

PUBLISHER'S SWORN STATEMENT

December 2022

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. The magazine is published weekly and is available in print or digital formats to qualified industry professionals.

DEFINITION OF AUDIENCE SERVED

Travel Weekly serves qualified individuals who are travel agency personnel, home-based travel advisors, tour operators, as well as individuals who work for: hotels, travel industry suppliers, corporations, government, or associations/non-profit organizations.

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*Note: All Data contained in this report is "Publisher's Own Data" as of December 2022



December 2022

Newspaper Avg Circulation 37,005

Website Avg Annual Page Views 1,764,233

EXECUTIVE SUMMARY

Established: 1958 | 52 Issues per year

Travel Weekly Newspaper

	Nov 2022	12 Month Avg
Print	14,022	14,145
Digital	22,983	22,860
Total	37,005	37,005

Travel Weekly Website

	Nov 2022	12 Month Avg
Page Views	1,585,413	1,764,233
Users	723,336	820,014

Approximate Annual Sales Volume at Agency Location or Home-Based Business

	TOTAL	PERCENT	\$20M and over	\$10M - \$19.9M	\$5M- \$9.9M	\$3M - \$4.9M	\$1M - \$2.9M	\$500K - \$999K	\$250K - \$499K	Less than \$250K
BUSINESS/INDUSTRY										
Travel Agency (including in-plants)	20,096	54.3%	1,500	751	1,147	1,548	5,041	5,502	1,923	2,684
Home-Based Independent Travel Advisor/Home-Based Travel Agency Employee	12,393	33.5%	419	211	236	341	1,503	2,474	2,079	5,130
Other	4,516	12.2%	825	272	323	352	960	945	283	556
GRAND TOTAL	37,005	100%	2,744	1,234	1,706	2,241	7,504	8,921	4,285	8,370
PERCENT		100%	7.4%	3.3%	4.6%	6.1%	20.3%	24.1%	11.6%	22.6%

Business/Industry x Distribution Type

	TOTAL	PERCENT	PRINT	DIGITAL
BUSINESS/INDUSTRY				
Travel Agency (including in-plants)	20,096	54.3%	6,811	13,285
Home-Based Independent Travel Advisor/Home-Based Travel Agency Employee	12,393	33.5%	5,666	6,727
Tour Operator	1,382	3.7%	412	970
Hotel with 200 or more rooms	531	1.4%	154	377
Travel Industry Supplier, Corporation, Government, Association/Non-Profit Organization	2,603	7.0%	1,195	1,408
GRAND TOTAL	37,005	100%	14,238	22,767
PERCENT		100%	38.5%	61.5%

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GEOGRAPHICAL BREAKOUT OF ACTIVE SUBSCRIBERS

STATE/TERRITORY	ACTIVE VERSION		SUBTOTAL	
	PRINT	DIGITAL	COPIES	%
NEW ENGLAND				
Maine	39	70	109	0.29%
New Hampshire	61	76	137	0.37%
Vermont	17	29	46	0.12%
Massachusetts	281	487	768	2.08%
Rhode Island	46	86	132	0.36%
Connecticut	168	279	447	1.21%
TOTAL NEW ENGLAND:	612	1027	1639	4.43%

MIDDLE ATLANTIC				
New York	942	1738	2680	7.24%
New Jersey	559	844	1403	3.79%
Pennsylvania	515	837	1352	3.65%
TOTAL MIDDLE ATLANTIC:	2016	3419	5435	14.69%

EAST NORTH CENTRAL				
Ohio	405	602	1007	2.72%
Indiana	196	238	434	1.17%
Illinois	625	890	1515	4.09%
Michigan	351	536	887	2.40%
Wisconsin	247	379	626	1.69%
TOTAL EAST NORTH CENTRAL:	1824	2645	4469	12.08%

STATE/TERRITORY	ACTIVE VERSION		SUBTOTAL	
	PRINT	DIGITAL	COPIES	%
WEST NORTH CENTRAL				
Minnesota	210	389	599	1.62%
Iowa	88	147	235	0.64%
Missouri	266	372	638	1.72%
North Dakota	28	33	61	0.16%
South Dakota	16	46	62	0.17%
Nebraska	80	123	203	0.55%
Kansas	95	149	244	0.66%
TOTAL W. NORTH CENTRAL:	783	1259	2042	5.52%

SOUTH ATLANTIC				
Delaware	55	74	129	0.35%
Maryland	371	429	800	2.16%
D.C.	53	93	146	0.39%
Virginia	990	649	1639	Virginia
West Virginia	45	35	80	0.22%
North Carolina	368	534	902	2.44%
South Carolina	245	263	508	1.37%
Georgia	566	662	1228	3.32%
Florida	1659	2473	4132	11.17%
TOTAL SOUTH ATLANTIC:	3681	4985	8666	23.42%

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STATE/TERRITORY	ACTIVE VERSION		SUBTOTAL	
	PRINT	DIGITAL	COPIES	%
EAST SOUTH CENTRAL				
Kentucky	96	109	205	0.55%
Tennessee	225	301	526	1.42%
Alabama	155	201	356	0.96%
Mississippi	80	82	162	0.44%
TOTAL E. SOUTH CENTRAL:	556	693	1249	3.38%

WEST SOUTH CENTRAL				
Arkansas	65	89	154	0.42%
Louisiana	66	189	255	0.69%
Oklahoma	120	155	275	0.74%
Texas	1121	1347	2468	6.67%
TOTAL W. SOUTH CENTRAL:	1372	1780	3152	8.52%

PACIFIC				
Alaska	8	41	49	0.13%
Washington	232	370	602	1.63%
Oregon	150	210	360	0.97%
California	1899	2930	4829	13.05%
Hawaii	48	170	218	0.59%
TOTAL PACIFIC:	2337	3721	6058	16.37%

U.S. POSSESSIONS				
American Samoa	0	2	2	0.01%
Armed Forces Europe	2	0	2	0.01%
Puerto Rico	11	49	60	0.16%
Virgin Islands	1	2	3	0.01%
TOTAL U.S. POSSESSIONS:	14	53	67	0.18%
TOTAL USA	14238	21049	35287	95.36%

STATE/TERRITORY	ACTIVE VERSION		SUBTOTAL	
	PRINT	DIGITAL	COPIES	%
MOUNTAIN				
Montana	36	67	103	0.28%
Idaho	61	80	141	0.38%
Wyoming	20	21	41	0.11%
Colorado	283	412	695	1.88%
New Mexico	56	55	111	0.30%
Arizona	297	457	754	2.04%
Utah	256	134	390	Utah
Nevada	180	223	403	1.09%
TOTAL MOUNTAIN:	1043	1467	2510	6.78%
TOTAL USA 50 STATES	14224	20996	35220	95.18%

CANADA				
Alberta	0	231	231	0.62%
British Columbia	0	393	393	1.06%
Manitoba	0	54	54	0.15%
New Brunswick	0	30	30	0.08%
Newfoundland & Labrador	0	17	17	0.05%
Nova Scotia	0	44	44	0.12%
Ontario	0	726	726	1.96%
Prince Edward Island	0	7	7	0.02%
Quebec	0	152	152	0.41%
Saskatchewan	0	64	64	0.17%
TOTAL CANADA	0	1,718	1,718	4.64%

TOTAL NO POSTAL ADDRESS	0	0	0	0.00%
TOTAL FOREIGN & UNKNOWN	0	0	0	0.00%

GRAND TOTAL	14238	22767	37005	
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