

### Reach the Texans who travel most!

#### ABOUT OUR SUBSCRIBERS

- 300,000 circulation
- 47% male/53% female
- Average household income: \$151,100
- Subscribers took 16.8 trips in Texas in the past year
- Subscribers took 9 domestic trips in the past year
- Average amount spent annually on pleasure trips: \$4,100

#### MEETING AND EVENT PLANNER

February 2009 Issue

**TARGET:** Corporate meeting and conference planners plus event planners and venues

**SPACE RESERVATION:** December 5, 2008

**MATERIALS DUE:** December 10, 2008

#### SPRING TRAVEL PLANNER

March 2009 Issue

**TARGET:** Readers planning summer vacations

**SPACE RESERVATION:** January 5, 2009

**MATERIALS DUE:** January 12, 2009

#### GOLF AND CONFERENCE PLANNER

April 2009 Issue

**TARGET:** Recreational golfers and meeting planners

**SPACE RESERVATION:** February 5, 2009

**MATERIALS DUE:** February 10, 2009

#### FALL TRAVEL PLANNER

August 2009 Issue

**TARGET:** Readers planning winter getaways and ski trips

**SPACE RESERVATION:** June 5, 2009

**MATERIALS DUE:** June 10, 2009

**More than 2.4 million affluent and well-traveled TEXAS MONTHLY readers will see your ad in a TEXAS MONTHLY Travel Planner. Plus your ad will reap these added value benefits:**

**Reader Response Card:** For the spring and fall Travel Planners, a bound-in response card allows readers to request information from the advertisers. TEXAS MONTHLY processes requests and sends you the names and addresses of interested readers to add to your prospect database.

**Sweepstakes Offer:** Each Travel Planner includes a vacation package online sweepstakes to boost reader interest.

**Online Extension:** Advertisers can take advantage of an online extension for an additional investment; ask your account representative for details.

### **COST**

**Quarter-page ad: \$6,450**

**Half-page ad: \$12,875**

Price includes production costs. Advertisers running in more than one Travel Planner will receive a \$100 discount on each additional insertion. Travel Planner advertisements are agency commissionable and do count toward frequency.

### **MATERIALS REQUESTED:**

**Quarter-page:** Image (square format), black-and-white or CMYK logo, 40 words of copy (maximum), phone number and/or URL.

**Half-page:** Image (square or vertical format), black-and-white or CMYK logo, 100 words of copy (maximum), phone number and/or URL.

Please submit 300 dpi CMYK files in TIFF or EPS format that are at least 3.25" W x 2.75" D (for a quarter page). Horizontal images preferred; TEXAS MONTHLY will crop your image to fit our format as necessary. To maintain a consistency of style and reduce advertising costs, TEXAS MONTHLY will format all text and lay out all ads according to a pre-established format. We regret that we cannot accept requests to modify this format. If more words than the required number are submitted, TEXAS MONTHLY will use its best judgment in cutting copy to fit the space allowed. Logos will be sized to fit. Be sure to supply the correct materials and clear instructions, if necessary. Screenshot proofs available on request only. It is helpful to look at a previous Travel Planner for a format example. Please contact your sales representative if you have any questions about materials or if you would like to see a previous Travel Planner.

Send your insertion order and materials to:  
**Nicki Longoria, Travel Planner, TEXAS MONTHLY, P.O. Box 1569, Austin, TX 78767.**

Street address, for overnight carriers only:  
**Nicki Longoria, Travel Planner, TEXAS MONTHLY, 701 Brazos, Suite 1600, Austin, TX 78701.**

**For more information, contact your TEXAS MONTHLY representative or April Hinkle in Austin at (512) 320-6985.**



**TEXAS MONTHLY is the trusted travel authority for 2.4 million affluent Texans!**

**94% of subscribers take action as a result of reading TEXAS MONTHLY, so make sure your business is on their itinerary!**