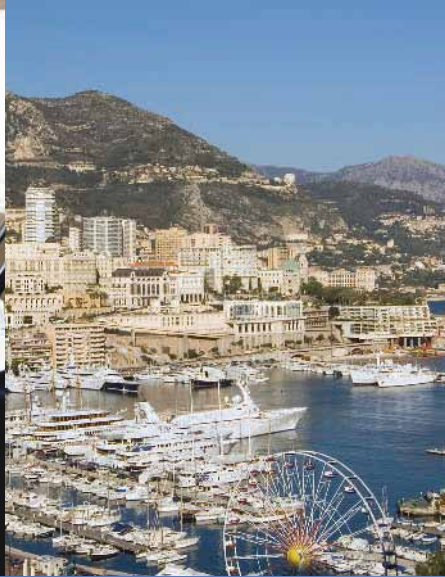


travel



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TRENDS IN AFFLUENT LIVING

UPSHIFT
MAGAZINE

fall 2009

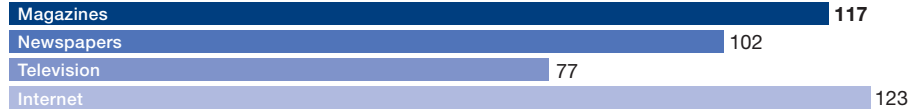
THE AUTHORITY IN HOME, GARDEN AND DESIGN

HOMETRENDS
Magazine

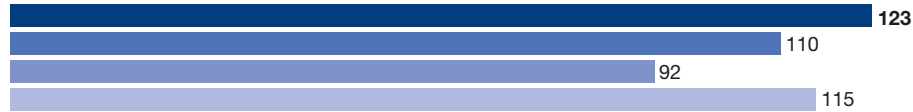
Likely travelers most use magazines and the web

Very/somewhat likely to travel in next 12 months (Index)

Vacation in U.S./Theme Park



Vacation in U.S./Hawaii



Vacation Outside the U.S.



Take a Cruise (more than one day)



Base: Top Quintile of Usage for Each Medium
Source: MRI, Spring 2009

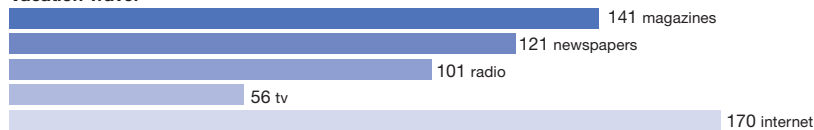
Magazines best target affluent travelers

Travel Activity (Index)	Magazines	Television	Radio	Internet
Any cruise (14+ days) in past 3 years	136	124	108	111
Any European travel in past year	143	89	90	118
Any travel to Hawaii in past year	134	100	99	123
Any travel to Florida in past year	119	107	103	112
Usually fly first class or business class	131	102	104	119

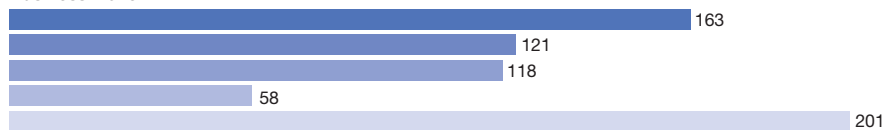
Base: Top Tercile of Usage for Each Medium. Newspapers not measured.
Source: 2009 Mendelsohn Affluent Survey, Heads of Household, HHI \$100,000+

Super influential consumers for travel purchases rely on magazines and the web

Vacation Travel



Business Travel



Base: Top Quintile of Usage for Each Medium
Source: MRI Spring 2009. Super influentials defined as people who have great experience in this topic and whose advice on this topic is trusted by friends and family members.

MPA To download fact sheets from 13 other categories, view case studies or get more information, www.magazine.org/advertising.

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