



# CELEBRATING

## *The Timeless Tradition of Travel*

*The very things that are at the heart of a vacation—feeling at home, being around family, rejuvenating one's self—have always been at the heart of Meredith. For over 100 years, we've helped women create rich and meaningful lives by focusing on what matters to them most.*

### LOYAL READERS, INSPIRING EDITORIAL, TRUSTED BRANDS

Meredith brands are a vital part of our readers' lives—connecting with them at every age and every life stage. Whether she's planning a girlfriends getaway, organizing the family's first vacation, or looking to take a second honeymoon, she turns to Meredith brands throughout her life for travel advice that's both informative and inspiring.

### TRAVEL FOCUSED

Meredith understands the challenges faced by the travel industry and is the only premier media company to have a sales and marketing group exclusively devoted to the category. Our Targeted Reach Integration Program (T.R.I.P.) is a customizable advertising plan that includes print, database, online and sweepstakes elements and is completely turn-key. TravelMeredith.com, our vacation planning website is a valuable resource for active travelers looking for last minute deals, destination guides, sweepstakes and special offers.

### EVOLVING AT THE SPEED OF LIFE

More than just a publishing company, Meredith's vast portfolio of media products is constantly expanding with capabilities ranging from print, database, broadcast, digital, social, mobile and event marketing. Our assets are unrivaled in the industry and provide you with one stop shopping for seamless integration of your brand across all media platforms.

### TAKING YOUR BRAND TO THE NEXT LEVEL

Inspiring editorial, a huge audience of active travelers, trusted brands, travel specific programs and one of a kind assets, Meredith has what it takes to power your travel brand to the next level. Tell us your marketing objectives and we'll customize a plan that delivers for you.

## 75 MILLION TRAVEL DECISION MAKERS WITH TREMENDOUS SPENDING POWER

Among US adults, women are more likely than men to decide on travel destinations.

- **MORE WOMEN**  
Reaching more women, more efficiently, **1 of every 2 women in the US.**
- **MORE MOMS**  
Delivering the largest audience of moms, **25 million more moms means** more trips with family travelers taking an average of **4+ trips a year.**
- **MORE SPENDING POWER**  
Greatest spending power among travel decisions makers—accounting for over **\$1 out of every \$3 spent on domestic travel.**

Source: Y Partnership 2010, MRI Spring 2010

For more information contact your Account Representative or call 212-499-6704.