

Travel Times Magazine

2007-2008 Media Kit

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About Travel Times

Travel Times Magazine is the best of its kind Travel Magazine that brings the Travel Industry and the Travelers closer than ever before by the top quality world-wide destination articles, travel suggestions, destination history and much more for the target audience including the potential travelers.

Our mission is to bring most in-depth information about destinations around the globe to our readers to help them make a better decision on their next vacation planning. Studies showed that most of the frequent travelers visited the same vacation destination more than once because they were not aware of the vacation spots on the other side of the globe. That's why we came up with this highly informative magazine that will introduce our readers to a lot more vacation and travel destinations, so they never run out of options.

There is never an end to the travel and we decided to play a major role in connecting our readers with several Georgiou's, Historic and Adventurous destinations around the globe and facilitate our advertisers to take their great product service straight to our target audience. Our readers love it because, we do all the research about the destination and provide our readers with just what they want to know.

Our business model is very simple - "Say What You Do and Do What You Say". In our business model, there is no hidden strings, no games and no false promises. That's

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what keeps us on the top of the competition. Whatever we say, we do it. This keeps our Sponsors and Advertisers with us forever.

Travel Times Readers

Our target audience is not only the potential travelers, but they are also the ones with high income potential.

Age Range :	35 to 74
	Male & Female
Household Income :	\$250,000 Plus
Home Owner :	Single Family Homes
Home Value :	\$300,000 Plus
Wealth :	\$1.8 Million Plus
Mail Order Buyer :	Golf
	Books/Music
	Finance/Investment

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Circulation

Rate Base :	125,000
Qualified & Verified Circulation :	129,547
Readers Per Copy :	3
Total Readership :	375,000 +
Circulation Frequency :	Quarterly
Circulation Demography :	Continental US excluding Alaska and Hawaii
Distribution Mode :	USPS
Subscription Rate :	FREE
Retail Rate :	FREE

ABC Statement will be available by Q3 of 2008

Editorial Features Calendar

2007 Editorial Calendar

Issue	Closing*	Distribution*
December	October 26, 2007	December 15, 2007

2008 Editorial Calendar

Issue	Closing*	Distribution*
March	January 25, 2008	March 15, 2008
June	April 26, 2008	June 15, 2008
September	July 27, 2008	September 15, 2008
December	October 26, 2008	December 15, 2008

*Tentative Dates, Subject to Change

Digital Advertising Specifications



2 Page Spread

Full Bleed Size :- 17" X 11"
Document Trim Size :- 16½" X 10½"
Resolution :- 300 PPI or Better
Color Format :- CMYK
Document Type :- JPEG or GIF



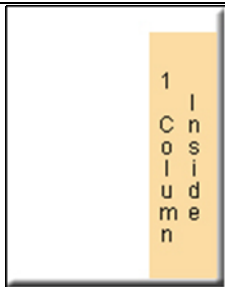
Full Page

Full Bleed Size :- 8½" X 11"
Document Trim Size :- 8" X 10½"
Resolution :- 300 PPI or Better
Color Format :- CMYK
Document Type :- JPEG or GIF



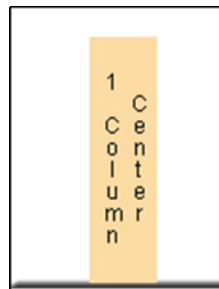
Half Page - Horizontal

Size :- 7" X 4½"
Resolution :- 300 PPI or Better
Color Format :- CMYK
Document Type :- JPEG or GIF



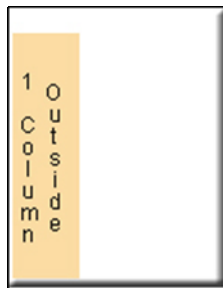
1 Column - Inside

Size :- 2.25" X 10"
Resolution :- 300 PPI or Better
Color Format :- CMYK
Document Type :- JPEG or GIF



1 Column - Center

Size :- 2.25" X 10"
Resolution :- 300 PPI or Better
Color Format :- CMYK
Document Type :- JPEG or GIF



1 Column - Outside

Size :- 2.25" X 10"
Resolution :- 300 PPI or Better
Color Format :- CMYK
Document Type :- JPEG or GIF

The images shown are just sample representations and are not scaled for perfection.

General Advertising Rates

Rate Base : 110,000

	1X	2X	4X
2nd Cover**	\$16,333	\$15,825	\$15,485
3rd Cover**	\$13,901	\$13,768	\$13,472
4th Cover**	\$17,040	\$16,510	\$16,157
Full Page	\$13,507	\$13,083	\$12,800
1/2 Page	\$8,562	\$8,286	\$8,102
1 Column*	\$5,028	\$4,859	\$4,745

All Ads are printed on 4 Color and All Rates are for 4 Color Printing

* 1 Column ad can be purchased only with a Full Page or 2 Pg Spread Ads. 1 Column Ads cannot be purchased separately.

** Cover 2 Pg Spread and Back Cover Spots are subject to availability. Please call us before placing these orders.