

# Market Update 2011

## TRAVEL



The U.S. Travel Association projects leisure travel to rise 2% in 2011. It forecasts a \$54 billion increase in overall travel expenditure. The ALC 2011 Travel Market Update features the travelers who are driving this trend upward.

Travel Weekly reports an uptick in cruises and escorted tour vacations. The growth in family travel continues and resorts are courting families, while maintaining separate adult-only facilities. There is also a trend toward girlfriend group travel both internationally and for domestic spa vacations.

The individuals on our recommended travel market lists rank among the most active travelers in the U.S. They have a proven track record of responding to direct mail offers.

Click the list names of the lists to view datacards. For more information, click the contact names to send email requests or call each contact at the direct dial telephone number. Visit [www.alcdata.com](http://www.alcdata.com) to view all datacards.



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[www.ALCdata.com](http://www.ALCdata.com)

## Primary Market Lists with Proven Continuation Usage

List	Count	Rate	Sample Continuations	Contact
<b>Active Interest Media</b>			Adirondack Explorer	<b>Kerry Fischette – 609-580-2875</b> kerry.fischette@alc.com
• Backpacker Magazine	146,000	\$105/M	Afar Media	
• Yoga Journal	84,000	\$110/M		
<b>American Heritage</b>	119,000	\$100/M	Cruise West	<b>Michael Auriemma – 914-524-5238</b> michael.auriemma@alc.com
<b>Broadway Ticket Buyers</b>	433,000	\$95/M	Travel Guard International	<b>Kerry Fischette – 609-580-2875</b> kerry.fischette@alc.com
<b>Christian Science Monitor</b>	74,000	\$105/M	Elderhostel	<b>Kerry Fischette – 609-580-2875</b> kerry.fischette@alc.com
<b>Cowboys &amp; Indians</b>	91,000	\$120/M	El Corazon – Vacation Rentals, Riverside at Rio Grande	<b>Michael Auriemma – 914-524-5238</b> michael.auriemma@alc.com
<b>Dow Jones &amp; Company</b>				<b>Michael Auriemma – 914-524-5238</b> michael.auriemma@alc.com
• SmartMoney Magazine	724,000	\$140/M	Cooper Communities, National Geographic – Traveler Magazine	
• The Wall Street Journal	1,247,000	\$145/M	Exclusive Resorts, The Phillips Club	
<b>The Economist</b>	548,000	\$145/M	Exclusive Resorts, International Travel News, Travel Guard International	<b>Michael Auriemma – 914-524-5238</b> michael.auriemma@alc.com
<b>Forbes Magazine at Email</b>	494,000	\$250/M	A Well-Known Family Vacation Destination	<b>Susan Packard – 609-580-2785</b> susan.packard@alc.com
<b>Frontgate</b>	1,204,000	\$120/M	Gulfshore Life, The Phillips Club, Travel Guard International	<b>Bruce Kimmel – 914-524-5249</b> bruce.kimmel@alc.com
<b>Hearst Publishing</b>			Exclusive Resorts, Lake Austin Spa	<b>Michael Auriemma – 914-524-5238</b> michael.auriemma@alc.com
• Town & Country Magazine	302,000	\$110/M		
<b>Hideaways Aficionado Club</b>	40,000	\$200/M	Destination Club Partners, Mission Beach, The Phillips Club	<b>Bruce Kimmel – 914-524-5249</b> bruce.kimmel@alc.com
<b>Ireland of the Welcomes</b>	26,000	\$100/M	National Geographic Driving Guide, Scotland Magazine,	<b>Kerry Fischette – 609-580-2875</b> kerry.fischette@alc.com
<b>Nederlander Organization</b>	825,000	\$95/M	The Phillips Club	<b>Kerry Fischette – 609-580-2875</b> kerry.fischette@alc.com
<b>Neiman Marcus</b>	254,000	\$115/M	Travel Guard International	<b>Bruce Kimmel – 914-524-5249</b> bruce.kimmel@alc.com
<b>Out Magazine</b>	248,000	\$110/M	The Phillips Club	<b>Megan Corigliano – 609-580-2731</b> megan.corigliano@alc.com
<b>Outdoor Photographer</b>	163,000	\$100/M	National Geographic Traveler	<b>Megan Corigliano – 609-580-2731</b> megan.corigliano@alc.com
<b>Provell Proven Program</b>	4,808,000	\$100/M	Caribbean Cruise Line	<b>Megan Corigliano – 609-580-2731</b> megan.corigliano@alc.com
<b>Reader's Digest Magazine</b>	2,884,000	\$100/M	Windstar Cruises	<b>Susan Packard – 609-580-2785</b> susan.packard@alc.com
<b>Robb Report</b>	45,000	\$225/M	Crystal Cruises, Exclusive Resorts, The Phillips Club	<b>Michael Auriemma – 914-524-5238</b> michael.auriemma@alc.com
<b>Sylmark Merchandise Buyers</b>	4,675,000	\$90/M	Caribbean Cruise Line	<b>Kerry Fischette – 609-580-2875</b> kerry.fischette@alc.com

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<b>Telecharge Consumer Ticket Buyers</b>	3,245,000	\$90/M	Travel Guard International	<b>Kerry Fischette – 609-580-2875</b> kerry.fischette@alc.com
<b>Time Life Masterfile</b>	2,558,000	\$105/M	Caribbean Cruise Line, Windstar Cruises	<b>Susan Packard – 609-580-2785</b> susan.packard@alc.com
<b>Wealth Window</b>			Baccarat Resorts & Residences, Charisma Resorts, Cruise West	<b>Emily Briody – 609-580-2971</b> emily.briody@alc.com
• <b>First Class Travelers</b>	2,226,000	\$92/M		
• <b>Cruise Enthusiasts</b>	802,000	\$92/M		
• <b>Domestic Travelers</b>	2,005,000	\$92/M		
• <b>Foreign Travelers</b>	816,000	\$92/M		
<b>The Wilson Quarterly</b>	33,000	\$110/M	Afar Media	<b>Kerry Fischette – 609-580-2875</b> kerry.fischette@alc.com
<b>Yankee Magazine</b>	293,000	\$100/M	Nova Scotia Division of Tourism, Tourism New Brunswick, Travelsmith	<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com

## Enhanced Files

List	Count	Rate	Contact
<b>Alloy Parent Catalog Buyers</b>			<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
• Travel	5,877,000	\$95/M+\$16/M	
<b>American Diabetes Association Enhanced Masterfile</b>			<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
• Travel	545,000	\$80/M+\$16/M	
<b>AMO Corporate Mega Masterfile</b>			<b>Bruce Kimmel – 914-524-5249</b> bruce.kimmel@alc.com
• Travel Interest	311,000	\$105/M+\$16/M	
<b>Artistic Direct Enhanced Masterfile</b>			<b>Bruce Kimmel – 914-524-5249</b> bruce.kimmel@alc.com
• Travel Enthusiasts	188,000	\$90/M+\$16/M	
<b>ASPCA Enhanced Masterfile</b>			<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
• Travel	320,000	\$80/M+\$11/M	
<b>Barneys New York Enhanced Masterfile</b>			<b>Megan Corigliano – 609-580-2731</b> megan.corigliano@alc.com
• Travel Interest	132,000	\$120/M+\$16/M	
<b>CDS Xpress Moves Magazine Affinity</b>			<b>Megan Corigliano – 609-580-2731</b> megan.corigliano@alc.com
• Travel Interest	611,000	\$80/M+\$10/M	
<b>Children's Cancer Research Fund Enhanced Masterfile</b>			<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
• Travel Interest	102,000	\$80/M+\$11/M	
<b>Crutchfield Enhanced</b>			<b>Michael Auriemma – 914-524-5238</b> michael.auriemma@alc.com
• Travel Interest	292,000	\$120/M+\$16/M	
<b>Direct Checks Enhanced Masterfile</b>	2,808,000	\$90/M+\$16/M	<b>Danielle LaSala – 914-524-5235</b> danielle.lasala@alc.com
<b>Disney FamilyFun Enhanced Masterfile</b>			<b>Susan Packard – 609-580-2785</b> susan.packard@alc.com
• Travel Interest	1,091,000	\$105/M+\$16/M	
<b>DRG Enhanced Craft Masterfile</b>			<b>Michael Auriemma – 914-524-5238</b> michael.auriemma@alc.com
• Travel Interest	360,000	\$105/M+\$15/M	

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<b>Eckler's – Auto Enthusiasts Masterfile</b> • Travel Enthusiasts	34,000	\$100/M+\$16/M	<b>Bruce Kimmel – 914-524-5249</b> bruce.kimmel@alc.com
<b>Entrepreneur Media Enhanced Masterfile</b> • Travel	270,000	\$120/M+\$12/M	<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
<b>Forbes Enhanced Masterfile</b> • Cruise • Domestic Travel • Foreign Travel	136,000 418,000 208,000	\$140/M+\$16/M \$140/M+\$16/M \$140/M+\$16/M	<b>Susan Packard – 609-580-2785</b> susan.packard@alc.com
<b>GreenCore Masterfile</b> • Travel Interest	111,000	\$105/M+\$16/M	<b>Michael Auriemma – 914-524-5238</b> michael.auriemma@alc.com
<b>Habitat for Humanity Enhanced</b> • Travel	330,000	\$80/M+\$16/M	<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
<b>Harry &amp; David Mail Order Buyers Enhanced</b> • Travel Interest	129,000	\$100/M+\$12/M	<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
<b>Hearst Masterfile</b> • Travel	1,634,000	\$110/M+\$15/M	<b>Michael Auriemma – 914-524-5238</b> michael.auriemma@alc.com
<b>J&amp;P Cycles Motorcycle Parts &amp; Accessories Enhanced Masterfile</b> • Travel Interest	68,000	\$100/M+\$16/M	<b>Bruce Kimmel – 914-524-5249</b> bruce.kimmel@alc.com
<b>JC Whitney Enhanced Database</b> • Travel Interest	141,000	\$100/M+\$16/M	<b>Bruce Kimmel – 914-524-5249</b> bruce.kimmel@alc.com
<b>Kiplinger Travelers Experian Z24 Ciribase Enhanced Masterfile</b>	180,000	\$140/M	<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
<b>MH2 Consumers + Credit Travelers</b>	5,320,000	\$85/M	<b>Kerry Fischette – 609-580-2875</b> kerry.fischette@alc.com
<b>Nederlander Enhanced Database</b> • Travel Interest	83,000	\$95/M+\$16/M	<b>Kerry Fischette – 609-580-2875</b> kerry.fischette@alc.com
<b>North Shore Animal League America Travelers</b>	753,000	\$90/M+\$16/M	<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
<b>Northern Tool &amp; Equipment Consumer Buyers Enhanced</b> • Travel Interest	274,000	\$110/M+\$17/M	<b>Bruce Kimmel – 914-524-5249</b> bruce.kimmel@alc.com
<b>Rodale Whole Life US Enhanced Masterfile</b> • Cruise Travel • Family Travel • Foreign Travel • Domestic Travel • Recreational Vehicle	940,000 451,000 845,000 2,111,000 1,002,000	\$100/M+\$16/M \$100/M+\$16/M \$100/M+\$16/M \$100/M+\$16/M \$100/M+\$16/M	<b>Susan Packard – 609-580-2785</b> susan.packard@alc.com
<b>Sportsman's Guide Enhanced</b> • Travel Interest	325,000	\$100/M+\$16/M	<b>Bruce Kimmel – 914-524-5249</b> bruce.kimmel@alc.com
<b>Sylmark Merchandise Buyers Enhanced Masterfile</b> • Travel Interest	129,000	\$90/M+\$11/M	<b>Kerry Fischette – 609-580-2875</b> kerry.fischette@alc.com

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<b>The Territory Ahead/Isabella Bird ALEXA Enhanced Masterfile</b>			<b>Susan Packard – 609-580-2785</b>
• Travel	151,000	\$115/M+\$8/M	susan.packard@alc.com
<b>Time Life Entertainment Enhanced Masterfile</b>			<b>Susan Packard – 609-580-2785</b>
• Domestic Travel	312,000	\$105/M+\$12/M	susan.packard@alc.com
• Foreign Travel	139,000	\$105/M+\$12/M	
• Travel Interest	1,300,000	\$105/M+\$12/M	
<b>TV Guide Enhanced Masterfile</b>			<b>Susan Packard – 609-580-2785</b>
• Travel Enthusiasts	1,072,000	\$105/M+\$18/M	susan.packard@alc.com
<b>Weight Watchers Enhanced Masterfile</b>			<b>Michael Auriemma – 914-524-5238</b>
• Travel Enthusiasts	354,000	\$105/M+\$15/M	michael.auriemma@alc.com

Let us provide your next **Travel Market** mailers with these **proven lists**.



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