

About This Report

This report summarizes the collective information about the audience served by Travel Weekly. Reported herein is both aggregate and unduplicated data regarding newspaper 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 Travel Weekly

Travel Weekly and TravelWeekly.com are the most influential B2B news resources for the travel industry. Via a multimedia portfolio of products, Travel Weekly and TravelWeekly.com deliver all the late-breaking news, analysis and research that travel professionals need to succeed.

In a rapidly changing and competitive marketplace, Travel Weekly and TravelWeekly.com provide travel professionals with a necessary global perspective through 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.

Through its leadership events and key industry alliances, Travel Weekly extends its position as the most influential business publication in the industry.

Audience Summary

Newspaper - November 2021 issue

Print Edition	14,224
Digital Edition	22,781
Total Non-Paid Circulation	37,005
Bonus Digital Distribution	77,358
Total Newspaper Circulation	114,363

eNewsletters - December 2021

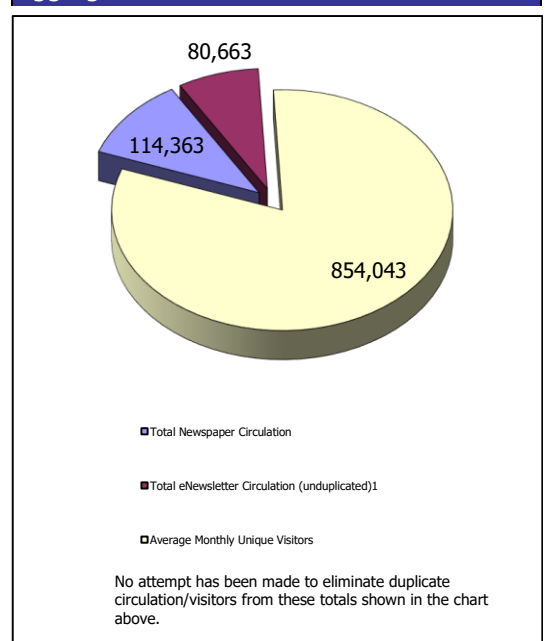
Africa E-letter	26,902
Caribbean E-letter	38,341
Cruise E-letter	45,632
The Daily Bulletin	46,222
Europe E-letter	44,244
Fam Trips E-letter	36,357
Florida E-letter	17,365
Hawaii E-letter	37,210
Home Based Travel Advisor E-letter	39,465
Las Vegas E-letter	35,688
Luxury News E-letter	37,397
Mexico E-letter	36,583
Alaska E-Letter	23,101
River Cruise E-letter	30,989
Total eNewsletter Circulation (unduplicated)¹	80,663

Total Newspaper & eNewsletter Circulation (unduplicated)¹ 150,960

Website - Averages: June 2021 through December 2021

Average Monthly Unique Visitors	854,043
Average Monthly Page Views	1,585,596

Aggregate Audience



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

Newspaper Circulation

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

Primary Business	Subscribers	%	Geographic Location	Subscribers	%
Travel Agency (including in-plants)	22,354	60.4%	United States	35,076	94.8%
Home Based Independent Travel Advisor/Home Based Travel Agency Employee	9,267	25.0%	Canada	1,929	5.2%
Tour Operator	1,892	5.1%	Mexico	0	0.0%
Hotel with 200 or more rooms	860	2.3%	Other International	0	0.0%
Travel Industry Supplier, Corporation, Government or Association/Non-Profit Organization	2,632	7.1%			
Total	37,005	100%	Total	37,005	100%

Annual Sales Volume at Agency Location	Subscribers	%
\$20 million or more	2,206	7.0%
\$10 million - \$19.9 million	1,119	3.5%
\$5 million - \$9.9 million	1,668	5.3%
\$3 million - \$4.9 million	2,521	8.0%
\$1 million - \$2.9 million	9,063	28.7%
\$500,000 - \$999,999	12,550	39.7%
\$250,000 - \$499,999	3,468	11.0%
Less than \$250,000	4,410	13.9%
Data not available	0	0.0%
Total Travel Agency/Home-Based Travel Advisor	31,621	100%

eNewsletter Circulation

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

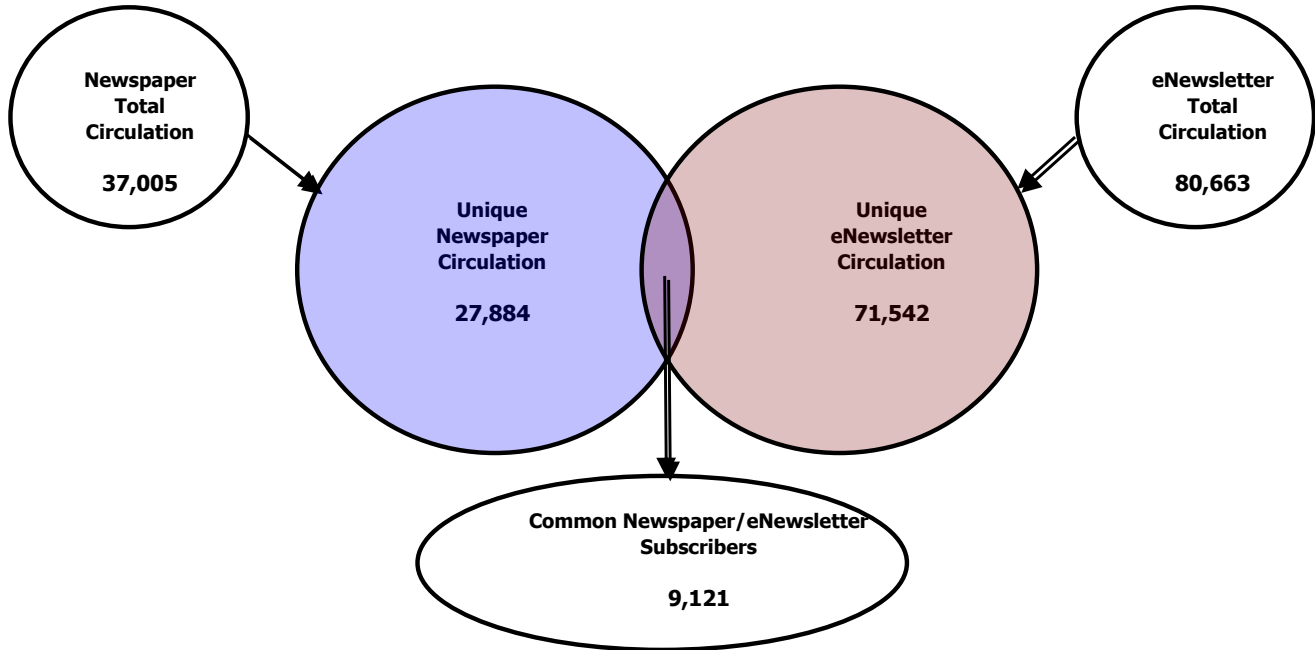
Primary Business	Subscribers	%	Geographic Location	Subscribers	%
Travel Agency (including inplants)	45,776	56.8%	United States	67,112	83.2%
Home-Based Travel Advisor	7,986	9.9%	Canada	3,952	4.9%
Tour Operator	1,533	1.9%	Africa	403	0.5%
Travel Industry Supplier	17,827	22.1%	Asia	3,791	4.7%
Corporation, Government or Association/Non-Profit Organization	6,130	7.6%	Caribbean/Central America	484	0.6%
Other	1,049	1.3%	Europe	3,549	4.4%
Total	80,663	100%	Middle East	242	0.3%
			Pacific Rim	807	1.0%
			South America	484	0.6%
			Other	0	0.0%
			Total	80,663	100%

Annual Sales Volume at Agency Location	Subscribers	%
\$20 million or more	5,914	11.0%
\$10 million - \$19.9 million	2,473	4.6%
\$5 million - \$9.9 million	2,849	5.3%
\$3 million - \$4.9 million	10,053	18.7%
\$1 million - \$2.9 million	9,892	18.4%
\$500,000 - \$999,999	5,322	9.9%
\$250,000 - \$499,999	4,301	8.0%
Less than \$250,000	12,903	24.0%
Total Travel Agency/Home-Based Travel Advisor	53,762	100%

Newspaper/eNewsletter - Total Circulation

The data presented below represents the total reach of both the newspaper and eNewsletter circulations as of December 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.

Newspaper/eNewsletter Combined Total Subscribers = 117,668



Website Activity - Summary

The website activity information provided below is based on publisher's own web statistics provided by Google Analytics 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	Page Views per Unique Visitor	Page Views per Visit
July 2021	1,172,082	1,695,929	926,905	1.83	1.45
August 2021	1,392,310	1,957,822	1,113,411	1.76	1.41
September 2021	1,186,448	1,717,124	933,525	1.84	1.45
October 2021	978,360	1,474,342	747,584	1.97	1.51
November 2021	995,558	1,468,286	775,012	1.89	1.47
December 2021	811,285	1,200,072	627,819	1.91	1.48
Averages	1,089,341	1,585,596	854,043	1.9	1.5

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 30 minutes, 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.

Geographic: Visits by continent identified using GeoIP software.

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