

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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**TRAVEL WEEKLY** is a B2B news resource for the travel industry. Travel professionals gain a global perspective through Travel Weekly's in-depth coverage of every business sector, including airline, car rental, cruise, destination, hotel and tour operator as well as technology, economic and governmental issues.

### MAGAZINE CHANNEL FORMAT – PRINT AND DIGITAL ISSUES

**TRAVEL WEEKLY** 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

### TRAVEL WEEKLY PRINT AND DIGITAL MAGAZINE



### TRAVEL WEEKLY WEBSITE



## EXECUTIVE SUMMARY

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

|  | Non-Paid | Paid | Average |
|--|----------|------|---------|
| <b>TRAVEL WEEKLY PRINT AND DIGITAL MAGAZINE</b><br>(26 issues in the period)     | 37,005   | -    | 37,005  |
| a. Print   | 14,142   | -    | 14,142  |
| b. Digital   | 22,863   | -    | 22,863  |
| (See Paragraph 3b for Source)  |          |      |         |
| <b>TRAVEL WEEKLY WEBSITE</b><br>(Monthly Users with 1,585,595 average Pageviews) | 854,042  | -    | 854,042 |

**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

**TRAVEL WEEKLY** serves the travel industry.

### DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are travel agency personnel, home-based travel agents, tour operators, individuals who work for: hotels, travel industry suppliers, corporations, government, associations/non-profit organizations.

### AVERAGE NON-QUALIFIED CIRCULATION

| Non-Qualified<br>Not Included Elsewhere      | Copies     |
|--|------------|
| Other Paid Circulation                       | 90         |
| Advertiser and Agency                        | 768        |
| Allocated for Trade Shows<br>and Conventions | 25         |
| All Other                                    | 106        |
| <b>TOTAL</b>                                 | <b>989</b> |

### 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

| Qualified<br>Circulation               | Total Qualified |              | Qualified Non-Paid |              | Qualified Paid |         |
|--|-----------------|--------------|--------------------|--------------|----------------|---------|
|  | Copies          | Percent      | Copies             | Percent      | Copies         | Percent |
| Individual                             | 37,005          | 100.0        | 37,005             | 100.0        | -              | -       |
| Sponsored                              | -               | -            | -                  | -            | -              | -       |
| Individually<br>Addressed              | -               | -            | -                  | -            | -              | -       |
| Membership Benefit                     | -               | -            | -                  | -            | -              | -       |
| Multi-Copy Same<br>Addressee           | -               | -            | -                  | -            | -              | -       |
| Single Copy Sales                      | -               | -            | -                  | -            | -              | -       |
| <b>TOTAL QUALIFIED<br/>CIRCULATION</b> | <b>37,005</b>   | <b>100.0</b> | <b>37,005</b>      | <b>100.0</b> | -              | -       |

### 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

| 2021 Issue          | Print         | Digital       | Total<br>Qualified |
|---------------------|---------------|---------------|--------------------|
| July 5              | 13,972        | 23,033        | 37,005             |
| July 12             | 13,981        | 23,024        | 37,005             |
| July 19             | 13,982        | 23,023        | 37,005             |
| July 26             | 13,982        | 23,023        | 37,005             |
| August 2            | 14,074        | 22,931        | 37,005             |
| August 9            | 14,191        | 22,814        | 37,005             |
| August 16           | 14,216        | 22,789        | 37,005             |
| August 23           | 14,200        | 22,805        | 37,005             |
| August 30           | 14,191        | 22,814        | 37,005             |
| September 6         | 14,216        | 22,795        | 37,011             |
| September 13        | 14,199        | 22,806        | 37,005             |
| September 20        | 14,200        | 22,805        | 37,005             |
| September 27        | 14,201        | 22,804        | 37,005             |
| October 4           | 14,199        | 22,806        | 37,005             |
| October 11          | 14,194        | 22,811        | 37,005             |
| October 18          | 14,226        | 22,779        | 37,005             |
| October 25          | 14,221        | 22,784        | 37,005             |
| November 1          | 14,222        | 22,783        | 37,005             |
| November 8          | 14,202        | 22,803        | 37,005             |
| November 15         | 14,203        | 22,802        | 37,005             |
| November 22         | 14,197        | 22,808        | 37,005             |
| <b>*November 29</b> | <b>14,224</b> | <b>22,781</b> | <b>37,005</b>      |
| December 6          | 14,233        | 22,772        | 37,005             |
| December 13         | 14,201        | 22,804        | 37,005             |
| December 20         | 14,214        | 22,791        | 37,005             |
| December 27         | 13,547        | 23,458        | 37,005             |

\*Analyzed Issue

### 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 29, 2021

This issue is equal to the average of the other 25 issues reported in Paragraph 2.

| Business and Industry  | Total<br>Qualified | Percent<br>of Total | Print         | Digital       |
|--|--------------------|---------------------|---------------|---------------|
| Travel Agency (including in-plants)  | 21,316             | 57.6                | 7,876         | 13,440        |
| Home-Based Independent Travel Agent/Home-Based Travel Agency Employee                      | 10,157             | 27.5                | 3,828         | 6,329         |
| Tour Operator  | 1,927              | 5.2                 | 828           | 1,099         |
| Hotel with 200 or more rooms   | 861                | 2.3                 | 409           | 452           |
| Travel Industry Supplier, Corporation, Government, Association/<br>Non-Profit Organization | 2,744              | 7.4                 | 1,283         | 1,461         |
| <b>TOTAL QUALIFIED CIRCULATION</b>   | <b>37,005</b>      | <b>100.0</b>        | <b>14,224</b> | <b>22,781</b> |
| <b>PERCENT</b>   | <b>100.0</b>       |                     | <b>38.4</b>   | <b>61.6</b>   |

**ADDITIONAL DATA****Analysis of Approximate Annual Sales Volume at Agency Location or Home-Based Business for Qualified Travel Agency and Home-Based Travel Agent Circulation.**

| Business and Industry   | Approximate Annual Sales Volume at Agency Location or Home-Based Business |                  |                       |                               |                             |                             |                             |                       |                       |                     |             |
|---|---|------------------|-----------------------|-------------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------|-----------------------|---------------------|-------------|
|   | Total Qualified   | Percent of Total | \$20 million and over | \$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 (Including in-plants)                                   | 21,316  | 57.6             | 1,318                 | 726                           | 1,124                       | 1,752                       | 6,066                       | 7,358                 | 1,594                 | 1,378               | -           |
| Home-Based Independent Travel Agent/Home-Based Travel Agency Employee | 10,157  | 27.5             | 338                   | 190                           | 191                         | 295                         | 1,375                       | 2,665                 | 1,607                 | 3,496               | -           |
| Other   | 5,532   | 14.9             | 670                   | 275                           | 343                         | 410                         | 1,291                       | 1,873                 | 296                   | 374                 | -           |
| <b>TOTAL</b>  | <b>37,005</b>   | <b>100.0</b>     | <b>2,326</b>          | <b>1,191</b>                  | <b>1,658</b>                | <b>2,457</b>                | <b>8,732</b>                | <b>11,896</b>         | <b>3,497</b>          | <b>5,248</b>        | <b>-</b>    |
| <b>PERCENT</b>  | <b>100.0</b>  |                  | <b>6.3</b>            | <b>3.2</b>                    | <b>4.5</b>                  | <b>6.6</b>                  | <b>23.6</b>                 | <b>32.1</b>           | <b>9.5</b>            | <b>14.2</b>         | <b>-</b>    |

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 29, 2021**

| Qualification Source  | Print         | Digital       | Total Qualified | Percent      |
|---|---------------|---------------|-----------------|--------------|
| I. Direct Request:  | <b>14,224</b> | <b>22,682</b> | <b>36,906</b>   | <b>99.7</b>  |
| II. Request from recipient's company:                               | -             | -             | -               | -            |
| III. Membership Benefit:  | -             | -             | -               | -            |
| IV. Communication (other than request):                             | -             | <b>99</b>     | <b>99</b>       | <b>0.3</b>   |
| V. <b>TOTAL</b> - Sources other than above (listed alphabetically): | -             | -             | -               | -            |
| Association rosters and directories                                 | -             | -             | -               | -            |
| Business directories  | -             | -             | -               | -            |
| Manufacturer's, distributor's, and wholesaler's lists               | -             | -             | -               | -            |
| Other sources   | -             | -             | -               | -            |
| VI. Single Copy Sales:  | -             | -             | -               | -            |
| <b>TOTAL QUALIFIED CIRCULATION</b>                                  | <b>14,224</b> | <b>22,781</b> | <b>37,005</b>   | <b>100.0</b> |
| <b>PERCENT</b>  | <b>38.4</b>   | <b>61.6</b>   | <b>100.0</b>    |              |

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 29, 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: | 24,840         | 3,231        | 8,934              | 14,224        | 22,781        | 37,005          | 100.0        |
| II. All Other Sources  | -              | -            | -                  | -             | -             | -               | -            |
| <b>TOTAL QUALIFIED CIRCULATION</b>                                       | <b>24,840</b>  | <b>3,231</b> | <b>8,934</b>       | <b>14,224</b> | <b>22,781</b> | <b>37,005</b>   | <b>100.0</b> |
| <b>PERCENT</b>   | <b>67.1</b>    | <b>8.7</b>   | <b>24.2</b>        | <b>38.4</b>   | <b>61.6</b>   | <b>100.0</b>    |              |

TRANSACTION/INTERACTION HISTORY - The most recent date an individual transacted/interacted with the brand, including purchases, opened email newsletter, visited www.travelweekly.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:                              | 37,005              | 37,025               | 35,870              | 36,574               | 37,005               | 37,005                |
| Qualified Non-Paid:   | 37,005              | 37,025               | 35,717              | 36,461               | 37,005               | 37,005                |
| Print:  | 22,234              | 21,860               | 14,276              | 14,199               | 13,977               | 14,142                |
| Digital:  | 14,771              | 15,165               | 21,441              | 22,262               | 23,028               | 22,863                |
| Qualified Paid:   | -                   | -                    | 153                 | 113                  | -                    | -                     |
| Print:  | -                   | -                    | 115                 | 76                   | -                    | -                     |
| Digital:  | -                   | -                    | 38                  | 37                   | -                    | -                     |
| 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.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 29, 2021\***

| State            | Print | Digital | Total Qualified | Percent | State                              | Print         | Digital       | Total Qualified | Percent      |
|------------------|-------|---------|-----------------|---------|------------------------------------|---------------|---------------|-----------------|--------------|
| Maine            | 48    | 64      | 112             |         | Kentucky                           | 90            | 120           | 210             |              |
| New Hampshire    | 53    | 70      | 123             |         | Tennessee                          | 193           | 305           | 498             |              |
| Vermont          | 22    | 33      | 55              |         | Alabama                            | 116           | 201           | 317             |              |
| Massachusetts    | 327   | 463     | 790             |         | Mississippi                        | 61            | 83            | 144             |              |
| Rhode Island     | 68    | 77      | 145             |         | EAST SO. CENTRAL                   | 460           | 709           | 1,169           | 3.2          |
| Connecticut      | 150   | 283     | 433             |         | Arkansas                           | 46            | 83            | 129             |              |
| NEW ENGLAND      | 668   | 990     | 1,658           | 4.5     | Louisiana                          | 116           | 190           | 306             |              |
| New York         | 1,192 | 1,683   | 2,875           |         | Oklahoma                           | 99            | 138           | 237             |              |
| New Jersey       | 608   | 785     | 1,393           |         | Texas                              | 862           | 1,366         | 2,228           |              |
| Pennsylvania     | 564   | 811     | 1,375           |         | WEST SO. CENTRAL                   | 1,123         | 1,777         | 2,900           | 7.8          |
| MIDDLE ATLANTIC  | 2,364 | 3,279   | 5,643           | 15.2    | Montana                            | 47            | 71            | 118             |              |
| Ohio             | 421   | 590     | 1,011           |         | Idaho                              | 68            | 83            | 151             |              |
| Indiana          | 190   | 244     | 434             |         | Wyoming                            | 21            | 24            | 45              |              |
| Illinois         | 674   | 888     | 1,562           |         | Colorado                           | 254           | 439           | 693             |              |
| Michigan         | 368   | 520     | 888             |         | New Mexico                         | 63            | 57            | 120             |              |
| Wisconsin        | 234   | 343     | 577             |         | Arizona                            | 295           | 449           | 744             |              |
| EAST NO. CENTRAL | 1,887 | 2,585   | 4,472           | 12.1    | Utah                               | 115           | 158           | 273             |              |
| Minnesota        | 264   | 377     | 641             |         | Nevada                             | 191           | 212           | 403             |              |
| Iowa             | 106   | 147     | 253             |         | MOUNTAIN                           | 1,054         | 1,493         | 2,547           | 6.9          |
| Missouri         | 257   | 368     | 625             |         | Alaska                             | 37            | 53            | 90              |              |
| North Dakota     | 34    | 28      | 62              |         | Washington                         | 236           | 370           | 606             |              |
| South Dakota     | 39    | 45      | 84              |         | Oregon                             | 170           | 221           | 391             |              |
| Nebraska         | 98    | 122     | 220             |         | California                         | 1,815         | 3,010         | 4,825           |              |
| Kansas           | 86    | 137     | 223             |         | Hawaii                             | 124           | 179           | 303             |              |
| WEST NO. CENTRAL | 884   | 1,224   | 2,108           | 5.7     | PACIFIC                            | 2,382         | 3,833         | 6,215           | 16.8         |
| Delaware         | 45    | 67      | 112             |         | UNITED STATES                      | 14,199        | 20,762        | 34,961          | 94.5         |
| Maryland         | 255   | 451     | 706             |         | U.S. Territories                   | 25            | 59            | 84              |              |
| Washington, DC   | 49    | 102     | 151             |         | Canada                             | -             | 1,960         | 1,960           |              |
| Virginia         | 285   | 441     | 726             |         | Mexico                             | -             | -             | -               |              |
| West Virginia    | 38    | 32      | 70              |         | Other International                | -             | -             | -               |              |
| North Carolina   | 344   | 525     | 869             |         | APO/FPO                            | -             | -             | -               |              |
| South Carolina   | 216   | 259     | 475             |         |                                    |               |               |                 |              |
| Georgia          | 418   | 682     | 1,100           |         |                                    |               |               |                 |              |
| Florida          | 1,727 | 2,313   | 4,040           |         |                                    |               |               |                 |              |
| SOUTH ATLANTIC   | 3,377 | 4,872   | 8,249           | 22.3    |                                    |               |               |                 |              |
|                  |       |         |                 |         | <b>TOTAL QUALIFIED CIRCULATION</b> | <b>14,224</b> | <b>22,781</b> | <b>37,005</b>   | <b>100.0</b> |

\*See Additional Data

**WEBSITE CHANNEL**

WWW.TRAVELWEEKLY.COM

| 2021            | Pageviews        | Sessions         | Users          | Average Session Duration |
|-----------------|------------------|------------------|----------------|--------------------------|
| July            | 1,695,929        | 1,172,082        | 926,905        | 1:25                     |
| August          | 1,957,822        | 1,392,310        | 1,113,411      | 1:15                     |
| September       | 1,717,124        | 1,186,448        | 933,525        | 1:24                     |
| October         | 1,474,342        | 978,360          | 747,584        | 1:32                     |
| November        | 1,468,286        | 995,558          | 775,012        | 1:28                     |
| December        | 1,200,072        | 811,285          | 627,819        | 1:26                     |
| <b>AVERAGE:</b> | <b>1,585,595</b> | <b>1,089,340</b> | <b>854,042</b> | <b>1:25</b>              |

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**

**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.

**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.   | Date signed               | February 23, 2022 |
| Anthony Carnevale, SVP/Group Publisher - Retail Travel Group  | State                     | New Jersey        |
| Sandra Martin, Director, Audience Development   | County                    | Hudson            |
| (At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.) | Received by BPA Worldwide | February 23, 2022 |
| <b>IMPORTANT NOTE:</b>  | Type                      | BD                |
| This unaudited brand report has been checked against the previous audit report.   | ID Number                 | T293B0D1          |
| It will be included in the annual audit made by BPA Worldwide.  |                           |                   |

**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.

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

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