

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*
11,102	11,102	20,429	260,700

Magazine - July 2025 issue

Digital Edition	11,102
Print Edition	11,102
Total Non-Paid Circulation	22,204
Bonus Distribution	90,462
Total Magazine Distribution	90,462

Newsletters - July 2025

Your Daily Briefing	11,102
Caribbean Newsletter	11,102
Cruise/River Cruise Newsletter	11,102
Europe Newsletter	11,102
Hawaii Newsletter	11,102
Family Getaways	11,102
Mexico Newsletter	11,102
Explorer Newsletter	11,102
Total Newsletter Circulation (unduplicated)	21,409
Total Magazine & Newsletter Circulation (unduplicated)	71,511

Website - Averages: February 2025 through July 2025

 Average Monthly Unique Visitors	162,114
 Average Monthly Page Views	629,450

*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%		\$20 million or more 9.2%
Home-Based Travel Agent: Agency Employee 8.8%		\$10 million - \$19.9 million 2.9%
Home-Based Travel Agent: Independent Agent 32.5%		\$5 million - \$9.9 million 4.3%
Other 0.5%		\$3 million - \$4.9 million 5.0%
Grand Total		\$1 million - \$2.9 million 16.3%
		\$500,000 - \$999,999 18.9%
		\$250,000 - \$499,999 12.7%
		Less than \$250,000 30.6%
		Grand Total

Northeast

Connecticut	0.3%
Maine	0.1%
Massachusetts	0.5%
New Hampshire	0.1%
New Jersey	1.1%
New York	2.1%
Pennsylvania	1.1%
Rhode Island	0.1%
Vermont	0.0%
Grand Total	

Midwest

Illinois	1.2%
Indiana	0.4%
Iowa	0.2%
Kansas	0.2%
Michigan	0.3%
Minnesota	0.4%
Missouri	0.5%
Nebraska	0.1%
North Dakota	0.0%
Ohio	0.3%
South Dakota	0.1%
Wisconsin	0.4%
Grand Total	

West

Alaska	0.1%
Arizona	0.9%
California	6.1%
Colorado	0.9%
Hawaii	0.2%
Idaho	0.1%
Montana	0.1%
Nevada	0.6%
New Mexico	0.1%
Oregon	0.4%
Utah	0.4%
Washington	1.1%
Wyoming	0.1%
Grand Total	

South

Alabama	0.4%
Arkansas	0.1%
D.C.	0.1%
Delaware	0.1%
Florida	3.6%
Georgia	1.4%
Kentucky	0.2%
Louisiana	0.4%
Maryland	0.7%
Mississippi	0.2%
North Carolina	0.9%
Oklahoma	0.4%
South Carolina	0.6%
Tennessee	0.5%
Texas	4.3%
Virginia	0.8%
West Virginia	0.1%
Grand Total	

Geographic Area Overview

United States	61.4%
Other	39.0%
Canada	0.4%
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 70.0%		\$20 million or more 9.1%
Home-Based Travel Agent: Agency Employee 5.0%		\$10 million - \$19.9 million 3.4%
Tour Operator 1.0%		\$5 million - \$9.9 million 5.0%
Hotel with 200 or more rooms 0.0%		\$3 million - \$4.9 million 6.7%
Hotel with less than 200 room 0.0%		\$1 million - \$2.9 million 19.3%
Travel Industry Supplier 23.0%		\$500,000 - \$999,999 22.1%
Corporation, Government or Association/Non-... 1.0%		\$250,000 - \$499,999 13.5%
Grand Total		Less than \$250,000 20.9%
		Total Travel Agency/Home-Based Travel Advisor

Geographic Area

United States	54.1%
Canada	2.9%
Africa	0.1%
Asia	0.4%
Caribbean/Central America	0.3%
Europe	0.6%
Middle East	0.0%
Pacific Rim	0.1%
South America	0.1%
Other	41.9%
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.

Total Reach = 11,102

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	11,1						