

Total Audience Profile

July 2025

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Audience Summary

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


Newspaper - July 2025 issue

	Digital Edition	
	Print Edition	
	Total Non-Paid Circulation	
	Bonus Distribution	
	Total Newspaper Distribution	

Newsletters - July 2025

	Africa	
	Caribbean	
	Cruise	
	Europe	
	Hawaii	
	Home Based Travel Advisor	
	Las Vegas	
	Luxury News	
	Mexico	
	River Cruise	
	The Daily Bulletin	
	Total eNewsletter Circulation (unduplicated)	
	Total Newspaper & eNewsletter Circulation (unduplicated)	

Website - Averages: February 2025 through July 2025

	Average Monthly Unique Visitors	
	Average Monthly Page Views	

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

Newspaper Circulation

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

Primary Business			Annual Sales Volume at Agency Location		
Travel Agency (including in-plants)	%		\$20 million or more	%	
Hame Based Independent Travel Advisor/Home Based Trav..	%		\$10 million - \$19 million	%	
Tour Operator	%		\$5 million - \$9.9 million	%	
Hotel with 200+ rooms	%		\$3 million - \$4.9 million	%	
Travel Industry Supplier, Corporation, Government or Asso..	%		\$1 million - \$2.9 million	%	
Other	%		\$500,000 - \$999,999	%	
			\$250,000 - \$499,999	%	
			Less than \$250,000	%	
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	%	
Grand Total			Ohio	%	
			South Dakota	%	
			Wisconsin	%	
			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	%	
Other	%	
Grand Total		

Newsletter Circulation

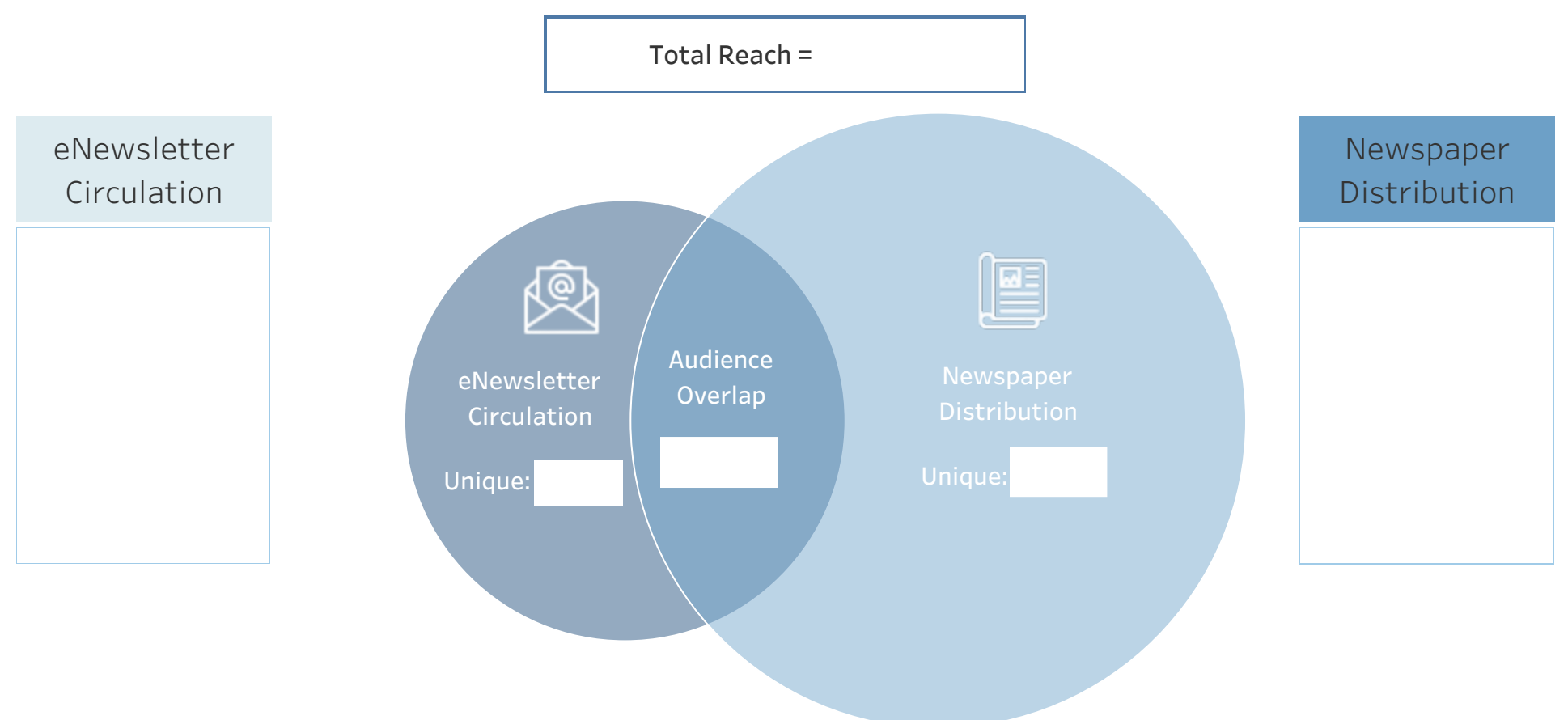
The data shown below is a brief summary of the information available from the e-Newsletters subscriber database for July 2025. All information is publisher's own data for this date.

Primary Business			Sales Volume - Travel Agency/Home Based Travel Advisor		
Travel Agency (including in-plants)	%		\$20 million or more	%	
Home-Based Travel Advisor	%		\$10 million - \$19.9 million	%	
Tour Operator	%		\$5 million - \$9.9 million	%	
Travel Industry Supplier	%		\$3 million - \$4.9 million	%	
Corporation, Government or Association/Non-..	%		\$1 million - \$2.9 million	%	
Other	%		\$500,000 - \$999,999	%	
			\$250,000 - \$499,999	%	
			Less than \$250,000	%	
Grand Total			Total Travel Agency/Home-Based Travel Advisor	%	

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

Newspaper/Newsletter Combined Total Circulation

The data presented below represents the total reach for both the newspaper 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.