

ENDLESS VACATION

PLAY | EAT | SHOP | RELAX | EXPLORE

IN PARTNERSHIP WITH:



2018 Favorite Southern Vacations Co-op Program

Why Endless Vacation®?

Endless Vacation® magazine is the largest national circulation travel magazine in the U.S reaching more than 4.2 million readers* with a rate base of 1.7 million. With award-winning content across multiple platforms, Endless Vacation® magazine is the ultimate trip planning resource for those who have made a lifetime commitment to travel; averaging almost 4 weeks of vacation annually. We are the only national travel magazine with a dedicated section for regional weekend travel.

THE ENDLESS VACATION® READER**

- Takes 3 leisure trips on average per year
- Takes 25.6 days (almost 4 weeks) for leisure travel every year
- 76% of their leisure travel is domestic
- 1.31 million have HHI greater than \$100,000
- Median HHI is \$117,569

Endless Vacation® readers booked more than 438,161¹ trips to the 12 Southeast Tourism Society states in 2016



2018 Favorite Southern Vacations: STS Section Schedule & Partner Rates

| | SPRING | FALL | | |
|----------------------|----------|---------|----------|--------------|
| Closing Date: | 12/22/17 | 5/18/18 | 1/6 Page | \$3,785 NET |
| Material Close Date: | 12/29/17 | 5/25/18 | 1/3 Page | \$7,641 NET |
| In Home Date: | 2/23/18 | 7/25/18 | 1/2 Page | \$11,576 NET |
| | | | 1 Page | \$21,500 NET |

Regional Circulation: 968,891 • Northeast & South²

Total Readers: 2,422,275*

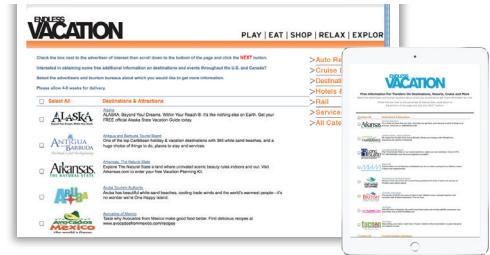
Receive a 5% discount for participation in both issues

South: AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX, VA, WV

Northeast: CT, D.C., DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT



LEAD GENERATION IN MAGAZINE



DIGITAL LEAD GENERATION

STS PARTNER ELEMENTS FOR *Favorite Southern Vacations* SECTION

MATCHED BRANDED CONTENT/ADVERTORIAL SPACE

- Receive matched advertorial space within the issue with content to be written by Endless Vacation® magazine editors with a minimum 1/3 page ad. The unit can be 100% content in lieu of an ad.

LEAD GENERATION IN-MAGAZINE/BRC - NATIONAL INCLUSION

- Inclusion on the Endless Vacation® magazine Reader Service page
- Partners provide a 25-word promotional description, phone number and web address
- This page is accompanied by a business reply card for immediate response, allowing readers to take action and request information about tourism destinations advertised
- Partners can receive qualified leads weekly, including phone numbers, email and home address

DIGITAL LEAD GENERATION - NATIONAL INCLUSION

- Lead generation page on RCI.com® Free Travel Information page for almost three months to generate additional leads

TABLET EDITION:

- The co-op Section will be included in the quarterly tablet application for the Spring and Fall issues of Endless Vacation® magazine

*MRI Doublebase 2017. **MineTech Inc. 2015. ¹RCI 2015 Member Booking Data.

²Regional ads may be upgraded to national placement pending availability.

FOR MORE INFORMATION, PLEASE CONTACT:

David Wright
Southeast Manager
Mandel Media Group
t: 770-633-9602
David@mandelmediagroup.com

Jean-Claude Chaouloff
Associate Publisher, Multimedia
t: 646-849-4048 | c: 917-969-7746
jean-claude.chaouloff@storyworldwide.com



ENDLESS VACATION

2018 *Favorite Southern Vacations Section* Co-op Program

Ad Unit

Mechanical Specifications

Branded Content Specs

| | | |
|---------------------|------------------|---------------------------------|
| 1/6 Page 4 Color | 2.2705" x 4.546" | N/A |
| 1/3 Page Square | 4.541" x 4.541" | 1-2 photos, 170 words, headline |
| 1/3 Page Vertical | 2.2705" x 9.246" | 1-2 photos, 170 words, headline |
| 1/2 Page Horizontal | 6.973" x 4.5406" | 1-2 photos, 170 words, headline |
| 1 Page 4 Color | 8" x 9.6712" | 2-3 photos, 340 words, headline |

*All photos require caption and source credit.

Submit Material to

Please submit files to our FTP site, then email evadproduction@storyworldwide.com once the files are uploaded.

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