

# OUR AUDIENCE & PLATFORM

**20,000**  
Print Subscribers

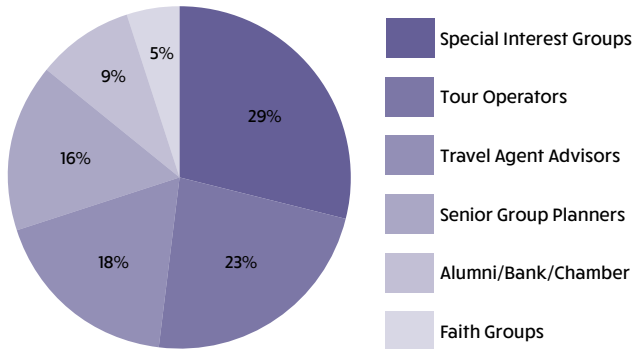
**77,000**  
Annual Website  
Visitors

**7,500**  
Newsletter  
Subscribers

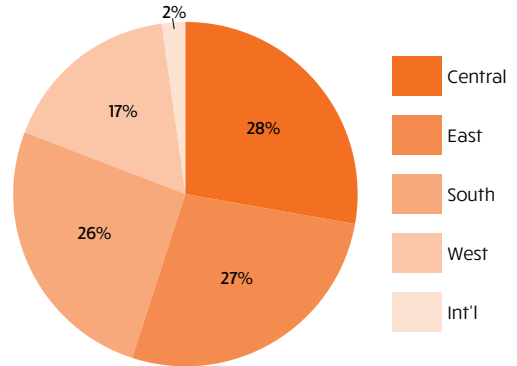
**166,000**  
Page Views

**18%**  
Open Rate

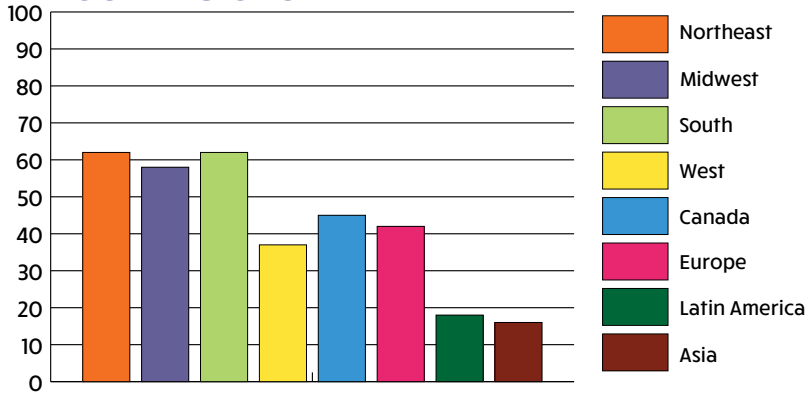
## READERSHIP CATEGORY



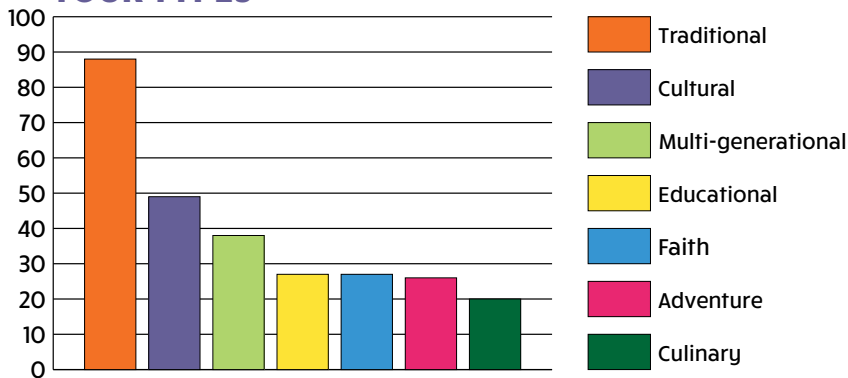
## READERSHIP LOCATION



## TOUR REGIONS



## TOUR TYPES



51% of readers plan trips from **4-7 nights per trip**



49% of readers average **31-50 passengers per trip**, while 25% average **16-30 passengers**



66% of readers' passengers are **Baby Boomers**, while 22% are **Generation X**