



2021



EDITORIAL CALENDAR

TRAVEL WEEKLY



A YEAR AT A GLANCE

SPOTLIGHT ISSUES

FREQ JAN FEB MAR APR MAY JUN JUL AUG SEPT OCT NOV DEC

INDUSTRY INSIGHT

Power List	1x					21								
Travel Industry Survey	1x												8	
2022 Preview	1x													27

SPECIAL INTEREST

Focus on Culinary Travel	2x		22									27		
Focus on Ski & Mountain Travel	1x				5									
Focus on Hotels	1x				12									
Focus on Sustainability	1x				19									
Consumer Editors Roundtable	1x					31								
Focus on LGBTQ+	1x						14							
Focus on Business Travel	1x							12						
Focus on Cruise	1x								26					

AWARD ISSUES

17th Annual Readers Choice Winners	1x	18												
Magellan Award Winners	1x												1	
18th Annual Readers Choice Finalists	1x													6

DIGITAL SPECIAL SECTIONS

What's New 2021	2x				13				12					
We LOVE Travel Advisors	1x					5								
Guide to Wellness	1x										27			
What's New 2022	1x													13
18 th Annual Readers Choice Winners	1x													20



A YEAR AT A GLANCE

DESTINATION OR SUBJECT	FREQ	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
Adventure Travel	4x		22			24				27		22	
Africa (Southern)	4x		8			10			9			8	
Alaska	4x	4	1	1									6
Asia/Pacific	10x	18		15	19	17	21		16	20	18	15	20
California PLUS*	1x										11		
Caribbean	18x	4, 18	1, 15	1, 15	5, 19	17	21		16	6, 20	11	1, 15	6, 20
Caribbean Advisor *	2x				5						18		
Central/South America	3x			8		10				13			
China	6x					3	7			6	4	1	6
Cruise	12x	11	8	8	12	10	14	12	9	13	11	8	13
Europe	12x	18	15	15	19	17	21	19	16	20	18	15	20
Europe Advisor *	2x					10					4		
Family Travel	7x	25	22	22	26	24				27	25		
Florida	4x			15		17				20		29	
Florida PLUS *	1x											1	
Hawaii	12x	11	15	15	19	3	7	5	2	13	4	1	13
· Hawaii Loves Travel Agents	2x			29							18		
· Hawaii New & Renovated	2x	25							9				
· How to Sell Luxury Travel to Hawaii	1x		1										
· How to Sell Family Vacations to Hawaii	1x			1									
· How to Sell Weddings & Honeymoons to Hawaii	1x				5								
· How to Sell Summers to Hawaii	1x					17							



A YEAR AT A GLANCE

DESTINATION OR SUBJECT	FREQ	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
· Hawaii Advisor *	1x							19					
· How to Sell Golf Vacations to Hawaii	1x								23				
Israel	2x			29							11		
Las Vegas	12x	11	8	8	12	10	14	12	9	13	11	8	13
· Las Vegas Advisor *	1x				26								
LGBTQ+ Travel	2x			29					30				
Luxury	12x	18	15	15	19	17	21	19	16	20	18	15	20
· Luxury Advisor *	1x						7						
Mexico	12x	4	1	1	5	3	7	5	2	6	4	1	6
· Mexico Advisor *	1x							9					
· Mexico for the Luxury Traveler *	1x										18		
· Mexico Romance Advisor *	1x											8	
New Orleans	5x	25		29		24			30			29	
River Cruise	12x	25	22	22	26	24	28	26	23	27	18	22	20
· River Cruises PLUS *	1x										25		
Ski	2x		8							6			
USTOA Business Resource *	1x												20
Wedding, Honeymoon & Romance	3x	25							30		25		
· Wedding, Honeymoon & Romance Advisor *	1x					17							
Wellness/Spa	2x			1				26					
World of Luxury *	1x												6



JANUARY

ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTION CLOSING & MATERIALS DUE DATES
MONDAY JANUARY 4	Alaska, Caribbean, Mexico	FRIDAY DECEMBER 18*		
MONDAY JANUARY 11	Cruise, Hawaii, Las Vegas	TUESDAY DECEMBER 22*		
MONDAY JANUARY 18	17th Annual Readers Choice Winners , Asia/Pacific, Caribbean, Europe, Luxury	MONDAY JANUARY 4		
MONDAY JANUARY 25	Family Travel; Hawaii New & Renovated (closes 12/15/20); New Orleans; River Cruise; Weddings, Honeymoon & Romance	FRIDAY JANUARY 8*		

* EARLY CLOSE DATE



FEBRUARY

ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTION CLOSING & MATERIALS DUE DATES
MONDAY FEBRUARY 1	Alaska, Caribbean, How to Sell Luxury Travel to Hawaii (Closes 12/22/20), Mexico	FRIDAY JANUARY 15*		
MONDAY FEBRUARY 8	Africa (Southern), Cruise, Las Vegas, Ski	MONDAY JANUARY 25		
MONDAY FEBRUARY 15	Caribbean, Europe, Hawaii, Luxury	MONDAY FEBRUARY 1		
MONDAY FEBRUARY 22	Focus on Culinary Travel, Adventure Travel, Family Travel, River Cruise	FRIDAY FEBRUARY 5*		

* EARLY CLOSE DATE



MARCH

ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTION CLOSING & MATERIALS DUE DATES
MONDAY MARCH 1	Alaska, Caribbean, How to Sell Family Vacations to Hawaii (Closes 1/26/21), Mexico, Wellness/Spa	MONDAY FEBRUARY 12*		
MONDAY MARCH 8	Central/South America, Cruise, Las Vegas	MONDAY FEBRUARY 22		
MONDAY MARCH 15	Asia/Pacific, Caribbean, Europe, Florida, Hawaii, Luxury	MONDAY MARCH 1		
MONDAY MARCH 22	Family Travel, River Cruise	MONDAY MARCH 8		
MONDAY MARCH 29	Israel, LGBTQ+ Travel, New Orleans, Hawaii Loves Travel Agents (closes 2/23/21)	MONDAY MARCH 15		

* EARLY CLOSE DATE



APRIL

ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTION CLOSING & MATERIALS DUE DATES
MONDAY APRIL 5	Focus on Ski & Mountain Travel, Caribbean, How to Sell Wedding & Honeymoons to Hawaii (Closes 3/2/21), Mexico	MONDAY MARCH 22	Magazine Size: Caribbean Advisor	FRIDAY FEBRUARY 5
MONDAY APRIL 12	Focus on Hotels, Cruise, Las Vegas	MONDAY MARCH 29		
TUESDAY APRIL 13			Digital: What's New 2021 Update	FRIDAY FEBRUARY 12
MONDAY APRIL 19	Focus on Sustainability, Asia/Pacific, Caribbean, Europe, Hawaii, Luxury	MONDAY APRIL 5		
MONDAY APRIL 26	Family Travel, River Cruise	MONDAY APRIL 12	Magazine Size: Las Vegas Advisor	MONDAY MARCH 1



MAY

ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTION CLOSING & MATERIALS DUE DATES
MONDAY MAY 3	China, Hawaii, Mexico	MONDAY APRIL 19		
WEDNESDAY MAY 5			Digital: We LOVE Travel Advisors	FRIDAY MARCH 12
MONDAY MAY 10	Africa (Southern), Central/South America, Cruise, Las Vegas	MONDAY APRIL 26	Magazine Size: Europe Advisor	FRIDAY MARCH 12
MONDAY MAY 17	Asia/Pacific, Caribbean, Europe, Florida, How to Sell Summers to Hawaii (Closes 4/13/21), Luxury	MONDAY MAY 3	Magazine Size: Weddings, Honeymoon & Romance Advisor	MONDAY MARCH 22
MONDAY MAY 24	Adventure Travel, Family Travel, New Orleans, River Cruise	MONDAY MAY 10		
MONDAY MAY 31	Consumer Editors Roundtable	MONDAY MAY 17		



JUNE

ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTION CLOSING & MATERIALS DUE DATES
MONDAY JUNE 7	China, Hawaii, Mexico	FRIDAY MAY 21*	Magazine Size: Luxury Advisor	FRIDAY APRIL 9
MONDAY JUNE 14	Focus on LGBTQ+ , Cruise, Las Vegas	FRIDAY MAY 28*		
MONDAY JUNE 21	Power List (closes 4/30/21), Asia/Pacific, Caribbean, Europe, Luxury	MONDAY JUNE 7		
MONDAY JUNE 28	River Cruise	MONDAY JUNE 14		

* EARLY CLOSE DATE



JULY

ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTION CLOSING & MATERIALS DUE DATES
MONDAY JULY 5	Hawaii, Mexico	MONDAY JUNE 21		
MONDAY JULY 12	Focus on Business Travel, Cruise, Las Vegas	FRIDAY JUNE 25*		
MONDAY JULY 19	Europe, Luxury	FRIDAY JULY 2*	Magazine Size: Hawaii Advisor	THURSDAY MAY 20
MONDAY JULY 26	Focus on Cruise, River Cruise, Wellness/Spa	MONDAY JULY 12		

* EARLY CLOSE DATE



AUGUST

ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTION CLOSING & MATERIALS DUE DATES
MONDAY AUGUST 2	Hawaii, Mexico	MONDAY JULY 19		
MONDAY AUGUST 9	Africa (Southern), Cruise, Hawaii New & Renovated (Closes 7/6/21), Las Vegas	MONDAY JULY 26	Magazine Size: Mexico Advisor	FRIDAY JUNE 11
THURSDAY AUGUST 12			Digital: What's New 2021 Update	FRIDAY JUNE 11
MONDAY AUGUST 16	Asia/Pacific, Caribbean, Europe, Luxury	MONDAY AUGUST 2		
MONDAY AUGUST 23	How to Sell Golf Vacations to Hawaii (Closes 7/20/21), River Cruise	MONDAY AUGUST 9		
MONDAY AUGUST 30	LGBTQ+ Travel; New Orleans; Wedding, Honeymoon & Romance	MONDAY AUGUST 16		



SEPTEMBER

ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTION CLOSING & MATERIALS DUE DATES
MONDAY SEPTEMBER 6	Caribbean, China, Mexico, Ski	MONDAY AUGUST 23		
MONDAY SEPTEMBER 13	Central/South America, Cruise, Hawaii, Las Vegas	FRIDAY AUGUST 27*		
MONDAY SEPTEMBER 20	Asia/Pacific, Caribbean, Europe, Florida, Luxury	FRIDAY SEPTEMBER 3*		
MONDAY SEPTEMBER 27	Focus on Culinary Travel, Adventure Travel, Family Travel, River Cruise	MONDAY SEPTEMBER 13	Digital: Guide to Wellness	FRIDAY JULY 23

* EARLY CLOSE DATE



OCTOBER

ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTION CLOSING & MATERIALS DUE DATES
MONDAY OCTOBER 4	China, Hawaii, Mexico	MONDAY SEPTEMBER 20	Magazine Size: Europe Advisor	FRIDAY AUGUST 6
MONDAY OCTOBER 11	Caribbean, Cruise, Israel, Las Vegas	MONDAY SEPTEMBER 27	Magazine Size: California PLUS	FRIDAY AUGUST 13
MONDAY OCTOBER 18	Asia/Pacific, Europe, Hawaii Loves Travel Agents (Closes 9/14/21), Luxury, River Cruise	MONDAY OCTOBER 4	Magazine Size: Caribbean Advisor, Mexico for the Luxury Traveler	FRIDAY AUGUST 20
MONDAY OCTOBER 25	Family Travel; Wedding, Honeymoon & Romance	MONDAY OCTOBER 11	Magazine Size: River Cruises PLUS	FRIDAY AUGUST 27



NOVEMBER

ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTION CLOSING & MATERIALS DUE DATES
MONDAY NOVEMBER 1	Magellan Awards , Caribbean, China, Hawaii, Mexico	MONDAY OCTOBER 18	Magazine Size: Florida PLUS	FRIDAY SEPTEMBER 3
MONDAY NOVEMBER 8	Travel Industry Survey (closes 9/13/21); Africa (Southern), Cruise, Las Vegas	MONDAY OCTOBER 25	Magazine Size: Mexico Romance Advisor	MONDAY SEPTEMBER 13
MONDAY NOVEMBER 15	Asia/Pacific, Caribbean, Europe, Luxury	MONDAY NOVEMBER 1		
MONDAY NOVEMBER 22	Adventure Travel, River Cruise	MONDAY NOVEMBER 8		
MONDAY NOVEMBER 29	Florida, New Orleans	FRIDAY NOVEMBER 12*		

* EARLY CLOSE DATE



DECEMBER

ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTION CLOSING & MATERIALS DUE DATES
MONDAY DECEMBER 6	18th Annual Readers Choice Finalists , Alaska, Caribbean, China, Mexico	THURSDAY NOVEMBER 18*	Special Size: World of Luxury	FRIDAY SEPTEMBER 17
MONDAY DECEMBER 13	Cruise, Hawaii, Las Vegas	MONDAY NOVEMBER 29	Digital: What's New 2022	FRIDAY OCTOBER 15
MONDAY DECEMBER 20	Asia/Pacific, Caribbean, Europe, Luxury, River Cruise	MONDAY DECEMBER 6	Magazine Size: USTOA Business Resource	FRIDAY SEPTEMBER 11
MONDAY DECEMBER 27	2022 Preview	MONDAY DECEMBER 13		

* EARLY CLOSE DATE



PRINT CLOSING DATES

ISSUE	CLOSING	ISSUE	CLOSING	ISSUE	CLOSING	ISSUE	CLOSING
JANUARY 4	DECEMBER 18*	APRIL 5	MARCH 22	JULY 5	JUNE 21	OCTOBER 4	SEPTEMBER 20
JANUARY 11	DECEMBER 22*	APRIL 12	MARCH 29	JULY 12	JUNE 25*	OCTOBER 11	SEPTEMBER 27
JANUARY 18	JANUARY 4	APRIL 19	APRIL 5	JULY 19	JULY 2*	OCTOBER 18	OCTOBER 4
JANUARY 25	JANUARY 8*	APRIL 26	APRIL 12	JULY 26	JULY 12	OCTOBER 25	OCTOBER 11
FEBRUARY 1	JANUARY 15*	MAY 3	APRIL 19	AUGUST 2	JULY 19	NOVEMBER 1	OCTOBER 18
FEBRUARY 8	JANUARY 25	MAY 10	APRIL 26	AUGUST 9	JULY 26	NOVEMBER 8	OCTOBER 25
FEBRUARY 15	FEBRUARY 1	MAY 17	MAY 3	AUGUST 16	AUGUST 2	NOVEMBER 15	NOVEMBER 1
FEBRUARY 22	FEBRUARY 5*	MAY 24	MAY 10	AUGUST 23	AUGUST 9	NOVEMBER 22	NOVEMBER 8
MARCH 1	FEBRUARY 12*	MAY 31	MAY 17	AUGUST 30	AUGUST 16	NOVEMBER 29	NOVEMBER 12*
MARCH 8	FEBRUARY 22	JUNE 7	MAY 21*	SEPTEMBER 6	AUGUST 23	DECEMBER 6	NOVEMBER 18*
MARCH 15	MARCH 1	JUNE 14	MAY 28*	SEPTEMBER 13	AUGUST 27*	DECEMBER 13	NOVEMBER 29
MARCH 22	MARCH 8	JUNE 21	JUNE 7	SEPTEMBER 20	SEPTEMBER 3*	DECEMBER 20	DECEMBER 6
MARCH 29	MARCH 15	JUNE 28	JUNE 14	SEPTEMBER 27	SEPTEMBER 13	DECEMBER 27	DECEMBER 13

PRINT CLOSING DATES

1. Space reservations, all ad materials and inserts for print products are due approximately nine business days prior to issue date. Please refer to calendar above for actual issue and closing dates.
2. Most standard-size magazine Reference/Sales Guides close approximately eight weeks prior to issue date. Please refer to the Advertising Planner, or contact the Ad Production Department for exact closing.
3. Classified: Closes four business days prior to the issue date.
4. Issues mail on the Friday prior to date of issue.

* Early close date due to holiday in schedule



AD DIMENSIONS

NEWSPAPER AD DIMENSIONS
5 COLUMNS WIDE

130" - Tabloid Spread*
Live/Non-bleed: 19.875"w X 12.9375"d
Trim: 20.375"w X 13.4375"d
Bleed: 20.625"w X 13.6875"d
Allow for 1/8" gutter bleed on each side

30 Column Inch
Non-bleed: 5.25"w X 10"d

15" - Junior Third Page Horizontal
Non-bleed: 9"w X 3"d

65" - Tabloid Full Page*
Live/Non-bleed: 9.6875"w X 12.9375"d
Trim: 10.1875"w X 13.4375"d
Bleed: 10.4375"w X 13.6875"d

26 Column Inch
Non-bleed: 3.5"w X 12.4375"d

25 Column Inch
Non-bleed: 9"w X 5"d

15" - Junior Third Page Square
Non-bleed: 5 1/4"w X 5"d

80" - Junior Spread
Gutter/Non-bleed: 15.6875"w X 10"d

20" - Junior Half Page Strip
Non-bleed: 9"w X 4"d

10" - Junior Quarter Page Strip
Non-bleed: 9"w X 2"d

40" - Junior Page
Non-bleed: 7"w X 10"d
IMPORTANT - Bleed not available in newspaper/tabloid sections

20" - Junior Half Page Horizontal
Non-bleed: 7"w X 5"d

10" - Junior Quarter Page Horizontal
Non-bleed: 7"w X 2.5"d

65" - Half Tabloid Spread*
Live/Non-bleed: 19.875"w x 6.5"d
Trim: 20.375"w X 6.75"d (no bleed off top)
Bleed: 20.625"w X 7"d (no bleed off top)

20" - Junior Half Page Island
Non-bleed: 5.25"w X 6.625"d

10" - Junior Quarter Page Vertical
Non-bleed: 1.625"w X 10"d

10" - Junior Quarter Page Square
Non-bleed: 3.5"w X 5"d

32.5" - Half Tabloid Page*
Live/Non-bleed: 9"w X 6.5"d
Trim: 10.1875"w x 6.75"d (no bleed off top)
Bleed: 10.4375"w X 7"d (no bleed off top)

20" - Junior Half Page Vertical
Non-bleed: 3.5"w X 10"d

15" - Junior Third Page Vertical
Non-bleed: 3.5"w X 7.5"d

5" - Junior Eighth Page Vertical
Non-bleed: 1.625"w X 5"d

5" - Junior Eighth Page Horizontal
Non-bleed: 3.5"w X 2.5"d

MAGAZINE SIZE AD DIMENSIONS
4 COLUMNS WIDE

Full Page Spread - 80"
Live/Non-bleed: 15.5"w X 10"d
Trim: 16"w X 10.5"d
Bleed: 16.25"w X 10.75"d

Full Page - 40"
Live/Non-bleed: 7"w X 10"d
Trim: 8"w X 10.5"d
Bleed: 8.25"w X 10.75"d

Half Page - 20"
Live/Non-bleed: 7"w X 4.875"d
Trim: 8"w x 5.25"d
Bleed: 8.25"w x 5.5"d



**4-COLOR PRINT
ADVERTISING RATES**

SIZE	1X	4X	7X	13X	26X	39X	52X	65X	78X
65" - Tabloid Full Page	\$30,765	\$29,640	\$28,880	\$27,650.00	\$26,935	\$25,650	\$25,720	\$25,200	\$24,560
40" - Junior Page	\$26,440	\$25,225	\$24,350	\$23,480.00	\$23,450	\$23,400	\$22,375	\$22,175	\$21,510
32.5" - Half Tabloid Page (Horizontal)	\$23,485	\$22,770	\$22,080	\$21,400.00	\$20,970	\$20,570	\$20,085	\$19,800	\$19,455
26"	\$21,455	\$20,785	\$20,175	\$19,850.00	\$19,260	\$18,900	\$18,480	\$18,190	\$17,850
20" - Junior Half Page	\$19,280	\$18,725	\$18,210	\$17,820.00	\$17,500	\$17,130	\$16,830	\$16,580	\$16,305
15" - Junior Third Page	\$16,820	\$16,480	\$15,995	\$15,680.00	\$15,450	\$15,235	\$14,985	\$14,800	\$14,560
10" - Junior Quarter Page	\$14,520	\$14,215	\$13,905	\$13,700.00	\$13,595	\$13,340	\$13,325	\$13,080	\$12,875
5" - Junior Eighth Page	\$12,250	\$12,080	\$11,935	\$11,780.00	\$11,340	\$11,560	\$11,450	\$11,380	\$11,225
Less than 5 column inches per inch	\$9,500	\$9,445	\$9,400	\$9,395	\$9,373	\$9,325	\$9,270	\$9,250	\$8,445

Supplier Inserts

Do you have a brochure, business reply card or other specialty print piece you'd like to distribute to Travel Weekly Readers? Travel Weekly accepts a variety of inserts. Each must be approved prior to running. Prices listed are based on magazine-size inserts and include postal charge for periodical postage rates only. Due to postal requirement, some inserts do not qualify for periodical postage rates. Regional splits are available. For additional costs, Travel Weekly can even produce a specialty piece for you. Contact your sales representative for more information.

2020 INSERT SIZE	TOTAL AMOUNT (GROSS)
2	\$9,640
4	\$13,390
8	\$18,645
12	\$22,320
16	\$24,565
20	\$27,860
24	\$32,630
28	\$37,200

PRODUCTION CHARGES*	TOTAL AMOUNT (NET)
TIP CHARGE Business Reply Card	\$4,460
TIP CHARGE 2-4 Pages	\$4,460
TIP CHARGE 6-16 Pages	\$6,290
CENTERSTICH CHARGE	\$7,210
SLOWDOWN CHARGE	AT COST
POLYBAG CHARGE	\$7,310

*Production charges will be assessed when insert sample is evaluated



BONUS DISTRIBUTION SHOWS

DATE	SHOW	ISSUE
APRIL 11-17, 2021	Mountain Travel Symposium; Vail, CO	APRIL 5
MAY 3-5, 2021	Global Travel Marketplace (GTM) West;	MAY 3
JULY 8-10, 2021	Global Travel Marketplace (GTM);	JULY 5
JULY 17-21, 2021	GBTA: Denver, CO	JULY 12
JULY 27 - AUGUST 1, 2021	CLIA Cruise360; Hollywood, FL	JULY 26
AUGUST 30 - SEPTEMBER 1, 2021	Future Leaders in Travel Retreat (FLiTR);	AUGUST 23
NOVEMBER 10-12, 2021	CruiseWorld	NOVEMBER 8
TBD	USTOA Conference; National Harbor, MD	TBD



PRINT AD REQUIREMENTS

a. NEWSPAPER SIZE (TABLOID SIZE SECTIONS)

Live/Non-bleed: 9.6875" wide X 12.9375" deep. Trim size: 10.1875" wide X 13.4375" deep
Bleed: 10.4375" wide X 13.6875" deep.
All live type must be kept .25" from trim edges. No exceptions.

b. MAGAZINE SIZE SECTIONS

Advisor projects, PLUS projects, Special Digital Section and USTOA Business Resource
Live: 7" wide by 10" deep. Trim size: 8" wide by 10.5" deep. Bleed: 8.25" wide by 10.75" deep.
All live type must be kept. 25" from trim edges. No exceptions.

c. PRINTED BY WEB OFFSET SWOP. SWOP RECOMMENDED STANDARDS APPLY

d. FOR FURTHER INFORMATION REGARDING DISPLAY AD REQUIREMENTS AND SPECIFICATIONS

Please contact the Travel Weekly Production Department.
MICHELE GARTH Production Manager 201-902-1930
LISA GONZALES Production Specialist 201-902-1927

e. DIGITAL FILE REQUIREMENTS PDF/X-1A IS THE PREFERRED FILE FORMAT

f. UPLOAD YOUR AD TO THE TW AD PORTAL AT [HTTP://WWW.TRAVELWEEKLY.COM/ADUPLOAD.ASPX](http://www.travelweekly.com/adupload.aspx)

g. PROOFS ARE OPTIONAL Travel Weekly will no longer use color proofs on press. Travel Weekly's printer uses a closed-loop color system to set the press to SWOP specifications. Be sure your file is prepared to SWOP specifications.

h. AD SIZE Build your ad to the exact live or bleed size that appears on the Travel Weekly Ad Dimensions sheet on page 18. Turn off crop marks.

i. NAMING CONVENTION Name your ad with no more than 20 characters, including the file extension. File names longer than 20 characters will be truncated. Use YOUR client name and the TW issue date within the name, for example Cruisehtel111710.pdf. Begin any revised files with REV.

j. TYPE SAFETY AND BLEED All live type and images must be kept .25" from trim. Be sure all bleed ads extend to the bleed specifications .125" beyond the trim.

k. COLORS Delete any unused colors. RGB, LAB, and ICC based colors must be converted to CMYK. Convert duotone images to CMYK.

l. IMAGE RESOLUTION Continuous tone images should be set to an effective resolution greater than or equal to 300 dpi. If you place an image that is 300 dpi but scale it above 125% the effective resolution changes to 214 dpi. For best results, place all images at or close to 100%. Total CMYK densities should not exceed 300 percent in the darkest areas of an image. Do not use JPEG compression.

m. FONTS AND RULES Do not "menu-style" your fonts. These styles may not have matching printer fonts available and may not print correctly. For effects such as bold or italic, select a bold or italic font. Avoid fine serifs on knockout type printing smaller than 8 points. Do not use 100% four-color type. (This would equate to 400% total density, which is noncompliant). Avoid hairline rules less than .007" or 1/2 point. Use only Type 1 or TrueType Fonts.

n. TRAPPING Do not trap your file. The file will be trapped according to Travel Weekly's printer specifications during the prepress stage.

o. PRE-FLIGHTING Preflighting ensures that the PDF file you create is print-ready and allows you to catch errors such as RGB images, missing fonts, missing images. The software, that will be used in the prepress stage to process your digital ad, will automatically convert RGB images to CMYK, fix hairline rules and fix total ink coverage issues (density); therefore, it is highly recommended that you pre-flight the file to make sure these items will appear as you intend.

p. SUPPLIED INSERTS QUANTITY 26,000 per run (Includes spoilage and is subject to change). Contact Lisa Gonzales for specifications, deadlines and delivery instructions. Insert reservations must be arranged through a sales representative. Insert availability is limited. Reserve early to secure preferred issue date. Regional splits are available. Samples/paper mock-ups must be submitted to Lisa Gonzales at least two weeks prior to issue close date for approval. Advertisers running supplied inserts must supply their digital files for the inserts to be included in Travel Weekly's digital edition. It is the advertiser and its agency's responsibility to ensure that inserts comply with the Publisher's requirements, Periodical Postal Regulations and other Federal and State Laws and Regulations. Due to postal requirements, some inserts do not qualify for Periodical postage rates. Any additional USPS charges incurred will be billed at cost.

q. COVERWRAPS AND GATEFOLDS Contact Lisa Gonzales for specifications and deadlines. Coverwrap and gatefold availability is limited. Reservations must be arranged through a sales representative. Reserve early to secure preferred issue date.

r. ADVERTORIAL Advertorial ads create powerful vehicles for clients to communicate with Travel Weekly readers. Travel Weekly is bound by federal law to ensure editorial and advertising are clearly marked to avoid confusing readers. The design of advertorial ads must in no way resemble the Travel Weekly editorial format. It is expected that a unique design will be used. Travel Weekly's Publisher and Editor in Chief reserve the right to reject or request changes to any ad if it too closely resembles a Travel Weekly editorial page.



TRAVELWEEKLY.COM ADVERTISING RATES

TRAVELWEEKLY.COM	1 WEEK	1 MONTH
LEADERBOARD	-	\$4,175
MEDIUM RECTANGLE	-	\$4,175
300X600	-	\$4,995
Billboard	\$11,445	
Enhanced Homepage Takeover	XXX	-
Homepage Takeover - Includes all banners on the homepage (two Leaderboards, 300x600, one Medium Rectangle, Superleaderboard, and two sidepanels)	\$15,250	-
Thought Leadership	\$11,445 / ANNUAL	
Digital Advertorial	\$7,950 / 1X	
Digital Advertorial add on to print	\$4,175	
Immersive Luxury Experience	\$6,250 / ANNUAL	
Topic Sponsorship	CUSTOM / ANNUAL	
Search Sponsorship	CUSTOM / ANNUAL	
Webinar	\$20,500 / 1X	

MOBILE & TABLET	1 WEEK	1 MONTH	1 YEAR
ROS banners	-	\$3,100	\$19,000
Sponsorship	\$4,500	-	-

EPOSTCARDS	NATIONAL LIST
1x	\$10,950
4x	\$8,225

ENEWSLETTER	1-11X	12-23X	24-50X	51X
Horizontal Banner (600x100)	\$1,995	\$1,895	\$1,695	\$1,295
Medium Rectangle (300x250)	\$1,995	\$1,895	\$1,695	\$1,295
Text Ad	\$1,995	\$1,895	\$1,695	\$1,295
Text Ad with Image	\$1,995	\$1,895	\$1,695	\$1,295

DAILY BULLETIN	1 WEEK
Horizontal Banner (600x100)	\$3,550
Medium Rectangle (300x250)	\$3,550
Text Ad	\$3,550
Text Ad with Image	\$3,550

EMAIL BLASTS	NATIONAL LIST
Created by Client (1x)	\$6,675
Created by Travel Weekly (1x)	\$7,700

TARGETED EMAILS	1 WEEK
Up to 5,000	\$1,890
5,001 - 10,000	\$2,705
10,001 - 15,000	\$3,515
15,001 - 20,000	\$4,045
20,001 - 25,000	\$4,595

For information on digital specs and submitting materials, please visit TravelWeekly.com/DigitalSpecs.



HOTEL SEARCH ADVERTISING RATES

HOTEL SEARCH	MONTHLY	ANNUAL
Run of Site	\$1,050	\$6,300
300x600	\$1,375	\$8,425
970x250 Billboard	\$6,500 / Week	
Hotel Home Page Takeover	\$2,650 / Week	
Metro Rotating	\$1,050	\$6,350
Featured Search	-	\$2,650

CRUISE SEARCH	MONTHLY	ANNUAL
Run of Site	\$1,050	\$6,300
300x600	\$1,375	\$8,425
970x250 Billboard	\$6,300 / Week	
Cruise Home Page Takeover	\$2,650 / Week	
Target banners by embark port	\$1,050	\$6,300

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GENERAL TERMS AND CONDITIONS

NORTHSTAR TRAVEL MEDIA LLC STANDARD TERMS AND CONDITIONS

The following standard terms and conditions are agreed to by Northstar Travel Media, LLC ("Northstar") and the Advertiser or Agency (if any), one of whose signature appears on the Targeted Promotion Agreement ("Advertiser/Agency"), with respect to any targeted promotion (the "Promotion") undertaken by Northstar pursuant to the Targeted Promotion Agreement.

1. Representations and Warranties. Advertiser/Agency represents and warrants that it is fully authorized and/or licensed to publish the entire contents and subject matter contained in the Promotion, including without limitation (i) the names, portraits and contents and subject /or pictures of any persons living or dead, (ii) any copyrighted material trademarks and/or depictions of trademarked goods and services, and (iii) any testimonials or endorsements contained in any information or art submitted to Northstar as part of the Promotion, Advertiser/Agency also represents and warrants that the entire contents of the Promotion are accurate and complete and are not misleading.

2. Limitation of Liability. Northstar shall not be liable for, and Advertiser/Agency hereby releases Northstar from, all liability in connection with (i) errors in map location indicators, telephone/telex/facsimile/e-mail numbers or changes in a Promotion's text and rates required by an advertiser, (ii) any loss, claim, damage, liability cost or expense (including consequential damages) as a result either of the failure of Promotion(s) to appear or of the appearance of any errors in the Promotion as published or the inclusion of any Promotion in any release and (iii) any delays in delivery and/or non-deliver of a Promotion by or on behalf of Northstar in the event of an act of God, action by any government or quasi-governmental entity, fire, flood, accident, insurrection, riot, explosion, terrorism, embargo, strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow down or any condition beyond the control of Northstar affecting production or delivery in any manner.

3. Indemnification. Advertiser/Agency agrees to indemnify and save harmless Northstar and its owners, employees, officers, directors and agents against all loss, liability damage and expense of any nature (including reasonable attorneys' fees) arising out of the copying, printing or publishing of the Promotion or inclusion of any of the Promotion in the publication(s) specified and resulting from (i) any claims or suits against any one of them including without limitation, claims or suits for liable, violation of rights of privacy and publicity, unfair competition, intentional or negligent infliction of emotional distress and copyright and/or trademark infringement, (ii) violation of applicable federal, state or local laws or regulations or (iii) the inaccuracy, incompleteness or misleading nature of the Promotion supplied by Advertiser/Agency.

4. Content of Promotions. Contents of all Promotions are subject to Northstar's approval. Northstar reserves the right to reject any promotion or space reservation at any time if Northstar deems the promotion to be unacceptable.

5. Positioning of Promotions. Positioning of Promotions is at the discretion of Northstar except when an arrangement for a specific preferred position is acknowledged by Northstar in writing.

6. Rates

A. Rates based on participation in the specified number of consecutive editions, are set forth on the Rate Card and are guaranteed only for the contract period. Less than the specified number of consecutive insertions will be billed at the current one-time rate for the issue in which the Promotion appears. Rates appearing on the Rate Card are gross and do not include agency commission, if any.

B. Rates are subject to change on notice from Northstar. However, contract may be cancelled at the time the change in rate becomes effective without incurring a short rate adjustment, provided the contract rate had been earned up to the date of cancellation. Cancellation of space for any other reason will result in an adjustment of the rate (short rate to reflect the actual space used at the prevailing rate card rates).

C. Frequency discounts based on participation in the specified number of consecutive editions are available for rate card rates, individual advertisers, chains, management groups or other organized groupings

based on total ad pages ordered and are applied at each issue's billing. If a higher discount is earned due to a high level of participation, it shall not be retroactive. "Earned" discounts (i.e., those based on actual space contracted and previously published) enable the advertiser to receive a higher (or lower) discount, relative to the total ad pages for that issue's billing.

D. 15% of gross to recognized advertising agencies on space billed directly to the agency provided authorized contract is on file. All orders accepted for space are subject to credit requirements.

E. No coupons or reply cards will be accepted in any Promotions.

F. If Promotions are cancelled or rescheduled by Advertiser/Agency within 10 business days of send date a 20% fee plus any production costs incurred by Northstar will be charged.

7. Billing. The publication(s) specified are published, and the Advertisers/Agencies will receive invoices in accordance with the publication(s) period specified. Terms are net 30 days. The Advertiser/Agency shall be jointly and severally liable for all amounts due and payable to Northstar for the advertising space or information which the Advertiser/Agency ordered. All online Advertisers/Agencies will be billed at the time their program begins for the full amount or prorated amount for Advertisers/Agencies who sign up with less than twelve months remaining on their existing print contract.

8. Production Requirements. Materials not received by Northstar's production department by closing date cannot be quality checked and will not be entitled to approval or revision by Advertiser/Agency. Northstar may exercise the right to publish existing material to fulfill contracts if new material is not received by closing date. No material extensions will be granted unless accompanied by a space order. Other production requirements for Promotions are set forth on the Rate Card and within the promotional package.

9. Use of Promotions Materials. Advertiser/Agency agrees to allow Northstar to use the Advertiser/Agency's materials for promotion including, but without limitations, activities such as display at travel agencies, hotels, and industry events; illustration in sales materials and brochures relating to the publication(s) specified; and use in public relation activities, etc.

10. Compliance with Law. Advertiser/Agency shall ensure that all promotions comply with all applicable federal, state and local laws and regulations.

11. Miscellaneous

A. The general terms and conditions contained herein shall be binding on Northstar and Advertiser/Agency. Northstar shall not be bound by conditions printed or appearing on order blanks or copy instruction submitted by or on behalf of the Advertiser/Agency and shall be governed by and construed in accordance with the laws of the state of New Jersey.

B. Northstar shall have the right, upon reasonable written notice, to terminate this Agreement, in the event of material breach of the Agreement by Advertiser/Agency.

C. Advertiser may not assign any of its rights or obligations hereunder, other than to a purchase of all or substantially all of the assets of Advertiser who agrees in writing to be bound by all of the terms and conditions of this agreement, and who agrees to assume all of Advertiser's liability hereunder. Any other purported assignment by Advertiser shall be null and void and of no effect.

D. Advertiser/Agency hereby grants Northstar a perpetual worldwide right and license to use, display, publish, distribute, digitize, copy, perform, license, sublicense, transfer, make available or transmit any photographs provided by Advertiser/Agency hereunder, insofar as such photographs shall have been provided without inclusion of advertising copy or similar not-photographic materials, in any media or format not known or hereafter devised, in connection with the Northstar Travel Media, LLC database of travel-related information.

12. Commission and Credit. 15% to recognized agencies: Net 30 days. It is understood that all orders are accepted for space subject to our credit requirements.