

Market Update 2008

TRAVEL



ALC recommends high performance lists for Travel Offers based on successful continuation usage. In today's business environment, it is critical to target consumers with current travel market purchase activity.

By all accounts, the travel industry is experiencing a pull back. Many people are "buying down" — staying closer to home, booking less expensive resorts, and cutting back on amenities. Therefore, travel industry marketers must identify active travelers still "in market" in order to be successful.

Affluent consumers with recent mail response histories are the most sought after prospects because they continue to vacation in a flat economy. According to MMG Worldwide, traditional printed material with beautiful imagery remains the best way to make destinations come alive and entice travelers to visit. Consumers are looking for content that encourages them to purchase.

The individuals on the following lists remain among the most active travelers in the country. 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 to view all datacards.



THE REST OF THE STORY[®]
www.ALCdata.com

Lists with Proven Continuation Usage in this Market

List	Count	Rate	Sample Continuations	Contact
American Association of University Women	71,000	\$90/M	Elderhostel, Sierra Club, Smithsonian Magazine	Billie Risser – 609-580-2843 billie.risser@alc.com
American Heritage	170,000	\$100/M	Cruise West, Ohio Magazine, Texas Highways	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Appalachian Mountain Club	53,000	\$85/M	Alpinist, Glacier Bay Cruiseline, Travelsmith	Rob Odri – 609-580-2974 rob.odri@alc.com
Christian Science Monitor	56,000	\$105/M	Elderhostel, National Geographic, A Daily Publication with a Travel Section	Billie Risser – 609-580-2843 billie.risser@alc.com
Cowboys & Indians	62,000	\$110/M	King Resort, Loreto Bay Company, Spanish Peaks Resort	Gary MacDougall – 914-524-2674 gary.macdougall@alc.com
Flying Adventures	135,000	\$150/M	New to Market	Eric Friedman – 609-580-2708 eric.friedman@alc.com
Golfsmith	1,067,000	\$105/M	Cooper Communities, Marriott Vacation Club, Wyndham Hotels and Resorts	Gary MacDougall – 914-524-2674 gary.macdougall@alc.com
Hawaii Magazine	55,000	\$105/M	ATA Airlines, Intrawest Resorts, A Well Known Travel Publication	Marissa Spinelli – 914-524-5229 marissa.spinelli@alc.com
Hideaways Aficionado® Club	46,000	\$200/M	Destination Club Partners, International Living, Travelsmith	Eric Friedman – 609-580-2708 eric.friedman@alc.com
Ireland of the Welcomes	78,000	\$100/M	National Geographic, Scotland Magazine, A Well Known Travel Publication	Billie Risser – 609-580-2843 billie.risser@alc.com
Outdoor Photographer	190,000	\$100/M	National Geographic Traveler, Recreational Equipment, Sierra Club	Eric Friedman – 609-580-2708 eric.friedman@alc.com
Outside Magazine	464,000	\$105/M	Appalachian Mountain Club, Camping Warehouse, A Well Known Travel Publication	Eric Friedman – 609-580-2708 eric.friedman@alc.com
Outside's Go	116,000	\$125/M	New to Market	Eric Friedman – 609-580-2708 eric.friedman@alc.com
Provell Travelers	444,000	\$90/M + \$10/M	New to Market	Billie Risser – 609-580-2843 billie.risser@alc.com
RJC Travel Club	228,000	\$85/M	Cooper Communities, Fairfield Communities, Ramada Plaza	Billie Risser – 609-580-2843 billie.risser@alc.com
Robb Report	50,000	\$225/M	Exclusive Resorts, The Grand Del Mar A Well Known Travel Publication	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
The Saturday Evening Post	332,000	\$100/M	Majestic American Line, New Mexico Magazine, Oklahoma Today	Billie Risser – 609-580-2843 billie.risser@alc.com
ShowBoats International	35,000	\$100/M	Inquire for Usage	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
SmartMoney Magazine	761,000	\$140/M	Budget Travel Magazine, Cooper Communities, Traveler Magazine	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Smithsonian Contributing Members	54,000	\$100/M	Appalachian Mountain Club, Colonial Williamsburg, Elderhostel	Billie Risser – 609-580-2843 billie.risser@alc.com

Lists with Proven Continuation Usage in this Market (continued)

List	Count	Rate	Sample Continuations	Contact
The Territory Ahead	473,000	\$115/M	Napastyle, Orvis Destinations, Sierra Trading Post	Susan Packard – 609-580-2785 susan.packard@alc.com
The Wall Street Journal	1,278,000	\$170/M	Cruise West, The Hazelton Hotel, Radisson Seven Seas	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Wealth Window – First Class Travelers	704,000	\$72/M +20/M	Cruise West, Exclusive Reports, Ian Schrager Hotels	Emily Briody – 609-580-2971 emily.briody@alc.com
Worth Magazine	76,000	\$150/M	Destination Club Partners, La Costa Resort Facilities, Loreto Bay Company	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Yankee Magazine	236,000	\$95/M	Nova Scotia Division of Tourism, Touring New Brunswick, Travelsmith	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com

Files Enhanced with Travel Select

List	Count	Rate	Contact
Alloy Parent Catalog Buyers - Travel	3,600,000	\$95/M+\$16/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
American Diabetes Enhanced Masterfile - Travel	586,000	\$80/M+\$16/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Artistic Direct Enhanced Masterfile – Travel Enthusiasts	579,000	\$90/M+\$16/M	Marissa Spinelli – 914-524-5229 marissa.spinelli@alc.com
Broderbund Direct – Travel Enthusiasts	1 792,000	\$135/M+\$15/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
chefs™ Catalog Enhanced – Travel	116,000	\$110/M+\$16/M	Gary MacDougall – 914-524-2674 gary.macdougall@alc.com
Children's Cancer Research Enhanced Masterfile - Travelers	84,000	\$80/M+\$11/M	Marissa Spinelli – 914-524-5229 marissa.spinelli@alc.com
Direct Checks Enhanced Masterfile – Travelers	3,877,000	\$90/M+\$16/M	Gary MacDougall – 914-524-2674 gary.macdougall@alc.com
Disney Publishing Enhanced Masterfile – Travelers	623,000	\$105/M+\$12/M	Susan Packard – 609-580-2785 susan.packard@alc.com
Forbes Enhanced Masterfile			Susan Packard – 609-580-2785 susan.packard@alc.com
Cruise	130,000	\$140/M+\$16/M	
Domestic Travel	199,000	\$140/M+\$16/M	
Foreign Travel	141,000	\$140/M+\$16/M	
RV Vacations	165,000	\$140/M+\$16/M	
Habitat for Humanity Enhanced – Travel	344,000	\$80/M+\$16/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Kiplinger Travelers Experian Z24 Circbase Enhanced Masterfile	106,000	\$135/M+\$25/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com

Files Enhanced with Travel Select (continued)

List	Count	Rate	Contact
March of Dimes Travel Enthusiasts	1,277,000	\$75/M+\$16/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Meredith Database			Shawn Danitz – 609-580-2758 shawn.danitz@alc.com
Cruise	2,573,000	\$100/M+\$16/M	
Domestic Travel	6,894,000	\$100/M+\$16/M	
Foreign Travel	2,200,000	\$100/M+\$16/M	
National Magazine Exchange Enhanced Masterfile - Travel	1,635,000	\$90/M+\$16/M	Gary MacDougall – 914-524-2674 gary.macdougall@alc.com
Nederlander Enhanced Masterfile – Travelers	315,000	\$100/M	Billie Risser – 609-580-2843 billie.risser@alc.com
Reader's Digest Enhanced Megafile			Susan Packard – 609-580-2785 susan.packard@alc.com
Domestic Travel	1,100,000	\$100/M+\$12/M	
Foreign Travel	453,000	\$100/M+\$12/M	
Foreign Interest	4,400,000	\$100/M+\$12/M	
Rodale Whole Life US Survey Enhanced Masterfile - Travel	3,503,000	\$100/M+\$16/M	Eric Friedman – 609-580-2708 eric.friedman@alc.com
SmartMoney Z-24 Ciribase Enhanced Database – Travel/Luggage	20,000	\$140/M+\$25/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Telecharge Travelers	520,000	\$95/M	Billie Risser – 609-580-2843 billie.risser@alc.com
Time Life Entertainment Enhanced Masterfile			Susan Packard – 609-580-2785 susan.packard@alc.com
Domestic Travel	312,000	\$105/M+\$12/M	
Foreign Travel	139,000	\$105/M+\$12/M	
Travel Interest	1,300,000	\$105/M+\$12/M	
US News & World Report Smart Readers Enhanced – Travel Interest	369,000	\$100/M+\$16/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Weight Watchers Enhanced Masterfile – Travel Enthusiasts	354,000	\$105/M+\$15/M	Gary MacDougall – 914-524-2674 gary.macdougall@alc.com
Yankee Magazine Enhanced Masterfile – Travel	103,000	\$95/M+\$17/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com

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



THE REST OF THE STORY[®]
www.ALCdata.com