

Total Audience Profile

July 2025

About This Report

This report summarizes the collective information about the audience served by TravelAge West. Reported herein is both aggregate and unduplicated data regarding magazine circulation, eNewsletter circulation and website activity. The contents of this report are derived from publisher's own data for the periods shown.

About TravelAge West

For more than 50 years, TravelAge West has been the trusted voice of the travel industry in the West. With its award-winning writing and design, the publication brings the best of travel to life for its readers. The magazine's first-hand, on-site reports and fresh destination coverage is a valued resource for travel advisors.


On its dynamic website, TravelAgeWest.com, visitors gain access to expanded online destination coverage, exclusive content, in-depth travel product information, research tools and resources. The site provides visitors with videos and photo slide shows from all over the world.

The Western traveler's thirst for adventure and new experiences is reflected in consumer travel patterns and trip frequency. Tr.


Audience Summary

Total Magazine & Newsletter Circulation	Total Magazine Distribution	Total Newsletter Circulation	Avg Monthly Website Unique Visitors*
771,114	64,144	26,409	267,756



Magazine - July 2025 issue

	Digital Edition	12,334
	Print Edition	11,333
	Total Non-Paid Circulation	23,667
	Bonus Distribution	50,452
	Total Magazine Distribution	64,144

Newsletters - July 2025

	Your Daily Briefing	11,343
	Caribbean Newsletter	11,909
	Cruise/River Cruise Newsletter	16,103
	Europe Newsletter	15,946
	Hawaii Newsletter	15,449
	Family Getaways	8,905
	Mexico Newsletter	11,295
	Explorer Newsletter	8,963
	Total Newsletter Circulation (unduplicated)	26,409
	Total Magazine & Newsletter Circulation (unduplicated)	77,061

Website - Averages: February 2025 through July 2025

	Average Monthly Unique Visitors	267,756
	Average Monthly Page Views	626,500

*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.

Primary Business			Annual Sales Volume at Agency Location		
Travel Agency	58.2%	44,374	\$20 million or more	9.2%	2,447
			\$10 million - \$19 million	2.9%	757
Home-Based Travel Agent: Agency Employee	8.8%	2,666	\$5 million - \$9.9 million	4.3%	1,103
			\$3 million - \$4.9 million	5.0%	1,170
Home-Based Travel Agent: Independent Agent	32.5%	10,653	\$1 million - \$2.9 million	16.3%	4,249
			\$500,000 - \$999,999	18.9%	5,011
Other	0.5%	154	\$250,000 - \$499,999	12.7%	3,279
			Less than \$250,000	30.6%	8,145
Grand Total		44,144	Grand Total		24,144

Northeast			Midwest		
Connecticut	0.3%	85	Illinois	1.2%	1,103
Maine	0.1%	30	Indiana	0.4%	411
Massachusetts	0.5%	140	Iowa	0.2%	173
New Hampshire	0.1%	37	Kansas	0.2%	170
New Jersey	1.1%	8,908	Michigan	0.8%	893
New York	2.1%	11,449	Minnesota	0.4%	410
Pennsylvania	1.1%	1,149	Missouri	0.5%	597
Rhode Island	0.1%	84	Nebraska	0.1%	111
Vermont	0.0%	1	North Dakota	0.0%	40
Grand Total		14,807	Ohio	0.8%	721
			South Dakota	0.1%	88
			Wisconsin	0.4%	474
			Grand Total		1,944

West			South		
Alaska	0.1%	85	Alabama	0.4%	499
Arizona	0.9%	1,141	Arkansas	0.1%	110
California	6.1%	8,882	D.C.	0.1%	143
Colorado	0.9%	909	Delaware	0.1%	110
Hawaii	0.2%	195	Florida	3.6%	1,140
Idaho	0.1%	145	Georgia	1.4%	1,140
Montana	0.1%	111	Kentucky	0.2%	261
Nevada	0.6%	625	Louisiana	0.4%	499
New Mexico	0.1%	128	Maryland	0.7%	861
Oregon	0.4%	490	Mississippi	0.2%	299
Utah	0.4%	499	North Carolina	0.9%	889
Washington	1.1%	1,111	Oklahoma	0.4%	467
Wyoming	0.1%	88	South Carolina	0.6%	607
Grand Total		12,807	Tennessee	0.5%	550
			Texas	4.3%	4,670
			Virginia	0.8%	891
			West Virginia	0.1%	90
			Grand Total		14,144

Geographic Area Overview		
United States	61.4%	70,952
Other	39.0%	23,009
Canada	0.4%	251
Grand Total		94,144

Newsletter Circulation

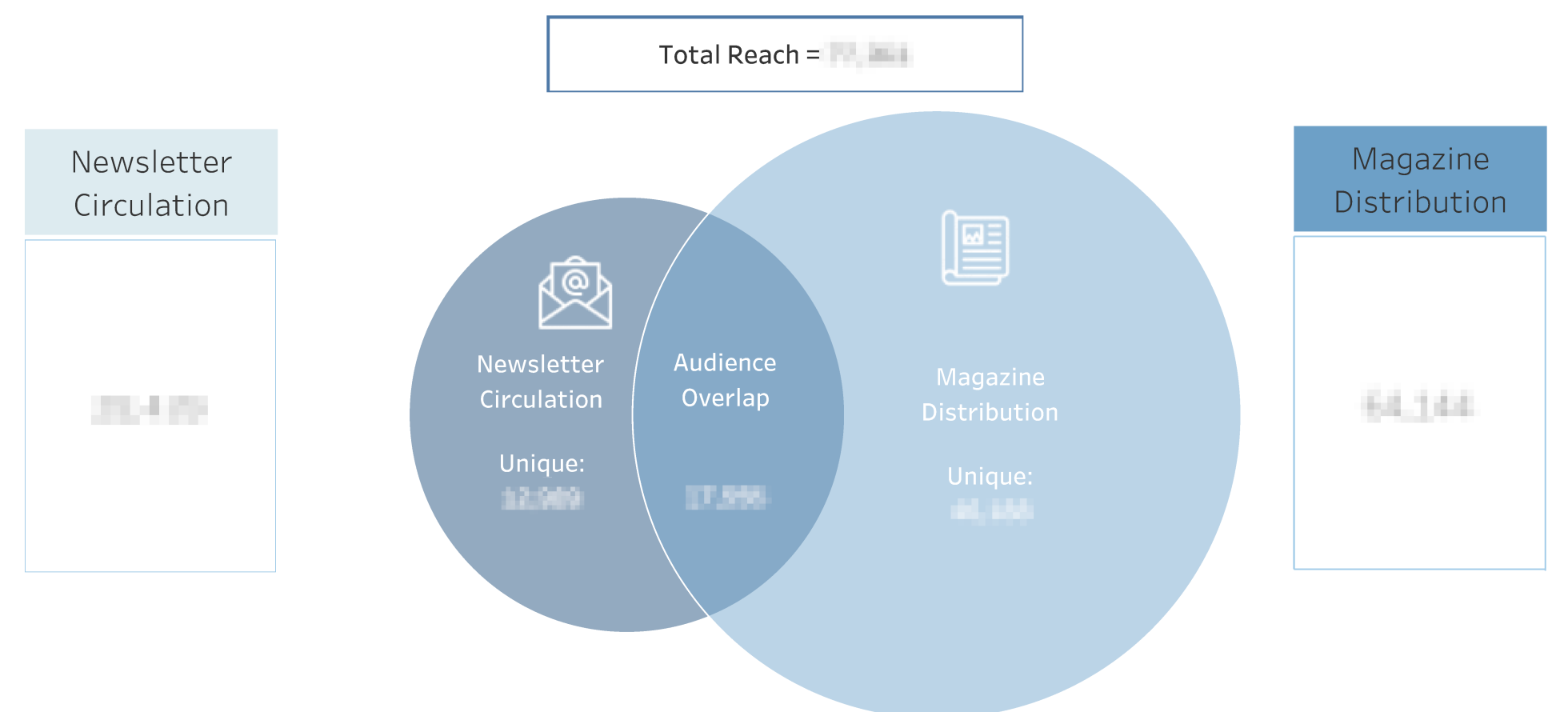
The data shown below is a brief summary of the information available from the Newsletters subscriber database for July 2025. All information is publisher's own data for this date.

Primary Business			Sales Volume - Travel Agency/Home Based Travel Advisor		
Travel Agency	70.0%	18,714	\$20 million or more	9.1%	8,908
Home-Based Travel Advisor: Independent Adv...	5.0%	1,400	\$10 million - \$19.9 million	3.4%	1,103
Tour Operator	1.0%	251	\$5 million - \$9.9 million	5.0%	1,400
Hotel with 200 or more rooms	0.0%	0	\$3 million - \$4.9 million	6.7%	1,900
Hotel with less than 200 room	0.0%	0	\$1 million - \$2.9 million	19.3%	4,761
Travel Industry Supplier	23.0%	4,999	\$500,000 - \$999,999	22.1%	5,540
Corporation, Government or Association/Non...	1.0%	251	\$250,000 - \$499,999	13.5%	3,408
			Less than \$250,000	20.9%	5,100
Grand Total		18,714	Total Travel Agency/Home-Based Travel Advisor		18,714

Geographic Area		
United States	54.1%	15,144
Canada	2.9%	881
Africa	0.1%	41
Asia	0.4%	103
Caribbean/Central America	0.3%	88
Europe	0.6%	173
Middle East	0.0%	30
Pacific Rim	0.1%	44
South America	0.1%	81
Other	41.9%	11,141
Grand Total		28,009

Magazine/Newsletter Combined Total Circulation

The data presented below represents the total reach for both the magazine and Newsletter 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	1,141,141	1,141,141	1,141,141	1,141,141	1,141,141	1.0	1.0
March 2025	1,141,141	1,141,141	1,141,141	1,141,141	1,141,141	1.0	1.0
April 2025	1,141,141	1,141,141	1,141,141	1,141,141	1,141,141	1.0	1.0
May 2025	1,141,141	1,141,141	1,141,141	1,141,141	1,141,141	1.0	1.0
June 2025	1,141,141	1,141,141	1,141,141	1,141,141	1,141,141	1.0	1.0
July 2025	1,141,141	1,141,141	1,141,141	1,141,141	1,141,141	1.0	1.0
Averages	1,141,141	1,141,141	1,141,141	1,141,141	1,141,141	1.0	1.0

Website Activity - Key Terms Defined

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.