

T+L Family in-book supplement

Travel + Leisure Family is the go-to **source for affluent parents** who consider traveling with their children to be the ultimate shared experience.

Reaching **250,000 well-heeled readers** who are looking for the essential guide to breathtaking journeys, latest travel trends, and insider tips and advice on traveling as a team, **T+L Family invites you into the fold.**

A special in-book supplement, T+L Family is featured on the cover, in the table of contents, and is a rich guide to all things family travel.

T+L Family Closing Dates 2009

| Issue | Space Closing | Material Closing | On Sale |
|-----------|---------------|------------------|---------|
| March | 12/10 | 12/23 | 2/20 |
| September | 6/12 | 7/2 | 8/28 |

Family travel is a \$96 billion-a-year business.



“Family travel will continue to be the strongest growing market in the years ahead, fueled by parental desire to have more quality time with their children.”

-Peter C. Yesawich, Chairman & CEO, Yesawich, Pepperdine, Brown & Russell

March Line-Up:

Seattle

Our guide to the ultimate family urban adventure

Gotland

Cycling through an idyllic Nordic island

Kids' Passports

What you need to know

Summer Resorts in the U.S.A.

We poll families about the retreats they return to year after year



Advertising Specifications + Requirements

PUBLICATION:

4/C Line Screen: 133
B/W Line Screen: 120

REQUIRED MATERIALS:

PDF-X-1A (4-color composite) digital files with total dot density/resolution of 300, two (2) color proofs (Kodak or Iris), with color bars, and one (1) ruled up laser proof output from the file supplied. Quark files will not be accepted. We do not accept files via email.

Position all crop marks and color bars outside of the trim area.

| PAGE UNIT | BLEED | NON BLEED | TRIM | SAFETY |
|----------------------|------------------|------------------|-------------------|------------------|
| SPREAD: | 16" x 10-3/4" | 14-1/2" x 9-5/8" | 15-1/2" x 10-1/2" | 14-7/8" x 9-7/8" |
| FULL PAGE: | 8" x 10-3/4" | 6-3/4" x 9-5/8" | 7-3/4" x 10-1/2" | 7" x 9-7/8" |
| 2/3 PAGE: | 5-1/4" x 10-3/4" | 4-1/2" x 9-5/8" | 4-7/8" x 10-1/2" | 4-1/4" x 9-7/8" |
| 1/2 PAGE Digest: | 5-1/4" x 8" | 4-1/2" x 7-1/4" | 4-7/8" x 7-3/4" | 4-1/4" x 7-1/8" |
| 1/2 PAGE Horizontal: | 8" x 5-3/8" | 6-3/4" x 4-3/4" | 7-3/4" x 5-1/8" | 7" x 4-1/2" |
| 1/2 PAGE Vertical: | 4-1/8" x 10-3/4" | 3-1/8" x 9-5/8" | 3-3/4" x 10-1/2" | 3-1/8" x 9-7/8" |
| 1/3 PAGE Vertical | 3" x 10-3/4" | 2-1/8" x 9-5/8" | 2-3/4" x 10-1/2" | 2" x 9-7/8" |
| 1/3 PAGE Square: | 5-1/4" x 5-3/8" | 4-1/2" x 4-3/4" | 5" x 5-1/8" | 4-1/2" x 4-3/4" |
| 1/6 PAGE Vertical: | N/A | 2-1/8" x 4-3/4" | N/A | N/A |
| COVERS: | 8" x 10-3/4" | 6-3/4" x 9-5/8" | 7-3/4" x 10-1/2" | 7" x 9-7/8" |



SEND PRODUCTION MATERIALS:

Yvonne Parker, Production Mgr.
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F (212) 827-6463

American Express Publishing
Advertising Production, 16th FL.
1120 Avenue of the Americas
New York, NY 10036

Audience= 1,678,000
Median Age= 43
Median HH= \$114,090
* Duplication to Parenting Books= 2%

*Family Fun, Parents, Parenting, and Working Mother
Note: Based on Travel + Leisure readers with children in household
Source: 2008 Spring MRI

TRAVEL + LEISURE
FAMILY

T+L Family rate card

Travel + Leisure Family Rates*

| | 1X | 2X |
|-------------------------|----------|----------|
| Cover 4 (Back cover) | \$38,510 | \$37,355 |
| Cover 2 | \$35,440 | \$34,380 |
| Cover 3 | \$33,960 | \$32,940 |
| 4C Page | \$30,870 | \$29,945 |
| 2/3 Page 4C | \$24,705 | \$23,960 |
| 1/2 Page 4C | \$18,530 | \$17,975 |
| 1/3 Page 4C | \$12,350 | \$11,980 |
| 2C Page | \$26,045 | \$25,265 |
| 2/3 Page 2C | \$20,840 | \$20,215 |
| 1/2 Page 2C | \$15,630 | \$15,160 |
| 1/3 Page 2C | \$10,425 | \$10,110 |
| BW Page | \$20,845 | \$20,220 |
| 2/3 Page BW | \$16,675 | \$16,175 |
| 1/2 Page BW | \$12,510 | \$12,130 |
| 1/3 Page BW | \$8,345 | \$8,095 |

For advertising information contact your T+L Account Manager or **Jordana Pransky**, V.P. Advertising Director, Travel + Leisure Sales, at 212.382.5822.

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* The T+L magazine rate card terms and conditions shall apply to all advertising in T+L Family.