

Total Audience Profile

July 2025

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Audience Summary

Total Universe Total Records	1st Party Marketing list Total Records	3rd Party Marketing list Total Records

Total Universe

The data shown below is a brief summary of the information available from the e-Newsletters subscriber database for July 2025. All information is publisher's own data for this date.

Travel Cost	Involvement
\$100 million Or More	%
\$50 million to \$99.9 million	%
\$25 million to \$49.9 million	%
\$10 million to \$24.9 million	%
\$3 million to \$9.9 million	%
\$1 million to \$2.9 million	%
Less than \$1 million	%
Grand Total	100.0%
	Grand Total
	100.0%

Primary Job Function	Industry/ Primary Business
Executive Management	Agri Forestry Fisheries Mining Chem Petroleum
Purchasing/Procurement/Sourcing	Automotive/Transportation
Financial Management	Banking Finance Insurance Real Estate
Travel Management	Construction/Engineering/Utilities
Human Resources	Diversified Company
Travel Agent	Education
General/Administration	Government
Sales/Marketing	Medical/Healthcare/Pharma
IT/Facilities	Manufacturing
Operations	Professional Services (Business Legal Consulting)
Other Management	Media/Advertising/Communications/Marketing
Grand Total	Technology/Electronics
	Trade/Non-Profit Organization
	Travel Mgmt Co/Agency/Meetings
	Travel Supplier
	Wholesale/Retail/Distr (Non-Travel)
	Sports/Entertainment
	Grand Total
	100.0%

1st Party Marketing List

The data shown below is a brief summary of the information available from the e-Newsletters subscriber database for July 2025. All information is publisher's own data for this date.

Travel Cost	Involvement in
\$100 million Or More	%
\$50 million to \$99.9 million	%
\$25 million to \$49.9 million	%
\$10 million to \$24.9 million	%
\$3 million to \$9.9 million	%
\$1 million to \$2.9 million	%
Less than \$1 million	%
Grand Total	100.0%
	Grand Total
	100.0%

Primary Job Function	Industry/ Primary Business
Executive Management	Agri Forestry Fisheries Mining Chem Petroleum
Purchasing/Procurement/Sourcing	Automotive/Transportation
Financial Management	Banking Finance Insurance Real Estate
Travel Management	Construction/Engineering/Utilities
Human Resources	Diversified Company
Travel Agent	Education
General/Administration	Government
Sales/Marketing	Medical/Healthcare/Pharma
IT/Facilities	Manufacturing
Operations	Professional Services (Business Legal Consulting)
Other Management	Media/Advertising/Communications/Marketing
Grand Total	Technology/Electronics
	Trade/Non-Profit Organization
	Travel Mgmt Co/Agency/Meetings
	Travel Supplier
	Wholesale/Retail/Distr (Non-Travel)
	Sports/Entertainment
	Grand Total
	100.0%

Geographic Area

United States %

Canada %

Africa %

Asia %

Caribbean/Central America %

Europe %

Middle East %

Pacific Rim %

South America %

Other %

Grand Total 100.0%

3rd Party Marketing List

The data shown below is a brief summary of the information available from the e-Newsletters subscriber database for July 2025. All information is publisher's own data for this date.

Travel Cost	Involvement in
\$100 million Or More	%
\$50 million to \$99.9 million	%
\$25 million to \$49.9 million	%
\$10 million to \$24.9 million	%
\$3 million to \$9.9 million	%
\$1 million to \$2.9 million	%
Less than \$1 million	%
Grand Total	100.0%
	Grand Total
	100.0%

Primary Job Function	Industry/ Primary Business
Executive Management	Agri Forestry Fisheries Mining Chem Petroleum
Purchasing/Procurement/Sourcing	Automotive/Transportation
Financial Management	Banking Finance Insurance Real Estate
Travel Management	Construction/Engineering/Utilities
Human Resources	Diversified Company
Travel Agent	Education
General/Administration	Government
Sales/Marketing	Medical/Healthcare/Pharma
IT/Facilities	Manufacturing
Operations	Professional Services (Business Legal Consulting)
Other Management	Media/Advertising/Communications/Marketing
Grand Total	Technology/Electronics
	Trade/Non-Profit Organization
	Travel Mgmt Co/Agency/Meetings
	Travel Supplier
	Wholesale/Retail/Distr (Non-Travel)
	Sports/Entertainment
	Grand Total
	100.0%

Geographic Area
United States %
Canada %
Africa %
Asia %
Caribbean/Central America %
Europe %
Middle East %
Pacific Rim %
South America %
Other %
Grand Total 100.0%

Website Activity

The website activity information provided below is based on Google Analytics for the periods shown below. Key terms used in the charts below are defined in the last section of this report.

WEBSITE VISITS, PAGE VIEWS, UNIQUE VISITORS SUMMARY

6-month Totals and Averages

Month of Date Field	Visits	Page Views	Unique Visitors	Organic Pageviews	Organic Visitors	Page Views per Uni..	Page Views pe..
February 2025							
March 2025							
April 2025							
May 2025							
June 2025							
July 2025							
Averages							

Website Activity - Key Terms Defined

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Visit: One request, or a series of requests by a visitor to a web site. If a visitor to the site does not make a request for a specified period of time, the previous series of requests is considered a complete visit.

Page View: The combination of one or more files presented to a visitor as a single document as a result of a single request received by the server. Page view statistics are filtered to remove robotic activity, internal requests and page-like items such as pop-ups and interstitials.

Unique Visitor: A visitor identified by cookies plus a heuristic that combines IP address and browser type covering that visitor's activity over a calendar month.

Organic Pageviews: The combination of one or more files presented to a visitor, who accessed the site from unpaid search results, as a single document as a result of a single request received by the server. Page view statistics are filtered to remove robotic activity, internal requests and page-like items such as pop-ups and interstitials.

Organic Visitors: A visitor identified by cookies plus a heuristic that combines IP address and browser type covering that visitor's activity over a calendar month, who accessed the site from unpaid search results.