

Total Audience Profile

July 2025

About This Report


Contact Information

About TravelAge West


Audience Summary

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


Magazine - July 2025 issue

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

Newsletters - July 2025

	Your Daily Briefing	
	Caribbean Newsletter	
	Cruise/River Cruise Newsletter	
	Europe Newsletter	
	Hawaii Newsletter	
	Family Getaways	
	Mexico Newsletter	
	Explorer Newsletter	
	Total Newsletter Circulation (unduplicated)	
	Total Magazine & Newsletter 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

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	%			
Home-Based Travel Agent: Agency Employee	%			
Home-Based Travel Agent: Independent Agent	%			
Other	%			
Grand Total				
	\$20 million or more	%		
	\$10 million - \$19 million	%		
	\$5 million - \$9.9 million	%		
	\$3 million - \$4.9 million	%		
	\$1 million - \$2.9 million	%		
	\$500,000 - \$999,999	%		
	\$250,000 - \$499,999	%		
	Less then \$250,000	%		
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	%	
Other	%	
Canada	%	
Grand Total		

Newsletter Circulation

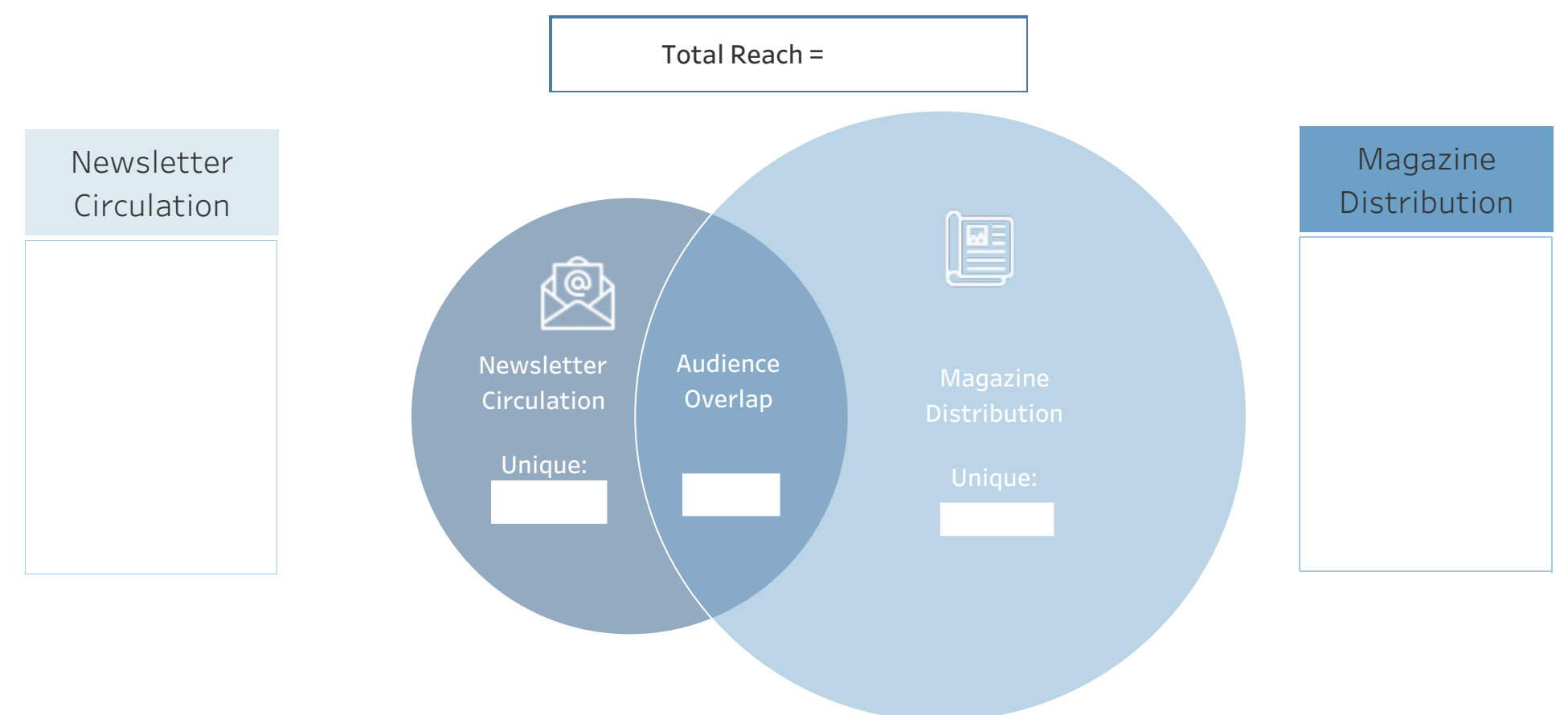
The data shown below is a brief summary of the information available from the Newsletters subscriber database for July 2025. All information is publisher's own data for this date.

Primary Business	Sales Volume - Travel Agency/Home Based Travel Advisor			
Travel Agency	%			
Home-Based Travel Advisor: Independent Adv..	%			
Tour Operator	%			
Hotel with 200 or more rooms	%			
Hotel with less than 200 room	%			
Travel Industry Supplier	%			
Corporation, Government or Association/Non...	%			
Grand Total				
	\$20 million or more	%		
	\$10 million - \$19.9 million	%		
	\$5 million - \$9.9 million	%		
	\$3 million - \$4.9 million	%		
	\$1 million - \$2.9 million	%		
	\$500,000 - \$999,999	%		
	\$250,000 - \$499,999	%		
	Less than \$250,000	%		
Grand Total				

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

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						
March 2025						
April 2025						
May 2025						
June 2025						
July 2025						
Averages						

Website Activity - Key Terms Defined

Contact Information

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.