

## 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

### 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 & South<sup>2</sup>

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

### 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:

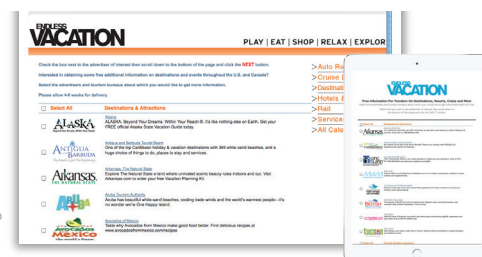
- The co-op Section will be included in the quarterly tablet application for the Spring and Fall issues of *Endless Vacation*® magazine

\*MRI Doublebase 2017. \*\*MineTech Inc. 2015. <sup>1</sup>RCI 2015 Member Booking Data.

<sup>2</sup>Regional ads may be upgraded to national placement pending availability.



LEAD GENERATION IN MAGAZINE



DIGITAL LEAD GENERATION

### FOR MORE INFORMATION, PLEASE CONTACT:

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# 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](mailto:evadproduction@storyworldwide.com) once the files are uploaded.

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