specs and submitting materials, please visit TravelWeekly.com/DigitalSpecs.



HOTEL SEARCH ADVERTISING RATES

HOTEL SEARCH	MONTHLY	ANNUAL
Run of Site	\$1,050	\$6,300
300x600	\$1,395	\$8,350
970x250 Billboard	\$6,540 / Week	
Hotel Home Page Takeover	\$2,625 / Week	
Metro Rotating	\$1,050	\$6,300
Featured Search	-	\$2,625

CRUISE SEARCH	MONTHLY	ANNUAL
Run of Site	\$1,050	\$6,300
300x600	\$1,395	\$8,400
970x250 Billboard	\$6,300 / Week	
Cruise Home Page Takeover	\$2,625 / Week	
Target banners by embark port	\$1,050	\$6,300

For information on digital specs and submitting materials, please visit TravelWeekly.com/DigitalSpecs.



GENERAL TERMS AND CONDITIONS

NORTHSTAR TRAVEL MEDIA LLC STANDARD TERMS AND CONDITIONS

The following standard terms and conditions are agreed to by Northstar Travel Media, LLC ("Northstar") and the Advertiser or Agency (if any), one of whose signature appears on the Targeted Promotion Agreement ("Advertiser/Agency"), with respect to any targeted promotion (the "Promotion") undertaken by Northstar pursuant to the Targeted Promotion Agreement.

1. **Representations and Warranties.** Advertiser/Agency represents and warrants that it is fully authorized and/or licensed to publish the entire contents and subject matter contained in the Promotion, including without limitation (i) the names, portraits and contents and subject /or pictures of any persons living or dead, (ii) any copyrighted material trademarks and/or depictions of trademarked goods and services, and (iii) any testimonials or endorsements contained in any information or art submitted to Northstar as part of the Promotion. Advertiser/Agency also represents and warrants that the entire contents of the Promotion are accurate and complete and are not misleading.

2. **Limitation of Liability.** Northstar shall not be liable for, and Advertiser/Agency hereby releases Northstar from, all liability in connection with (i) errors in map location indicators, telephone/telex/facsimile/e-mail numbers or changes in a Promotion's text and rates required by an advertiser, (ii) any loss, claim, damage, liability cost or expense (including consequential damages) as a result either of the failure of Promotion(s) to appear or of the appearance of any errors in the Promotion as published or the inclusion of any Promotion in any release and (iii) any delays in delivery and/or non-deliver of a Promotion by or on behalf of Northstar in the event of an act of God, action by any government or quasi-governmental entity, fire, flood, accident, insurrection, riot, explosion, terrorism, embargo, strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow down or any condition beyond the control of Northstar affecting production or delivery in any manner.

3. **Indemnification.** Advertiser/Agency agrees to indemnify and save harmless Northstar and its owners, employees, officers, directors and agents against all loss, liability damage and expense of any nature (including reasonable attorneys' fees) arising out of the copying, printing or publishing of the Promotion or inclusion of any of the Promotion in the publication(s) specified and resulting from (i) any claims or suits against any one of them including without limitation, claims or suits for liable, violation of rights of privacy and publicity, unfair competition, intentional or negligent infliction of emotional distress and copyright and/or trademark infringement, (ii) violation of applicable federal, state or local laws or regulations or (iii) the inaccuracy, incompleteness or misleading nature of the Promotion supplied by Advertiser/Agency.

4. **Content of Promotions.** Contents of all Promotions are subject to Northstar's approval. Northstar reserves the right to reject any promotion or space reservation at any time if Northstar deems the promotion to be unacceptable.

5. **Positioning of Promotions.** Positioning of Promotions is at the discretion of Northstar except when an arrangement for a specific preferred position is acknowledged by Northstar in writing.

6. Rates

A. Rates based on participation in the specified number of consecutive editions, are set forth on the Rate Card and are guaranteed only for the contract period. Less than the specified number of consecutive insertions will be billed at the current one-time rate for the issue in which the Promotion appears. Rates appearing on the Rate Card are gross and do not include agency commission, if any.

B. Rates are subject to change on notice from Northstar. However, contract may be cancelled at the time the change in rate becomes effective without incurring a short rate adjustment, provided the contract rate had been earned up to the date of cancellation. Cancellation of space for any other reason will result in an adjustment of the rate (short rate to reflect the actual space used at the prevailing rate card rates).

C. Frequency discounts based on participation in the specified number of consecutive editions are available for rate card rates, individual advertisers, chains, management groups or other organized groupings

based on total ad pages ordered and are applied at each issue's billing. If a higher discount is earned due to a high level of participation, it shall not be retroactive. "Earned" discounts (i.e., those based on actual space contracted and previously published) enable the advertiser to receive a higher (or lower) discount, relative to the total ad pages for that issue's billing.

D. 15% of gross to recognized advertising agencies on space billed directly to the agency provided authorized contract is on file. All orders accepted for space are subject to credit requirements.

E. No coupons or reply cards will be accepted in any Promotions.

F. If Promotions are cancelled or rescheduled by Advertiser/Agency within 10 business days of send date a 20% fee plus any production costs incurred by Northstar will be charged.

7. **Billing.** The publication(s) specified are published, and the Advertisers/Agencies will receive invoices in accordance with the publication(s) period specified. Terms are net 30 days. The Advertiser/Agency shall be jointly and severally liable for all amounts due and payable to Northstar for the advertising space or information which the Advertiser/Agency ordered. All online Advertisers/Agencies will be billed at the time their program begins for the full amount or prorated amount for Advertisers/Agencies who sign up with less than twelve months remaining on their existing print contract.

8. **Production Requirements.** Materials not received by Northstar's production department by closing date cannot be quality checked and will not be entitled to approval or revision by Advertiser/Agency. Northstar may exercise the right to publish existing material to fulfill contracts if new material is not received by closing date. No material extensions will be granted unless accompanied by a space order. Other production requirements for Promotions are set forth on the Rate Card and within the promotional package.

9. **Use of Promotions Materials.** Advertiser/Agency agrees to allow Northstar to use the Advertiser/Agency's materials for promotion including, but without limitations, activities such as display at travel agencies, hotels, and industry events; illustration in sales materials and brochures relating to the publication(s) specified; and use in public relation activities, etc.

10. **Compliance with Law.** Advertiser/Agency shall ensure that all promotions comply with all applicable federal, state and local laws and regulations.

11. Miscellaneous

A. The general terms and conditions contained herein shall be binding on Northstar and Advertiser/Agency. Northstar shall not be bound by conditions printed or appearing on order blanks or copy instruction submitted by or on behalf of the Advertiser/Agency and shall be governed by and construed in accordance with the laws of the state of New Jersey.

B. Northstar shall have the right, upon reasonable written notice, to terminate this Agreement, in the event of material breach of the Agreement by Advertiser/Agency.

C. Advertiser may not assign any of its rights or obligations hereunder, other than to a purchase of all or substantially all of the assets of Advertiser who agrees in writing to be bound by all of the terms and conditions of this agreement, an who agrees to assume all of Advertiser's liability hereunder. Any other purported assignment by Advertiser shall be null and void and of no effect.

D. Advertiser/Agency hereby grants Northstar a perpetual worldwide right and license to use, display, publish, distribute, digitize, copy, perform, license, sublicense, transfer, make available or transmit any photographs provided by Advertiser/Agency hereunder, insofar as such photographs shall have been provided without inclusion of advertising copy or similar not-photographic materials, in any media or format not known or hereafter devised, in connection with the Northstar Travel Media, LLC database of travel-related information.

12. **Commission and Credit.** 15% to recognized agencies: Net 30 days. It is understood that all orders are accepted for space subject to our credit requirements.