

Total Audience Profile

July 2025

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Audience Summary

Total Magazine & eNewsletter Circulation	Total Magazine Distribution	Total eNewsletter Circulation	Avg Monthly Website Unique Visitors*


Magazine - July 2025 issue

	Edition	
	Print	
	Bonus Distribution	
	Total Magazine Distribution	


eNewsletters - July 2025

	Daily	
	Sunday Offers	
	Weekend	
	Total eNewsletter Circulation (unduplicated)	
	Total Magazine & eNewsletter Circulation (unduplicated)	

Websites - Averages: February 2025 through July 2025

	Average Monthly Unique Visitors	
	Average Monthly Page Views	

Acedemy

	Registrants	
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*Average is taken from a rolling six months relative to refresh

Magazine Circulation

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

Business Activity/Agent Type	Profession/Title
Home Based	Representative
Retail Store Front	Manager
Travel Supplier	Owner
Tour Operator	Other
Other	
Grand Total	Grand Total

Northeast	Midwest
Connecticut	Illinois
Maine	Indiana
Massachusetts	Iowa
New Hampshire	Kansas
New Jersey	Michigan
New York	Minnesota
Pennsylvania	Missouri
Rhode Island	Nebraska
Vermont	North Dakota
	Ohio
	South Dakota
	Wisconsin
Grand Total	Grand Total

West	South
Alaska	Alabama
Arizona	Arkansas
California	D.C.
Colorado	Delaware
Hawaii	Florida
Idaho	Georgia
Montana	Kentucky
Nevada	Louisiana
New Mexico	Maryland
Oregon	Mississippi
Utah	North Carolina
Washington	Oklahoma
Wyoming	South Carolina
Grand Total	Tennessee
	Texas
	Virginia
	West Virginia
	Grand Total

Geographic Area Overview

United States	
Canada	
International	
Grand Total	

eNewsletter Circulation

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.

Business Activity/Agent Type	Geographic Area
Home Based/Independent Contractor	United States
- Retail Store Front	Canada
Host Agency	International
In-Plant/Corporate Travel Department	
Tour Operator	
Other	
No response	
Grand Total	Grand Total

Magazine/eNewsletter Combined Total Circulation

The data presented below represents the total reach for both the magazine and eNewsletter circulations as of July 2025. Totals are derived from a match of the email addresses provided by subscribers. All duplicate records have been subtracted from these totals. All information is publisher's own data.



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 Unique Visitor	Page Views per Visit
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.