

Total Audience Profile

July 2025

About This Report

This report summarizes the collective information about the audience served by Traveler News. 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


By using our Website, Traveler News/Newsline is collecting and processing information about its Website/online presence and the use of our Website by its visitors. The information is collected and processed for the purpose of improving our Website and the services we provide to our visitors. The information is also used for other purposes, including but not limited to, for advertising and marketing purposes. The information is also used for other purposes, including but not limited to, for advertising and marketing purposes. The information is also used for other purposes, including but not limited to, for advertising and marketing purposes.

The information collected for advertising and marketing purposes is used only for the purpose of improving our Website and the services we provide to our visitors. The information is also used for other purposes, including but not limited to, for advertising and marketing purposes.


Audience Summary

Total Magazine & Newsletter Circulation	Total Magazine Distribution	Total Newsletter Circulation	Avg Monthly Website Unique Visitors*
77,114	64,144	22,409	267,716


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	64,119

Newsletters - July 2025

	Your Daily Briefing	11,343
	Caribbean Newsletter	11,333
	Cruise/River Cruise Newsletter	16,333
	Europe Newsletter	15,333
	Hawaii Newsletter	15,333
	Family Getaways	8,333
	Mexico Newsletter	11,333
	Explorer Newsletter	8,333
	Total Newsletter Circulation (unduplicated)	22,409
	Total Magazine & Newsletter Circulation (unduplicated)	77,114

Website - Averages: February 2025 through July 2025

	Average Monthly Unique Visitors	267,716
	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%	64,119	\$20 million or more	9.2%	5,447
Home-Based Travel Agent: Agency Employee	8.8%	2,444	\$10 million - \$19 million	2.9%	1,333
Home-Based Travel Agent: Independent Agent	32.5%	16,333	\$5 million - \$9.9 million	4.3%	1,333
Other	0.5%	1,333	\$3 million - \$4.9 million	5.0%	1,333
Grand Total		64,119	\$1 million - \$2.9 million	16.3%	8,333
			\$500,000 - \$999,999	18.9%	1,333
			\$250,000 - \$499,999	12.7%	1,333
			Less then \$250,000	30.6%	8,333
			Grand Total		24,000

Northeast			Midwest		
Connecticut	0.3%	1,333	Illinois	1.2%	1,333
Maine	0.1%	1,333	Indiana	0.4%	1,333
Massachusetts	0.5%	1,333	Iowa	0.2%	1,333
New Hampshire	0.1%	1,333	Kansas	0.2%	1,333
New Jersey	1.1%	8,333	Michigan	0.8%	1,333
New York	2.1%	1,333	Minnesota	0.4%	1,333
Pennsylvania	1.1%	1,333	Missouri	0.5%	1,333
Rhode Island	0.1%	1,333	Nebraska	0.1%	1,333
Vermont	0.0%	1,333	North Dakota	0.0%	1,333
Grand Total		16,333	Ohio	0.8%	1,333
			South Dakota	0.1%	1,333
			Wisconsin	0.4%	1,333
			Grand Total		1,333

West			South		
Alaska	0.1%	1,333	Alabama	0.4%	1,333
Arizona	0.9%	1,333	Arkansas	0.1%	1,333
California	6.1%	8,333	D.C.	0.1%	1,333
Colorado	0.9%	1,333	Delaware	0.1%	1,333
Hawaii	0.2%	1,333	Florida	3.6%	1,333
Idaho	0.1%	1,333	Georgia	1.4%	1,333
Montana	0.1%	1,333	Kentucky	0.2%	1,333
Nevada	0.6%	1,333	Louisiana	0.4%	1,333
New Mexico	0.1%	1,333	Maryland	0.7%	1,333
Oregon	0.4%	1,333	Mississippi	0.2%	1,333
Utah	0.4%	1,333	North Carolina	0.9%	1,333
Washington	1.1%	1,333	Oklahoma	0.4%	1,333
Wyoming	0.1%	1,333	South Carolina	0.6%	1,333
Grand Total		16,333	Tennessee	0.5%	1,333
			Texas	4.3%	1,333
			Virginia	0.8%	1,333
			West Virginia	0.1%	1,333
			Grand Total		1,333

Geographic Area Overview		
United States	61.4%	24,000
Other	39.0%	15,333
Canada	0.4%	1,333
Grand Total		44,114

Newsletter Circulation

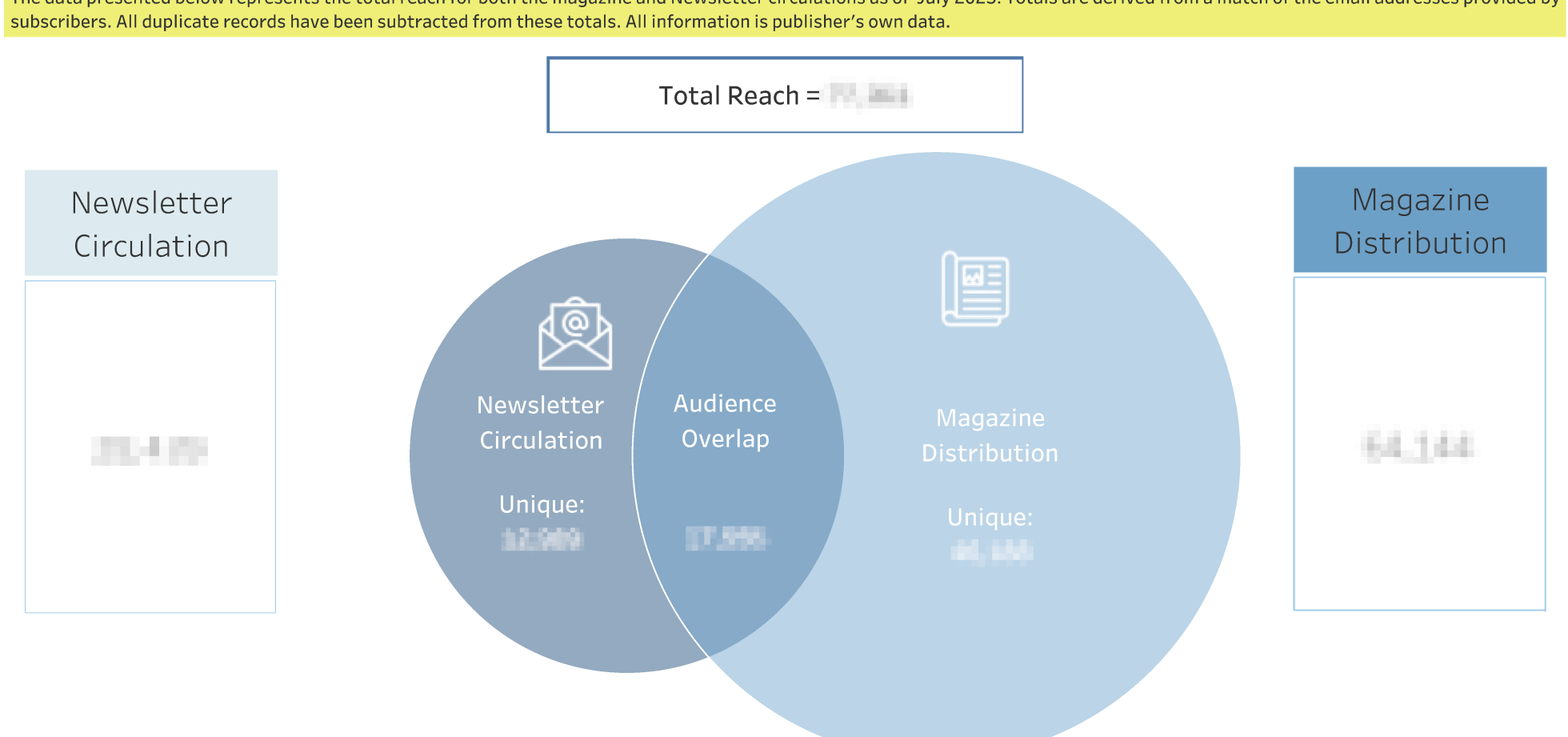
The data shown below is a brief summary of the information available from the Newsletters subscriber database for July 2025. All information is publisher's own data for this date.

Primary Business			Sales Volume - Travel Agency/Home Based Travel Advisor		
Travel Agency	70.0%	15,333	\$20 million or more	9.1%	1,333
Home-Based Travel Advisor: Independent Adv..	5.0%	1,333	\$10 million - \$19.9 million	3.4%	1,333
Tour Operator	1.0%	1,333	\$5 million - \$9.9 million	5.0%	1,333
Hotel with 200 or more rooms	0.0%	1,333	\$3 million - \$4.9 million	6.7%	1,333
Hotel with less than 200 room	0.0%	1,333	\$1 million - \$2.9 million	19.3%	8,333
Travel Industry Supplier	23.0%	8,333	\$500,000 - \$999,999	22.1%	1,333
Corporation, Government or Association/Non...	1.0%	1,333	\$250,000 - \$499,999	13.5%	1,333
Grand Total		24,000	Less than \$250,000	20.9%	1,333
			Total Travel Agency/Home-Based Travel Advisor		15,333

Geographic Area		
United States	54.1%	15,333
Canada	2.9%	1,333
Africa	0.1%	1,333
Asia	0.4%	1,333
Caribbean/Central America	0.3%	1,333
Europe	0.6%	1,333
Middle East	0.0%	1,333
Pacific Rim	0.1%	1,333
South America	0.1%	1,333
Other	41.9%	1,333
Grand Total		24,000

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	1,111,111	1,111,111	1,111,111	1,111,111	1,111,111	1.0	1.0	
March 2025	1,111,111	1,111,111	1,111,111	1,111,111	1,111,111	1.0	1.0	
April 2025	1,111,111	1,111,111	1,111,111	1,111,111	1,111,111	1.0	1.0	
May 2025	1,111,111	1,111,111	1,111,111	1,111,111	1,111,111	1.0	1.0	
June 2025	1,111,111	1,111,111	1,111,111	1,111,111	1,111,111	1.0	1.0	
July 2025	1,111,111	1,111,111	1,111,111	1,111,111	1,111,111	1.0	1.0	
Averages	1,111,111	1,111,111	1,111,111	1,111,111	1,111,111	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.