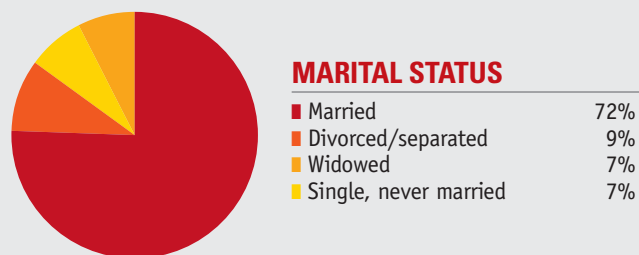
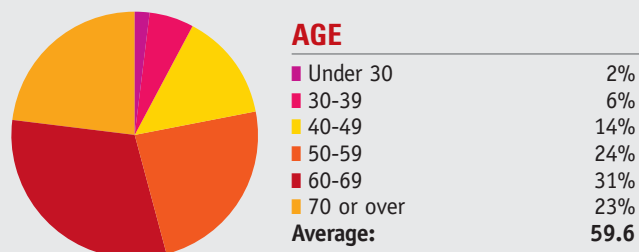
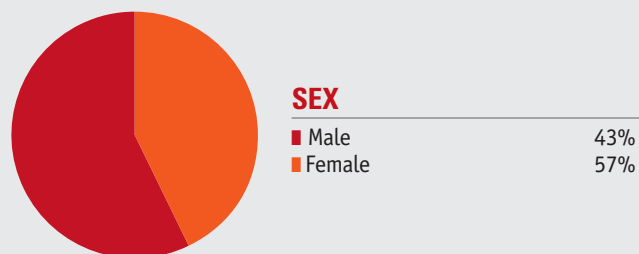


Vacations gives its audience of avid travelers a taste of what to expect on their journeys and whets their appetites for more. From special interest travel to single parents traveling with kids, Vacations informs readers of the best that's available at every price range. Vacations focuses on cruises, tours, resorts and destinations worldwide, including adventure travel, all-inclusive resorts, small ship expeditions and escorted tours with emphasis on international travel. Our editorial content is written for real travelers, and we can help you reach them.

Average Value of Main Residence: **\$352,628**

Average Household Income: **\$113,672**

Average Household Net Worth: **\$903,316**



EDUCATION

Attended college or better	81%
Graduated college or better	55%
Postgraduate degree	22%

TRAVEL

Number of domestic trips in past 12 months	4.6
Average number of days on most recent trip	7.1
Stayed in hotel, resort, lodge or B&B in past 12 months	70%
Rented a car in past 12 months	37%
Own a passport	91%
Foreign travel in past 3 years	66%
Plan a foreign trip in next 3 years	91%
Cruised in past 3 years	74%
Plan to cruise in next 3 years	86%
Took an escorted tour in past 12 months	21%
Plan to take an escorted tour in next 3 years	39%
Stayed at an all-inclusive resort in past 12 months	22%
Plan to stay at an all-inclusive resort in next 3 years	48%

ACTIVITIES

(more than 100% due to multiple choices)

Reading books for pleasure	65%
Visit historic sites	56%
Festivals/events	53%
Jogging or walking for exercise	51%
Casino gambling	48%
Cinema	47%
Art shows/museums	42%
Gardening	39%
Theater/concert/opera/ballet	38%
Volunteer work	34%
Arts and crafts	34%
Photography	28%
Boating/sailing	25%
Fishing	25%
Gourmet cooking	25%
Golf	22%
Bicycling	18%
Camping	18%
Snow skiing/snowboarding	10%