

Total Audience Profile

July 2025

About This Report

Contact Information

About

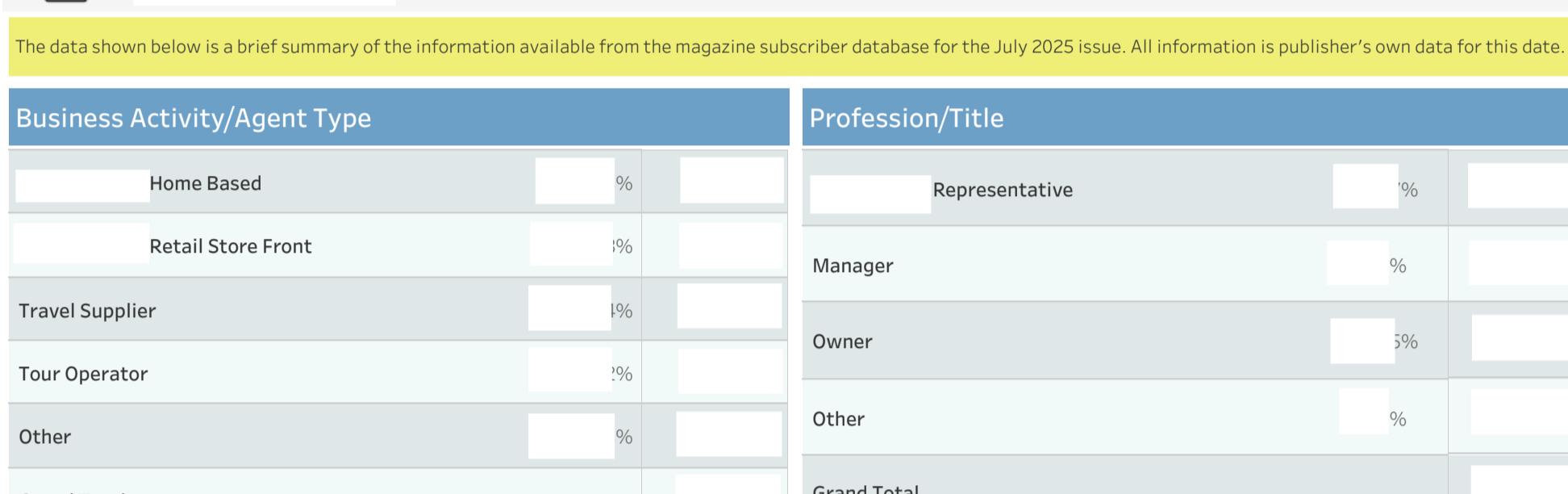
Audience Summary

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

Magazine - July 2025 issue



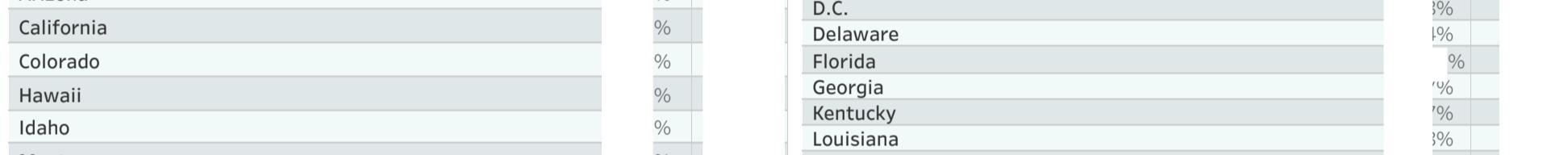
eNewsletters - July 2025



Websites - Averages: February 2025 through July 2025



Academy



*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

Connecticut	%
Maine	%
Massachusetts	%
New Hampshire	%
New Jersey	%
New York	%
Pennsylvania	%
Rhode Island	%
Vermont	%
Grand Total	

Midwest

Illinois	%
Indiana	%
Iowa	%
Kansas	%
Michigan	%
Minnesota	%
Missouri	%
Nebraska	%
North Dakota	%
Ohio	%
South Dakota	%
Wisconsin	%
Grand Total	

West

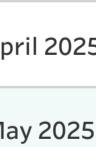
Alaska	%
Arizona	%
California	%
Colorado	%
Hawaii	%
Idaho	%
Montana	%
Nevada	%
New Mexico	%
Oregon	%
Utah	%
Washington	%
Wyoming	%
Grand Total	

South

Alabama	%
Arkansas	%
D.C.	%
Delaware	%
Florida	%
Georgia	%
Kentucky	%
Louisiana	%
Maryland	%
Mississippi	%
North Carolina	%
Oklahoma	%
South Carolina	%
Tennessee	%
Texas	%
Virginia	%
West Virginia	%
Grand Total	

Geographic Area Overview

United States	%
Canada	%
International	%
Grand Total	



eNewsletter Circulation

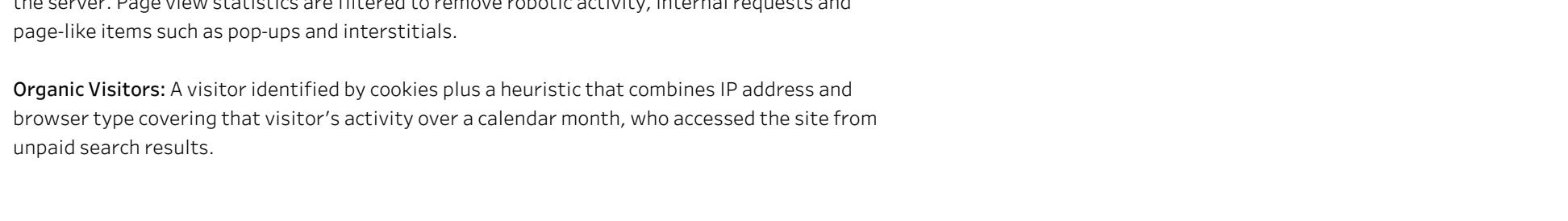
The data shown below is a brief summary of the information available from the e-newsletters subscriber database for July 2025. All information is publisher's own data for this date.

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

Magazine/eNewsletter Combined Total Circulation

The data presented below represents the total reach for both the magazine and e-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.

Total Reach =



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.