

## Overview

The following defines the character and behavior of our travel agent audience, including demographic and geographic information, engagement throughout our media channels, and a measurement of the influence that our agents have on consumers' booking and purchasing decisions.

Following are the various media products with which we engage our travel agents:

**Audited:**  
Travel Agent magazine  
TravelAgentCentral.com  
Newsletters  
Travel Agent University

**Informational:**  
Facebook  
Twitter  
Agent Nation  
Luxury Travel Advisor  
LuxuryTravelAdvisor.com

### Travel agents today...

- Hold 105,300 jobs nationwide with 60% of these working in agencies and 17% self-employed
- Drives \$45,000 per month and over \$500,000 annually in gross booking revenue
- The ones employed at an agency drive \$12.85 million each year

| INTEGRATED AUDIENCE ENGAGEMENT |                             | Total Unduplicated Reach | Total Duplicated Reach | Travel Agent magazine | Travel Agent University | Daily Newsletter | Caribbean Newsletter | Cruise Newsletter | Europe Newsletter | Hawaii & South Pacific Newsletter | Mexico & Latin America Newsletter | Vegas Newsletter | Top 10 Newsletter | Home-Based Travel Agent Newsletter | The Dossier Newsletter |
|--------------------------------|-----------------------------|--------------------------|------------------------|-----------------------|-------------------------|------------------|----------------------|-------------------|-------------------|-----------------------------------|-----------------------------------|------------------|-------------------|------------------------------------|------------------------|
| BUSINESS TYPE                  | Travel Agency               | 110,025                  | 251,102                | 48,615                | 77,797                  | 14,337           | 14,383               | 16,031            | 7,730             | 11,256                            | 10,867                            | 11,070           | 10,743            | 15,508                             | 8,690                  |
|                                | Tour Operator               | 801                      | 2,876                  | 391                   | 54                      | 317              | 220                  | 230               | 283               | 192                               | 239                               | 170              | 308               | 242                                | 230                    |
|                                | Other                       | 2,073                    | 7,892                  | 805                   | 127                     | 933              | 717                  | 685               | 731               | 509                               | 593                               | 442              | 917               | 701                                | 732                    |
|                                | Total Number of Respondents | 112,899                  | 261,870                | 49,811                | 77,978                  | 15,587           | 15,320               | 16,946            | 12,819            | 11,957                            | 11,699                            | 11,682           | 11,968            | 16,451                             | 9,652                  |
|                                | Non-respondents             | 15,360                   | 27,095                 | 61                    | 4                       | 3,965            | 1,991                | 2,132             | 1,759             | 1,339                             | 1,756                             | 1,396            | 588               | 4,554                              | 7,611                  |
| <b>Total Audience</b>          |                             | <b>128,259</b>           | <b>289,026</b>         | <b>49,872</b>         | <b>77,982</b>           | <b>19,552</b>    | <b>17,311</b>        | <b>19,078</b>     | <b>14,578</b>     | <b>13,296</b>                     | <b>13,455</b>                     | <b>13,078</b>    | <b>12,556</b>     | <b>21,005</b>                      | <b>17,263</b>          |

### Most of our travel agents are engaged with more than one of our media offerings...

The total unduplicated audience reach for the Travel Agent brand is 128,259 (Verified Audit Circulation, April 1, 2010 - March 31, 2011, Annual Audit Report). With the addition of our unaudited social media numbers, the total duplicated reach becomes 289,026.



### INTEGRATED AUDIENCE ENGAGEMENT BY INFORMATION PRODUCT

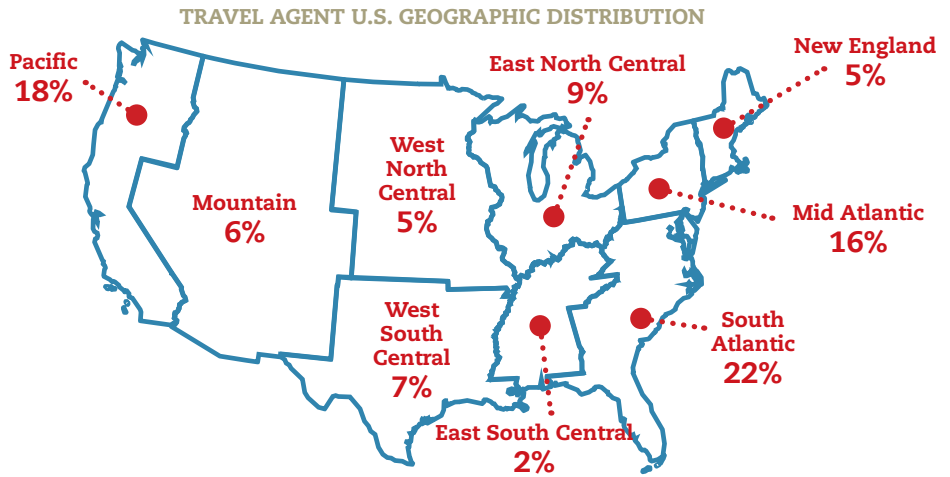
| Information Product                | Reach          |
|------------------------------------|----------------|
| Travel Agent magazine              | 49,872         |
| Travel Agent University Members    | 77,982         |
| Daily Newsletter                   | 19,552         |
| Caribbean Newsletter               | 17,311         |
| Cruise Newsletter                  | 19,078         |
| Europe Newsletter                  | 14,578         |
| Hawaii & South Pacific Newsletter  | 13,296         |
| Mexico & Latin America Newsletter  | 13,455         |
| Vegas Newsletter                   | 13,078         |
| Top 10 Newsletter                  | 12,556         |
| Home-Based Travel Agent Newsletter | 21,005         |
| The Dossier Newsletter             | 17,263         |
| Duplicated Reach Total             | 289,026        |
| Social Media Product               | Reach          |
| *Agent Nation                      | 3,696          |
| *Facebook                          | 2,839          |
| *Twitter                           | 11,037         |
| Social Media Reach Subtotal        | 17,572         |
| <b>Total Reach</b>                 | <b>306,598</b> |

\* Verified Audit Circulation, April 1, 2010 - March 31, 2011, Annual Audit Report

\*Social Media numbers are not audited

Travel Agent magazine's distribution spans the entire country, boasting the industry's most powerful reach.

\*Map represents combination of audited and unaudited product set. Chart represents the magazine only.



TRAVEL AGENT U.S. GEOGRAPHICAL DISTRIBUTION

| Region                | Print        | Digital      | Total Qualified | Percent      |
|-----------------------|--------------|--------------|-----------------|--------------|
| Maine                 | 106          | 20           | 126             | 0.3%         |
| New Hampshire         | 166          | 32           | 198             | 0.4%         |
| Vermont               | 62           | 9            | 71              | 0.1%         |
| Massachusetts         | 945          | 181          | 1,126           | 2.2%         |
| Rhode Island          | 140          | 58           | 198             | 0.4%         |
| Connecticut           | 488          | 87           | 575             | 1.1%         |
| <b>New England</b>    | <b>1,907</b> | <b>387</b>   | <b>2,294</b>    | <b>4.6%</b>  |
| New York              | 3,246        | 734          | 3,980           | 7.9%         |
| New Jersey            | 1,692        | 373          | 2,065           | 4.1%         |
| Pennsylvania          | 1,566        | 608          | 2,174           | 4.3%         |
| <b>Mid Atlantic</b>   | <b>6,504</b> | <b>1,715</b> | <b>8,219</b>    | <b>16.4%</b> |
| Delaware              | 88           | 26           | 114             | 0.2%         |
| Maryland              | 857          | 189          | 1,046           | 2.1%         |
| D.C.                  | 111          | 22           | 133             | 0.3%         |
| Virginia              | 847          | 290          | 1,137           | 2.3%         |
| West Virginia         | 92           | 30           | 122             | 0.2%         |
| North Carolina        | 757          | 153          | 910             | 1.8%         |
| South Carolina        | 423          | 107          | 530             | 1.1%         |
| Georgia               | 1,068        | 430          | 1,498           | 3.0%         |
| Florida               | 3,897        | 1,507        | 5,404           | 10.8%        |
| <b>South Atlantic</b> | <b>8,140</b> | <b>2,754</b> | <b>10,894</b>   | <b>21.7%</b> |
| Ohio                  | 1,033        | 199          | 1,232           | 2.5%         |
| Indiana               | 438          | 103          | 541             | 1.1%         |
| Illinois              | 1,944        | 1,420        | 3,364           | 6.7%         |
| Michigan              | 982          | 202          | 1,184           | 2.4%         |
| Wisconsin             | 527          | 114          | 641             | 1.3%         |
| <b>E. N. Central</b>  | <b>4,924</b> | <b>2,038</b> | <b>6,962</b>    | <b>13.9%</b> |
| Minnesota             | 572          | 149          | 721             | 1.4%         |
| Iowa                  | 230          | 50           | 280             | 0.0%         |
| Missouri              | 601          | 177          | 778             | 1.5%         |
| North Dakota          | 55           | 13           | 68              | 0.1%         |
| South Dakota          | 76           | 12           | 88              | 0.2%         |
| Nebraska              | 129          | 29           | 158             | 0.3%         |
| Kansas                | 211          | 43           | 254             | 0.5%         |
| <b>W. N. Central</b>  | <b>1,874</b> | <b>473</b>   | <b>2,347</b>    | <b>4.7%</b>  |

| Region                 | Print         | Digital       | Total Qualified | Percent       |
|------------------------|---------------|---------------|-----------------|---------------|
| Kentucky               | 184           | 45            | 229             | 0.5%          |
| Tennessee              | 455           | 104           | 559             | 1.1%          |
| Alabama                | 289           | 61            | 350             | 0.7%          |
| Mississippi            | 105           | 25            | 130             | 0.3%          |
| <b>E. S. Central</b>   | <b>1,033</b>  | <b>235</b>    | <b>1,268</b>    | <b>2.5%</b>   |
| Arkansas               | 123           | 15            | 138             | 0.3%          |
| Louisiana              | 300           | 51            | 351             | 0.7%          |
| Oklahoma               | 245           | 63            | 308             | 0.6%          |
| Texas                  | 1,841         | 889           | 2,730           | 5.4%          |
| <b>W. S. Central</b>   | <b>2,509</b>  | <b>1,018</b>  | <b>3,527</b>    | <b>7.0%</b>   |
| Montana                | 65            | 21            | 86              | 0.2%          |
| Idaho                  | 92            | 49            | 141             | 0.3%          |
| Wyoming                | 45            | 7             | 52              | 0.1%          |
| Colorado               | 596           | 134           | 730             | 1.5%          |
| New Mexico             | 134           | 125           | 259             | 0.5%          |
| Arizona                | 724           | 331           | 1,055           | 2.1%          |
| Utah                   | 232           | 55            | 287             | 0.6%          |
| Nevada                 | 378           | 230           | 608             | 1.2%          |
| <b>Mountain</b>        | <b>2,266</b>  | <b>952</b>    | <b>3,218</b>    | <b>6.4%</b>   |
| Alaska                 | 60            | 12            | 72              | 0.1%          |
| Washington             | 610           | 138           | 748             | 1.5%          |
| Oregon                 | 355           | 81            | 436             | 0.9%          |
| California             | 5,097         | 2,424         | 7,521           | 15.0%         |
| Hawaii                 | 275           | 45            | 320             | 0.6%          |
| <b>Pacific</b>         | <b>6,397</b>  | <b>2,700</b>  | <b>9,097</b>    | <b>18.1%</b>  |
| U.S. Territories       | 98            | 33            | 131             | 0.3%          |
| <b>U.S. Total</b>      | <b>35,652</b> | <b>12,305</b> | <b>47,957</b>   | <b>95.5%</b>  |
| Canada                 | 561           | 1,537         | 2,098           | 4.2%          |
| Foreign                | 62            | 121           | 183             | 0.4%          |
| <b>Foreign Total</b>   | <b>623</b>    | <b>1,658</b>  | <b>2,281</b>    | <b>4.5%</b>   |
| <b>Total Qualified</b> | <b>36,275</b> | <b>13,963</b> | <b>50,238</b>   | <b>100.0%</b> |

\* Verified Audit Circulation, April 1, 2010 - March 31, 2011, Annual Audit Report

In an average week, a *Travel Agent* reader spends 3 hours in the following *Travel Agent* Portfolio Products:

- **41 min** with a hard copy of *Travel Agent*
- **22 min** with digital edition of *Travel Agent*
- **21 min** on TravelAgentCentral.com
- **31 min** reading a *Travel Agent* Newsletter
- **14 min** on Agent Nation
- **55 min** on Travel Agent University



## In Print

### TravelAgent magazine

- Uniting buyers and sellers through multimedia intelligence
- Staffed by industry award-winning editors, *Travel Agent* magazine celebrated its 80th anniversary in 2010.

(Frequency: 26/ Year. Circulation: 50,238)

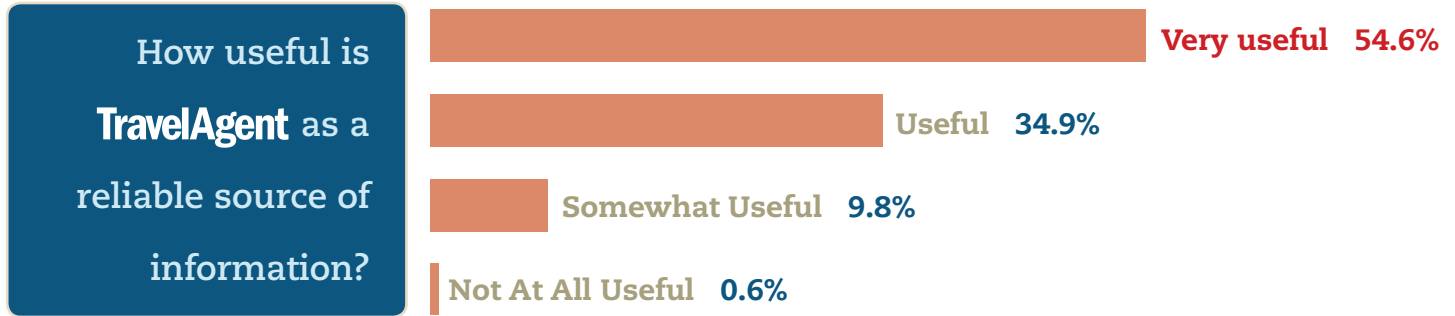
| AUDITED COMPETITION                 | * <i>Travel Agent</i><br>March 2011 VAC | <i>Recommend</i><br>December 2010 BPA | <i>Vacation Agent</i> | <i>Travel Weekly</i><br>December 2010 BPA |
|-------------------------------------|-----------------------------------------|---------------------------------------|-----------------------|-------------------------------------------|
| <b>Total Audience</b>               |                                         |                                       |                       |                                           |
| Total Qualified                     | <b>50,238</b>                           | 45,848                                | Not Audited           | 37,775                                    |
| Total Unique Integrated Audience    | <b>128,259</b>                          | Not Audited                           | Not Audited           | Not Audited                               |
| Total Aggregate Integrated Audience | <b>289,026</b>                          | Not Audited                           | Not Audited           | Not Audited                               |
| <b>Primary Business</b>             |                                         |                                       |                       |                                           |
| Travel Agencies                     | <b>48,986</b>                           | 43,149                                | Not Audited           | 33,682                                    |
| Tour Operators                      | 395                                     | 1,414                                 | Not Audited           | 3,160                                     |

### BUSINESS/INDUSTRY AND JOB TITLE CLASSIFICATION

| Business Description     | Print         | Digital       | Travel Agent  | Owner/<br>President | Manager      | Other        | Total         | Percent       |
|--------------------------|---------------|---------------|---------------|---------------------|--------------|--------------|---------------|---------------|
| Travel Agency            | 35,703        | 13,283        | 19,478        | 17,418              | 8,043        | 4,047        | 48,986        | 97.5%         |
| Tour Operator            | 93            | 302           | 31            | 197                 | 104          | 63           | 395           | 0.8%          |
| Other                    | 479           | 378           | 63            | 324                 | 207          | 263          | 857           | 1.7%          |
| <b>Total Circulation</b> | <b>36,275</b> | <b>13,963</b> | <b>19,572</b> | <b>17,939</b>       | <b>8,354</b> | <b>4,373</b> | <b>50,238</b> | <b>100.0%</b> |

\* Verified Audit Circulation, April 1, 2010 - March 31, 2011, Annual Audit Report

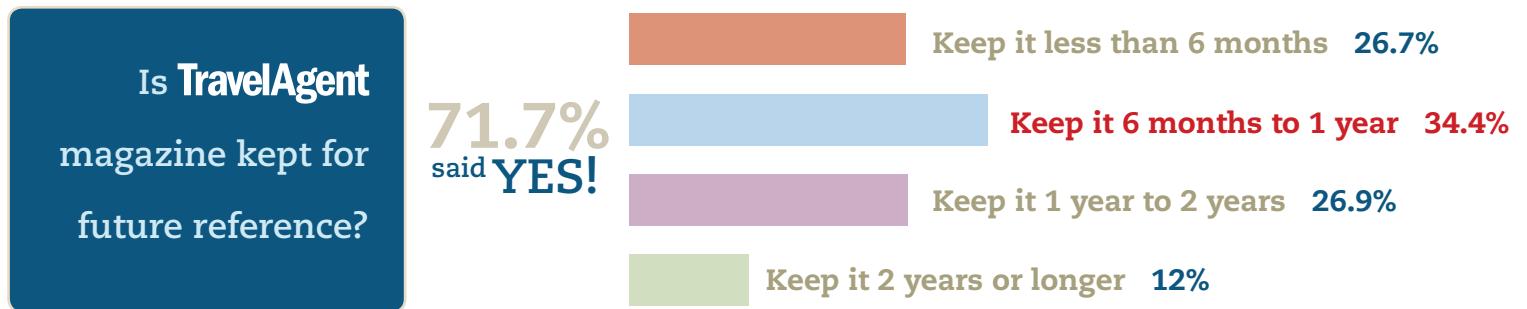
A trusted source of information



Our agents take action based on our recommendations



Most agents keep our magazine for over a year



Which travel trade publication best addresses readers needs?

**TravelAgent**

# Digital

APRIL 1, 2010 - MARCH 31, 2011

## TRAVEL AGENT CENTRAL

Delivering almost 1.3 million ad impressions per month



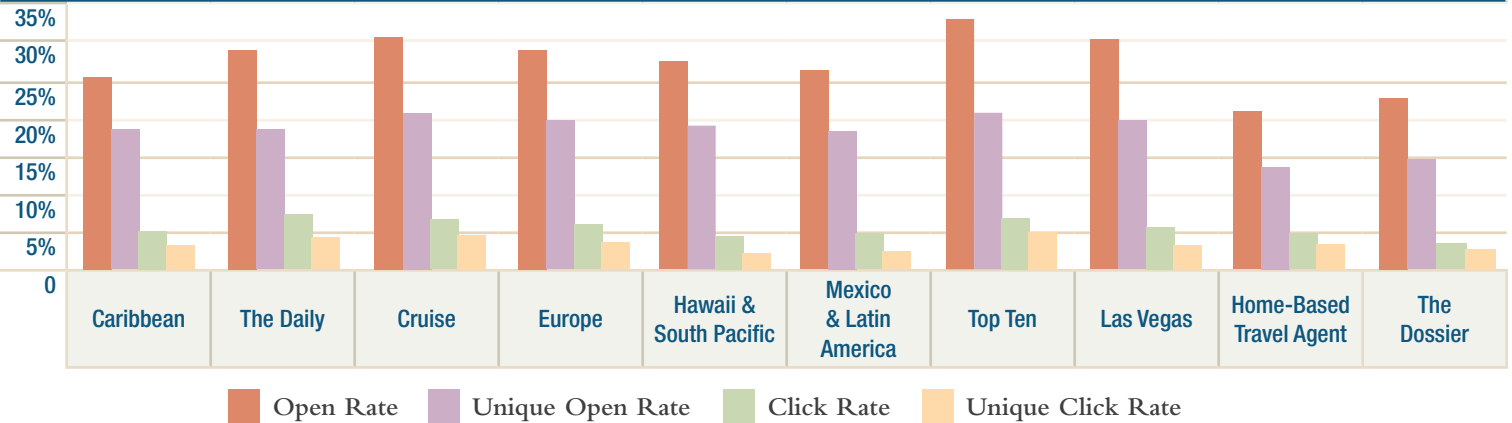
| Visitor Activity         |           |
|--------------------------|-----------|
| Visits                   | 1,362,713 |
| Absolute Unique Visitors | 936,239   |
| Pageviews                | 2,848,851 |
| Unique Pageviews         | 2,471,256 |
| Average Pageviews        | 2.09      |
| Average Time on Site     | 00:01:23  |



| Visitor Activity     |           |
|----------------------|-----------|
| Visits               | 235,890   |
| Unique Visitors      | 109,367   |
| Pageviews            | 1,487,041 |
| Average Time on Site | 00:08:08  |

## Newsletters

### Impressions Metrics



## Travel Agent Social Media Statistics



| Facebook                             |       |
|--------------------------------------|-------|
| Travel Agent magazine New Likes      | 1,176 |
| Travel Agent University Likes        | 427   |
| Travel Agent magazine Lifetime Likes | 2,396 |

| Twitter                        |       |
|--------------------------------|-------|
| Travel Agent Twitter followers | 7,709 |
| Travel Agent tweets            | 8,218 |
| Ruthanne Terrero followers     | 3,328 |
| Ruthanne Terrero tweets        | 4,565 |

## Our Social Networking Site!



| Agent Nation    |         |
|-----------------|---------|
| Total Members   | 3,696   |
| Visits          | 41,591  |
| Profile Views   | 703,037 |
| New Registrants | 842     |
| Time on Site    | 6:56    |

## Events

Questex Travel Group's travel specific events offer our high-quality audience the opportunity to view and learn about the latest products, services and solutions within exhibitions, one-on-one meetings and conference environments. The attendees of these events are the premiere decision makers in their respective fields and drive significant booking revenue across all travel segments.

| Events 2011     | Luxury Travel Expo | Young Leaders Conference | Luxury Travel Exchange | Hawaii Travel Exchange | Incentive Travel Exchange | Caribbean Meetings & Incentive Travel Exchange | European Meetings & Incentive Travel Exchange |
|-----------------|--------------------|--------------------------|------------------------|------------------------|---------------------------|------------------------------------------------|-----------------------------------------------|
| Attendees       | 2,500              | 130                      | 50                     | 150                    | 100                       | 65                                             | 60                                            |
| Duration (days) | 3                  | 2                        | 1                      | 3                      | 3                         | 4                                              | 3                                             |

\* Verified Audit Circulation, April 1, 2010 - March 31, 2011, Annual Audit Report

\* \* Publisher's own data, July 2011.

# An on the move audience on the rise

**TravelAgent** continues to engage the industry's largest audience across the board!

**Our Audience Numbers are up 20% Over 2010!**

For over 80 years, Travel Agent's audience has set the pace for booking trends in the marketplace.

## Now more than ever, travel agents are:

Gaining insights from Travel Agent magazine:

**67.6%** First Year Circulation rose to 67.6% (33,963 subscribers) from 63.5% in 2010.

Learning about the hottest deals and breaking industry news in weekly newsletters:

**21%** 2011 saw 21% more subscribers than 2010.

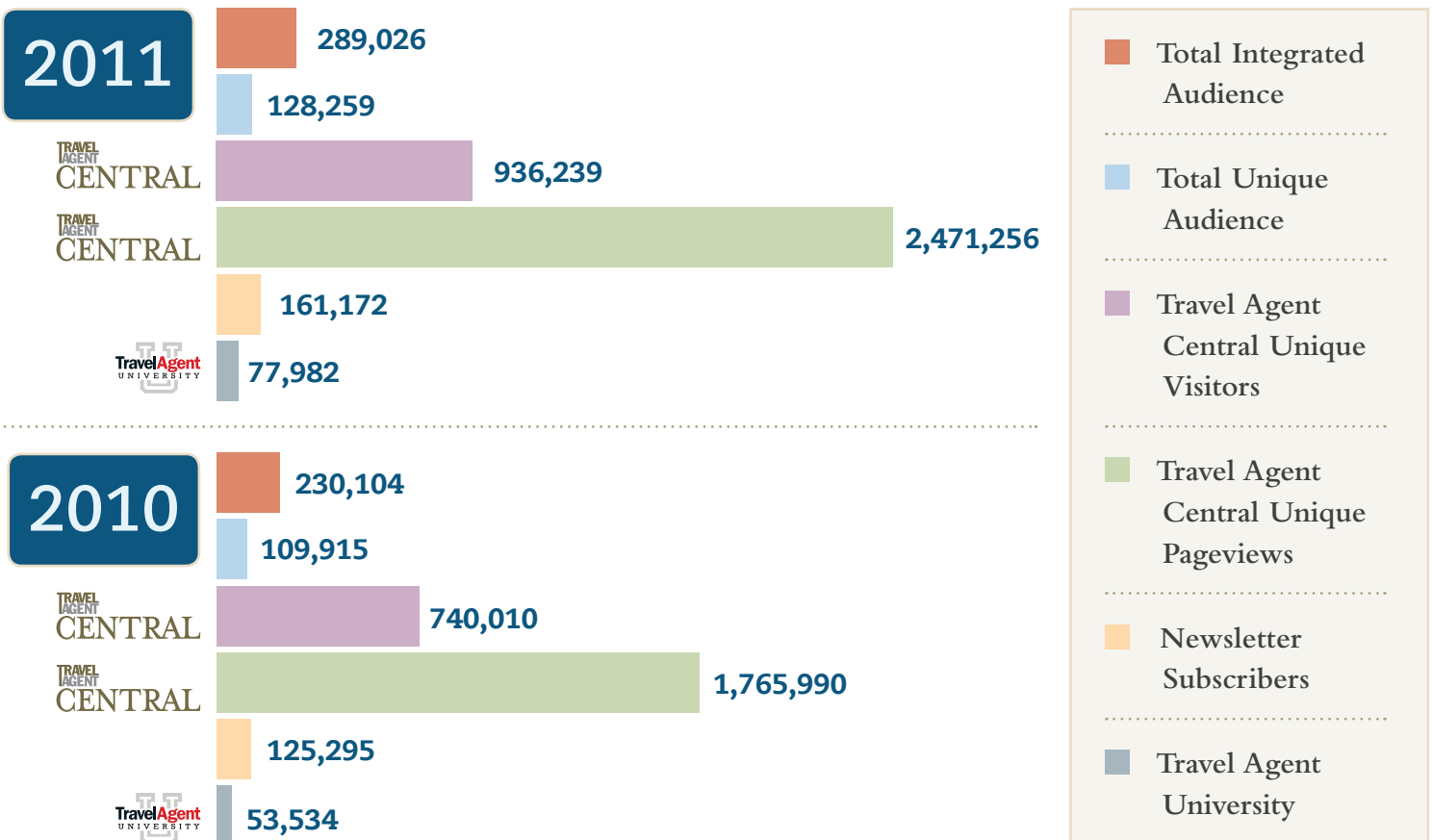
Keeping abreast of the latest travel trends on TravelAgentCentral.com:

Taking online education courses on Travel Agent University:

**21%** Unique visitors rose 21% over 2010.

**32%** 32% more agents took courses than in 2010.

## Audience Growth Snapshot



\* Verified Audit Circulation, April 1, 2010 - March 31, 2011, Annual Audit Report