



2022



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													
Consumer Editors Roundtable	1x				25								
Power List	1x						27						
Travel Industry Survey	1x											21	
2023 Preview	1x												26
SPECIAL INTEREST													
Focus on Business Travel	1x								8				
Focus on Cruise	1x			21									
Focus on Culinary	2x		7							26			
Focus on Hotels	1x					2							
Focus on LGBTQ+	1x						20						
Focus on Ski & Mountain Travel	1x			28									
AWARD ISSUES													
18th Annual Readers Choice Winners	1x	17											
Magellan Award Winners	1x											7	
19th Annual Readers Choice Finalists	1x												5
DIGITAL SUPPLEMENTS													
18 th Annual Readers Choice Winners	1x												29
Guide to Wellness	1x									26			
Summer Escapes	1x				26								
We LOVE Travel Advisors	1x					5							
What's New 2022 Updates	2x				15				12				
What's New 2023	1x												13



A YEAR AT A GLANCE

DESTINATION OR SUBJECT	FREQ	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
Adventure Travel	2x		28									28	
Africa (Southern)	4x		14			9			1			14	
Alaska	5x	17	7	7						5			5
All-Inclusives	4x	10			4			4			31		
Asia / Southeast Asia / Pacific	4x		7			16			15			7	
Caribbean	12x	3	21	21	18	16	13	11	15	19	31	21	19
Cruise	12x	10	14	14	11	9	13	11	8	12	10	14	12
Europe	12x	31	21	21	11	16	20	18	15	19	17	14	19
Expedition Cruise Travel	4x	3			4			4			3		
Family Travel	4x		28			23			1		31		
Florida	4x			14			6			12			12
Group Travel Advisor	2x				4					19			
Hawaii	7x		21		18	2	6			12		7	12
Hawaii Advisor	1x							18					
Hawaii Loves Travel Agents	2x			14							3		
Hawaii New & Renovated	2x	24							1				
Israel	2x			7							10		
Las Vegas	12x	10	14	14	11	9	13	11	8	12	10	14	12
Las Vegas Advisor	1x				25								
Luxury	12x	17	21	21	18	2	20	18	29	19	24	21	12
Mexico	12x	3	7	7	4	2	6	4	22	5	3	7	5
Mexico for the Luxury Traveler	1x										17		
New Orleans	5x	24		7		23			29			28	
River Cruises	12x	24	28	28	25	23	27	25	22	26	17	28	19



A YEAR AT A GLANCE

DESTINATION OR SUBJECT	FREQ	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
Ski / Mountain Travel	4x		14			16			1			28	
Solo Travel	2x				11			4					
Thought Leadership	12x	31	28	28	25	30	27	25	29	26	24	21	19
Travel Insurance Advisor	2x				18				22				
US Port Cities Advisor	2x			28						5			
Wellness / Spa	2x	31						25					

MAGAZINE SIZE PRINT SUPPLEMENTS

California PLUS	1x									12			
Caribbean Advisor	1x										10		
Europe Advisor	1x			21									
Florida PLUS	1x											28	
Luxury Advisor	1x						6						
Mexico Advisor	1x								8				
Mexico Romance Advisor	1x											14	
River Cruises PLUS	1x										31		
USTOA Business Resource	1x												19
Wedding, Honeymoon & Romance Advisor	1x					16							
World of Luxury	1x												5



JANUARY

ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTION CLOSING & MATERIALS DUE DATES
MONDAY JANUARY 3	Caribbean, Expedition Cruise Travel, Mexico	FRIDAY DECEMBER 17*		
MONDAY JANUARY 10	All-Inclusives, Cruise, Las Vegas	THURSDAY DECEMBER 23*		
MONDAY JANUARY 17	18th Annual Readers Choice Winners , Alaska, Luxury	MONDAY JANUARY 3		
MONDAY JANUARY 24	Hawaii New & Renovated (closes 12/16/21); New Orleans; River Cruise	FRIDAY JANUARY 7*		
MONDAY JANUARY 31	Europe, Thought Leadership, Wellness / Spa	FRIDAY JANUARY 14*		

* EARLY CLOSE DATE



FEBRUARY

ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTION CLOSING & MATERIALS DUE DATES
MONDAY FEBRUARY 7	Focus on Culinary , Alaska, Asia / Southeast Asia / Pacific, Mexico	MONDAY JANUARY 24		
MONDAY FEBRUARY 14	Africa (Southern), Cruise, Las Vegas, Ski / Mountain Travel	MONDAY JANUARY 31		
MONDAY FEBRUARY 21	Caribbean, Europe, Hawaii, Luxury	MONDAY FEBRUARY 7		
MONDAY FEBRUARY 28	Adventure Travel, Family Travel, River Cruise, Thought Leadership	FRIDAY FEBRUARY 11*		

* EARLY CLOSE DATE



MARCH

ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTION CLOSING & MATERIALS DUE DATES
MONDAY MARCH 7	Alaska, Israel, Mexico, New Orleans	FRIDAY FEBRUARY 18*		
MONDAY MARCH 14	Cruise, Florida, Hawaii Loves Travel Agents (closes 2/7), Las Vegas	MONDAY FEBRUARY 28		
MONDAY MARCH 21	Focus on Cruise , Caribbean, Europe, Luxury	MONDAY MARCH 7	Magazine Size: Europe Advisor	FRIDAY JANUARY 21
MONDAY MARCH 28	Focus on Ski / Mountain Travel , River Cruise, Thought Leadership, US Port Cities Advisor (closes 1/28)	MONDAY MARCH 14		

* EARLY CLOSE DATE



APRIL

ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTION CLOSING & MATERIALS DUE DATES
MONDAY APRIL 4	All-Inclusives, Expedition Cruise Travel, Group Travel Advisor (closes 2/4), Mexico	MONDAY MARCH 21		
MONDAY APRIL 11	Cruise, Europe, Las Vegas, Solo Travel	MONDAY MARCH 28		
FRIDAY APRIL 15			Digital: What's New 2022 Update 1	TUESDAY MARCH 8
MONDAY APRIL 18	Caribbean, Hawaii, Luxury, Travel Insurance Advisor (closes 2/18)	MONDAY APRIL 4		
MONDAY APRIL 25	Consumer Editors Roundtable, Las Vegas Advisor (closes 2/28), River Cruise, Thought Leadership	MONDAY APRIL 11		
TUESDAY APRIL 26			Digital: Summer Escapes	MONDAY FEBRUARY 28



MAY

ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTION CLOSING & MATERIALS DUE DATES
MONDAY MAY 2	Focus on Hotels , Hawaii, Luxury, Mexico	MONDAY APRIL 18		
THURSDAY MAY 5			Digital: We LOVE Travel Advisors	MONDAY MARCH 7
MONDAY MAY 9	Africa (Southern), Cruise, Las Vegas	MONDAY APRIL 25		
MONDAY MAY 16	Asia / Southeast Asia / Pacific, Caribbean, Europe, Ski / Mountain Travel	MONDAY MAY 2	Magazine Size: Weddings, Honeymoon & Romance Advisor	MONDAY MARCH 21
MONDAY MAY 23	Family Travel, New Orleans, River Cruise	MONDAY MAY 9		
MONDAY MAY 30	Thought Leadership	MONDAY MAY 16		



JUNE

ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTION CLOSING & MATERIALS DUE DATES
MONDAY JUNE 6	Florida, Hawaii, Mexico	FRIDAY MAY 20*	Magazine Size: Luxury Advisor	FRIDAY APRIL 8
MONDAY JUNE 13	Caribbean, Cruise, Las Vegas	FRIDAY MAY 27*		
MONDAY JUNE 20	Focus on LGBTQ+, Europe, Luxury	MONDAY JUNE 6		
MONDAY JUNE 27	Power List (closes 4/18), River Cruise, Thought Leadership	FRIDAY JUNE 10*		

* EARLY CLOSE DATE



JULY

ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTION CLOSING & MATERIALS DUE DATES
MONDAY JULY 4	All-Inclusives, Expedition Cruise Travel, Mexico, Solo Travel	FRIDAY JUNE 17*		
MONDAY JULY 11	Caribbean, Cruise, Las Vegas	FRIDAY JUNE 24*		
MONDAY JULY 18	Europe, Hawaii Advisor (closes 5/18), Luxury	FRIDAY JULY 1*		
MONDAY JULY 25	River Cruise, Thought Leadership, Wellness / Spa	MONDAY JULY 11		

* EARLY CLOSE DATE



AUGUST

ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTION CLOSING & MATERIALS DUE DATES
MONDAY AUGUST 1	Africa (Southern), Family Travel, Hawaii New & Renovated (closes 6/27), Ski / Mountain Travel	MONDAY JULY 18		
MONDAY AUGUST 8	Focus on Business Travel , Cruise, Las Vegas	MONDAY JULY 25	Magazine Size: Mexico Advisor	THURSDAY JUNE 9
FRIDAY AUGUST 12			Digital: What's New 2022 Update 2	THURSDAY JUNE 16
MONDAY AUGUST 15	Asia / Southeast Asia / Pacific, Caribbean, Europe	MONDAY AUGUST 1		
MONDAY AUGUST 22	Mexico, River Cruise, Travel Insurance Advisor (closes 7/1)	MONDAY AUGUST 8		
MONDAY AUGUST 29	Luxury, New Orleans, Thought Leadership	MONDAY AUGUST 15		



SEPTEMBER

ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTION CLOSING & MATERIALS DUE DATES
MONDAY SEPTEMBER 5	Alaska, Mexico, US Port Cities Advisor (closes 7/11)	MONDAY AUGUST 22		
MONDAY SEPTEMBER 12	Cruise, Florida, Hawaii, Las Vegas	FRIDAY AUGUST 26*	Magazine Size: California PLUS	FRIDAY JULY 15
MONDAY SEPTEMBER 19	Caribbean, Europe, Group Travel Advisor (closes 7/22), Luxury	FRIDAY SEPTEMBER 2*		
MONDAY SEPTEMBER 26	Focus on Culinary, River Cruise, Thought Leadership	MONDAY SEPTEMBER 12		
TUESDAY SEPTEMBER 27			Digital: Guide to Wellness	FRIDAY JULY 29

* EARLY CLOSE DATE



OCTOBER

ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTION CLOSING & MATERIALS DUE DATES
MONDAY OCTOBER 3	Expedition Cruise Travel, Hawaii Loves Travel Agents (closes 8/29), Mexico	MONDAY SEPTEMBER 19		
MONDAY OCTOBER 10	Cruise, Israel, Las Vegas	MONDAY SEPTEMBER 26	Magazine Size: Caribbean Advisor	WEDNESDAY OCTOBER 12
MONDAY OCTOBER 17	Europe, Mexico for the Luxury Traveler (closes 8/19), River Cruise	MONDAY OCTOBER 3		
MONDAY OCTOBER 24	Luxury, Thought Leadership	MONDAY OCTOBER 10		
MONDAY OCTOBER 31	All-Inclusives, Caribbean, Family Travel	MONDAY OCTOBER 17	Magazine Size: River Cruises PLUS	FRIDAY SEPTEMBER 2



NOVEMBER

ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTION CLOSING & MATERIALS DUE DATES
MONDAY NOVEMBER 7	Magellan Award Winners , Asia / Southeast Asia / Pacific, Hawaii, Mexico	MONDAY OCTOBER 24		
MONDAY NOVEMBER 14	Africa (Southern), Cruise, Europe, Las Vegas	MONDAY OCTOBER 31	Magazine Size: Mexico Romance Advisor	MONDAY SEPTEMBER 19
MONDAY NOVEMBER 21	Travel Industry Survey (closes 9/26); Caribbean, Luxury, Thought Leadership	MONDAY NOVEMBER 7		
MONDAY NOVEMBER 28	Adventure Travel, New Orleans, River Cruise, Ski / Mountain Travel	THURSDAY NOVEMBER 10*	Magazine Size: Florida PLUS	WEDNESDAY SEPTEMBER 29

* EARLY CLOSE DATE



DECEMBER

ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTION CLOSING & MATERIALS DUE DATES
MONDAY DECEMBER 5	19th Annual Readers Choice Finalists , Alaska, Mexico	THURSDAY NOVEMBER 17*	Special Size: World of Luxury	THURSDAY OCTOBER 6
MONDAY DECEMBER 12	Cruise, Florida, Hawaii, Las Vegas, Luxury	MONDAY NOVEMBER 28		
TUESDAY DECEMBER 13			Digital: What's New 2023	THURSDAY OCTOBER 13
MONDAY DECEMBER 19	Caribbean, Europe, River Cruise, Thought Leadership	MONDAY DECEMBER 5	Magazine Size: USTOA Business Resource	THURSDAY SEPTEMBER 29
MONDAY DECEMBER 26	2023 Preview	FRIDAY OCTOBER 28*		
THURSDAY DECEMBER 29			Digital: Readers Choice Award Winners	

* EARLY CLOSE DATE



PRINT CLOSING DATES

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

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	\$31,685	\$30,530	\$29,750	\$27,780	\$27,745	\$26,420	\$26,495	\$25,960	\$25,295
40" - Junior Page	\$27,235	\$25,980	\$25,080	\$24,185	\$24,155	\$24,105	\$23,050	\$22,840	\$22,155
32.5" - Half Tabloid Page (Horizontal)	\$24,190	\$23,455	\$22,745	\$22,045	\$21,600	\$21,190	\$20,690	\$20,395	\$20,040
26"	\$22,100	\$21,410	\$20,780	\$22,445	\$19,840	\$19,450	\$19,035	\$18,735	\$18,385
20" - Junior Half Page	\$19,860	\$19,290	\$18,755	\$18,355	\$18,025	\$17,645	\$17,335	\$17,080	\$16,795
15" - Junior Third Page	\$17,325	\$16,975	\$16,475	\$16,150	\$15,915	\$15,695	\$15,435	\$15,245	\$14,995
10" - Junior Quarter Page	\$14,955	\$14,640	\$14,640	\$14,115	\$14,005	\$13,745	\$13,725	\$13,475	\$13,625
5" - Junior Eighth Page	\$12,620	\$12,445	\$12,445	\$12,135	\$11,680	\$11,910	\$11,795	\$11,725	\$11,560
Less than 5 column inches	\$9,785	\$9,730	\$9,685	\$9,680	\$9,655	\$9,605	\$9,550	\$9,530	\$8,700

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	\$9,930
4	\$13,790
8	\$19,205
12	\$22,990
16	\$25,305
20	\$28,695
24	\$33,610
28	\$38,315

PRODUCTION CHARGES*	TOTAL AMOUNT (NET)
TIP CHARGE Business Reply Card	\$4,595
TIP CHARGE 2-4 Pages	\$4,595
TIP CHARGE 6-16 Pages	\$6,480
CENTERSTICH CHARGE	\$7,425
SLOWDOWN CHARGE	AT COST
POLYBAG CHARGE	\$7,530

*Production charges will be assessed when insert sample is evaluated



BONUS DISTRIBUTION SHOWS

DATE	SHOW	ISSUE
APRIL 3-8, 2022	Mountain Travel Symposium; Vail, CO	MARCH 28, 2022
MAY 29 - APRIL 3, 2022	CLIA Cruise360; Hollywood, FL	MARCH 21, 2022
MAY TBD, 2022	CHRIS / HOLA; TBD	MAY 2, 2022
MAY 2-4, 2022	Global Travel Marketplace (GTM) West; Tucson, AZ	APRIL 25, 2022
JUNE 27 - 29, 2022	PROUD Experience; New York, NY	JUNE 20, 2022
JULY 28 - 30, 2022	Global Travel Marketplace (GTM); Hollywood, FL	JULY 25, 2022
AUGUST 14 - 17, 2022	GBTA Annual Conference; San Diego, CA	AUGUST 8, 2022
AUGUST 28 - 31, 2022	Future Leaders in Travel Retreat (FLiTR); Los Cabos, Mexico	August 22, 2022
NOVEMBER 2-4, 2022	CruiseWorld; Fort Lauderdale, FL	October 31, 2022
NOVEMBER 28 - DECEMBER 2, 2022	USTOA Conference; Austin, TX	USTOA Business Resource



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 ½ 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 Contact Lisa Gonzales for quantity, 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	-	\$4,325
Medium Rectangle	-	\$4,325
300X600	-	\$5,195
Billboard	-	\$11,975
Eclipse	-	\$12,995
Homepage Takeover - Includes all banners on the homepage (two Leaderboards, 300x600, one Medium Rectangle, Superleaderboard, and two sidepanels)	\$15,750	-
Thought Leadership	\$11,975 / ANNUAL	
Digital Advertorial	\$8,250 / 1X	
Digital Advertorial add on to print	\$4,325	
Topic Sponsorship	CUSTOM / ANNUAL	
Search Sponsorship	CUSTOM / ANNUAL	
Webinar	\$21,250 / 1X	

MOBILE & TABLET	1 WEEK	1 MONTH	1 YEAR
ROS banners	-	\$3,225	\$19,950
Sponsorship	\$4,750	-	-
Social.Amp	-	\$3,425	-
SOCIAL ACCESS	TIER 1 (80K impressions)	TIER 2 (150K impressions)	TIER 3 (250K impressions)
	\$5,250	\$7,750	\$10,250

NATIVE UNITS	
Stand Alone (150k over 30 days)	\$2,125
Add-On to Content We Produce (450k over 90 days)	\$2,125

EPOSTCARDS	NATIONAL LIST
1x	\$11,250
4x	\$8,500

ENEWSLETTER	1-11X	12-23X	24-50X	51X
Horizontal Banner (600x100)	\$2,075	\$1,950	\$1,750	\$1,325
Medium Rectangle (300x250)	\$2,075	\$1,950	\$1,750	\$1,325
Text Ad	\$2,075	\$1,950	\$1,750	\$1,325
Text Ad with Image	\$2,075	\$1,950	\$1,750	\$1,325

DAILY BULLETIN	1 WEEK
Horizontal Banner (600x100)	\$3,695
Medium Rectangle (300x250)	\$3,695
Text Ad	\$3,695
Text Ad with Image	\$3,695

EMAIL BLASTS	NATIONAL LIST
Created by Client (1x)	\$6,950
Created by Travel Weekly (1x)	\$8,000

TARGETED EMAILS	1 WEEK
Up to 5,000	\$1,890
5,001 - 10,000	\$2,705
10,0001 - 15,000	\$3,515
15,001 - 20,000	\$4,045
20,0001 - 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	\$1,100	\$6,500
300x600	\$1,425	\$8,425
970x250 Billboard	\$6,750 / Week	
Hotel Home Page Takeover	\$2,750 / Week	

CRUISE SEARCH	MONTHLY	ANNUAL
Run of Site	\$1,100	\$6,500
300x600	\$1,425	\$8,425
970x250 Billboard	\$3,000 / Week	
Target banners by embark port	\$1,100	\$6,500

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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, an 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.