Mission Statement

ELEVATING THE EXPERIENCE

At TRAVEL + LEISURE we inspire and empower the world’s most curious and passionate travelers to travel more—and travel better. We help to elevate their experience through content and tools that serve them across their entire journey, from dreaming to planning to booking to traveling.
Audience

PRINT READERS
6.1MM

DIGITAL UVS
10.2MM

SOCIAL MEDIA FOLLOWERS
12.7MM

CIRCULATION
988K

EDITORIAL TENTPOLES
• World’s Best Awards
• Worlds’ Best Collection Trips
• Destination of the Year
• World’s Best Restaurants
• Take Your Days

NEW & NOTEWORTHY
• IGTV Locals
• T+L Crisis Communications for Tourism Recovery
• Healthy Planet Awards

MRI DOUBLEBASE AUDIENCE
• Average Age: 52
• Average HHI: $116,046
• Male/Female: 42% / 58%

IPSOS AUDIENCE
• Average Age: 50
• Average HHI: $298,910
• Male/Female: 51% / 49%

T+L.COM AUDIENCE
• Average Age: 50
• Average HHI: $98,377
• Male/Female: 42% / 58%

Sources: comScore Multiplatform/GfK MRI Media Fusion, January 2019/Fall 2018; MRI Doublebase 2019, Ipsos Spring 2019; AAM Dec 2019, Social through Dec 2019
Cruise + Where to Go in 2020

January

Cultural attractions, restaurant openings, hotel booms and more determine our annual list of the places people should add to their travel list, right now—with expanded digital content as 50 Places to Go in 2020. Plus, our annual Cruise package, and much more.

February

Our annual look at the best global escapes for sun, sand, and adventure, with a special section on all that’s new and notable in the Caribbean.

March

Our beloved Hotels issue will visit new, reborn, and classic properties around the globe. We’ll also release the It List, our annual look at the hottest hotel openings around the globe, with more expanded content online.

April

Sustainability is becoming top of mind for many travelers, who are looking to spend and support brands that are giving back to local communities, reducing their carbon footprint, and thinking long-term about the environment. Through a new award series, T+L will honor the people, the destinations, and the hospitality brands that are innovating in the sustainability space. The issue will also look at global fashion, beauty, boutiques, and trends to underscore style news from around the world.

May

Our annual Europe issue hops around the continent, with heritage trips, classic itineraries, food- and wine-driven vacations, and more.

June

Reflecting the continued interest in wellness travel, we’re making that the focus of this issue’s Experiences section, look at destinations, treatments, and tools that let travelers pursue a more holistic path for inner and outer wellbeing.

July

Our annual adventure issue engages with many of the most popular trends in travel today, including ecotourism, conservation, active travel, glamping, sustainable tourism, and voluntourism.
August
WORLD’S BEST AWARDS, 25TH ANNIVERSARY
AD CLOSE 5.25.20 ON SALE 7.17.20
T+L goes big on our signature franchise, now celebrating its milestone 25th year. The annual World’s Best Awards names the best travel providers, destinations, and experiences in the world, from hotels and resorts to cities and islands.

September
WORLD’S BEST RESTAURANTS + CULINARY
AD CLOSE 6.29.20 ON SALE 8.21.20
This issue explores dining and culinary travel, plus the 2020 A-List, our guide of the world’s best travel advisors.

October
CULTURE, STYLE, AND DESIGN
AD CLOSE 7.27.20 ON SALE 9.18.20
Evoking the emotions of adventure and discovery, great design has the power to transport to a favorite destination. This issue will explore the best art, style, and decor from around the world. Plus a dedicated section on cruising.

November
TRIPS OF A LIFETIME
AD CLOSE 8.24.20 ON SALE 10.16.20
Here we will transform our Experiences section into our annual exploration of life-changing trips of all kinds, with strategies for readers about planning their next bucket-list experience.

December
DESTINATION OF THE YEAR + NIGHTLIFE
AD CLOSE 9.28.20 ON SALE 11.20.20
In another of our annual franchises, we will produce a package devoted to the most consequential travel destination of 2020, in terms of traveler interest, new experiences, overall appeal, and more.
# National Rates

## 4-Color Rates (Gross)

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<td>2/3 Page</td>
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<tr>
<td>1/2 Page</td>
<td>$110,900</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$74,000</td>
</tr>
<tr>
<td>1/5 Page</td>
<td>n/a</td>
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<td>Cover 2</td>
<td>$240,300</td>
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<td>Cover 3</td>
<td>$194,100</td>
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<tr>
<td>Cover 4</td>
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## Black & White Rates (Gross)

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<thead>
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<th>Format</th>
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</tr>
</thead>
<tbody>
<tr>
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<td>$100,600</td>
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<td>1/2 Page</td>
<td>$75,500</td>
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<tr>
<td>1/3 Page</td>
<td>$50,300</td>
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</table>

## Rate Base: 950,000

Circulation includes the print and digital editions of the magazine. Qualified full run advertisements will run in both editions. See [Magazine terms and conditions](#) for additional information including opt-out and upgrade options.

### FOR ADVERTISING INFORMATION

Contact your TRAVEL+LEISURE sales representative.
Ad Specifications

**AD SIZE**

<table>
<thead>
<tr>
<th>Trim</th>
<th>Non-Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
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<td>8 1/4&quot; x 10 7/8&quot;</td>
<td>7 3/4&quot; x 10 3/8&quot;</td>
</tr>
<tr>
<td>Spread</td>
<td>16 1/2&quot; x 10 7/8&quot;</td>
<td>16&quot; x 10 3/8&quot;</td>
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<tr>
<td>1/2 Page (Vertical)</td>
<td>4&quot; x 10 7/8&quot;</td>
<td>3 3/4&quot; x 10 3/8&quot;</td>
</tr>
<tr>
<td>1/3 Page (Vertical)</td>
<td>2 3/4&quot; x 10 7/8&quot;</td>
<td>2 3/8&quot; x 10 3/8&quot;</td>
</tr>
<tr>
<td>2/3 Page (Vertical)</td>
<td>5 1/4&quot; x 10 7/8&quot;</td>
<td>5&quot; x 10 3/8&quot;</td>
</tr>
<tr>
<td>1/2 Page (Horizontal)</td>
<td>8 1/4&quot; x 5 3/8&quot;</td>
<td>7 3/4&quot; x 5&quot;</td>
</tr>
<tr>
<td>1/3 Page (Square)</td>
<td>5 1/4&quot; x 5 3/8&quot;</td>
<td>5&quot; x 5&quot;</td>
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<tr>
<td>Digest</td>
<td>5 1/4&quot; x 7 1/4&quot;</td>
<td>5&quot; x 7&quot;</td>
</tr>
<tr>
<td>1/6 Page (Vertical)</td>
<td>NA</td>
<td>2 1/4&quot; x 4 7/8&quot;</td>
</tr>
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</table>

**BLEED**
No charge.

**POSITIONS**
No positions guaranteed.

**RATES AVAILABLE ON REQUEST FOR**
- Business Reply Cards
- Inserts
- Gatefolds
- Cut-Outs
- Pop-Ups
- Scent Strips
- A/B Copy Splits
- Special Matched Fifth Colors

**SPECIAL ADVERTISING SUPPLEMENTS**
Contact your sales representative for information about schedules, rates, and closing dates.

**FILE TRANSMISSION**
Please send all PDF/X-1A ads to TRAVEL + LEISURE by uploading your files to our ad portal: https://meredith.sendmyad.com

**PRODUCTION CONTACT**
Lori Dale
Ad Production
TRAVEL + LEISURE
515.284.5016
Lori.Dale@meredith.com

**MATERIAL REQUIREMENTS**

- **MAGAZINE TRIM SIZE**
  8 1/4" x 10 7/8"
  *Effective March 2020 issue

- **PRINTING PROCESS**
  Web Offset,
  SWOP/MPA standards
  4/C Line Screen: 133
  B/W Line Screen: 120

- **BINDING METHOD**
  Perfect Bound

- **PREFERRED MATERIALS**
  PDX-X1A (4-color composite)
digital files with total dot density/resolution of 300.
Quark files will not be accepted.

  Instructions on creating PDF-X1A files can be accessed at meredith.sendmyad.com

- **SAFETY**
  All live matter must be a minimum of 3/8" from trim on all four sides.

  TRAVEL + LEISURE is presently using Virtual Proofing at it’s printing plants and is no longer accepting proofs from advertisers.

FOR MORE INFORMATION, CONTACT YOUR TRAVEL + LEISURE SALES REPRESENTATIVE.
Meredith Corporation Print Advertising Terms and Conditions

The following are certain terms and conditions governing advertising space placed by Meredith Corporation (“Publisher”) in the U.S. print edition of Travel + Leisure magazine (the “Publication”), as may be revised by Publisher from time to time. For the latest version, go to www.travelandleisure.com. For Publisher’s Digital Editions Advertising Terms and Conditions, go to http://meredithtabletmedia.com/sfp/terms-conditions.php. Submission of insertion order for placement of advertising in the Magazine constitutes acceptance of the following terms and conditions. No terms or conditions in any insertion orders, reservation orders, blanket contracts, instructions or documents that conflict with or alter these terms and conditions will be binding on Publisher, unless authorized in writing by a senior executive of Publisher.

Agency Commission and Payment

1. Publisher may require payment for advertising upon placement of an order. Publisher prior to publication of any advertisement.
2. Agency and advertiser are jointly and severally liable for the payment of all invoices arising from placement of advertising in the Magazine and for all costs of collection of late payment.
3. If an account is placed with a collection agency or attorney for collection, all commissions and discounts will be rescinded or become null and void and the full advertising rate shall apply.
4. Agency commission (or equivalent): fifteen percent (15%) of gross advertising space charges, payable only to recognized agents.
5. Invoices are rendered on or about the on-sale date of the Magazine. Payments are due within thirty (30) days after the billing date, with the following exceptions: Invoices for advertising placed through a recognized agent, payments at rate card rates must be received no later than the issue closing date. Prepayment is required if credit is not established with Publisher prior to ten (10) business days prior to the issue closing date. All payments must be in United States currency.
6. No agency commission is payable, and Publisher will not grant any discounts, on production charges. Any discounts received by advertiser on ad space charges may not be applied to production charges.
7. Advertiser shall pay all international, federal, state and local taxes on the printing of advertising materials and on the sale of ad space.

CANCELLATION AND CHANGES

1. Publisher expressly reserves the right to reject or cancel for any reason at any time any insertion order or advertisement without liability, even if previously acknowledged or accepted. In the event of cancellation for default in the payment of bills, charges for all advertising published as of the cancellation date shall become immediately due and payable.
2. Advertisers may not cancel orders for, or make changes in, advertising after the issue closing date. Cancellation of orders or changes in advertising to be placed on covers, in positions opposite content pages, and for card inserts will not be accepted after the date thirty (30) days prior to the issue closing date. Cancellation of orders for special advertising units printed in the Magazine, such as booklets and gatefolds, will not be accepted after the date sixty (60) days prior to the issue closing date. In the event Publisher accepts cancellation of any of the foregoing deadlines, such acceptance must be in writing, and such cancellation may be subject to additional charges at Publisher’s discretion.
3. The conditions of advertising in the Magazine are subject to change without notice. Publisher will announce ad rate changes thirty (30) days prior to the closing date. Payment of the new rates will take effect. Orders for subsequent issues will be accepted at the then-prevailing rates.

CIRCULATION GUARANTEE

The Magazine is a member of the Alliance for Audited Media (AAM). The following rate base guarantee is based on the AAM’s reported circulation for the Magazine averaged over each six (6) month AAM period, during the calendar year, in which advertising is placed. Publisher guarantees circulation to national advertisers by brand of advertised product or service. In the event the audited six (6)-month average circulation does not meet the guaranteed rate base, Publisher shall grant rebates to the advertiser in ad space credit only, which must be used within six (6) months following the issuance of audited AAM statements for the period of shortfall. Rebates will be calculated based on the difference between the stated rate base at time of publication and the AAM audited 6-month average.

Publisher does not guarantee circulation to regional advertisers, and regional circulations reported by the AAM are used by Publisher only as a basis for determining the Magazine’s advertising rates.

Publisher’s Liability

1. Publisher is not liable for any failure or delay in printing, publishing, or circulating any copies of the issue of the Magazine in which advertising is placed that is caused by, or arising from, an act of God, accident, fire, strike, terrorism or other occurrence beyond Publisher’s control.
2. Publisher is not liable for any failure or delay in publishing in the Magazine any advertisement submitted to it. Publisher does not guarantee positioning of advertisements in the Magazine, is not liable for failure to meet positioning requirements, and is not liable for any error in key numbers.

Publisher will treat all position stipulations on insertion orders as requests. Publisher will not consider any objections to positioning of an advertisement later than six (6) months after the on-sale date of the issue in which the advertisement appears.

The liability of Publisher for any act, error or omission for which it may be held legally responsible shall not exceed the cost of the ad space affected by the error. In no event shall Publisher be liable for any indirect, consequential, special or incidental damages, including, but not limited to, lost income or profits.

MISCELLANEOUS

1. Agency and advertiser jointly and severally represent and warrant that each advertisement submitted by it for publication in the Magazine including, but not limited to, those for which Publisher has provided creative services, contains no copy, illustrations, photographs, text or other content or subject matter that violate any law or infringe any right of any party. As part of the consideration and to induce Publisher to publish such advertisement, agency and advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any loss, liability damages and related expenses (including attorneys’ fees) (collectively, “Losses”) arising from publication of such advertisements in all applicable editions, formats or derivations of the Magazine, including, but not limited to, (a) claims of invasion of privacy, violation of rights of privacy or publicity, trademark infringement, copyright infringement, libel, misappropriation of advertising, or any other claims against Publisher (collectively, “Claims”, or (b) the failure of such advertisement to be in compliance and conformity with any and all laws, orders, ordinances and statutes of the United States or any of the states or subdivisions thereof.

2. In the event the Publisher provides contest or sweepstakes, management services, email design or distribution or other promotional services in connection with advertisements placed in the Magazine, agency and advertiser jointly and severally represent and warrant that any materials, products (including, but not limited to, prizes) or services provided by or on behalf of agency or advertiser will not result in any claim against Publisher. As part of the consideration and to induce Publisher to provide such services, agency and advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any Losses arising from such materials, products or services, including, but not limited to, those arising from any Claims.

3. Publisher’s acceptance of an advertisement for publication in the Magazine does not constitute an endorsement of the product or service advertised. No advertiser or agency may use the Magazine’s name or logo without Publisher’s prior written consent. This agreement shall be governed by and construed in accordance with the laws of the State of New York, without regard to its conflicts of laws provisions.

Any civil action or proceeding arising out of or related to this agreement shall be brought in the courts of record of the State of New York in New York County or the U.S. District Court for the Southern District of New York. Each advertiser and its agency consents to the jurisdiction of such courts and waives any objection to the laying of venue of any such civil action or proceeding in such courts.

Additional Copy and Contract Regulations

1. For advertising units less than full-page size, insertion orders must specify if advertisement is digest, vertical, square, or horizontal configuration.
2. Insertion orders for all advertising units must state if advertisement carries a coupon.
3. Advertising units of less than 1/3 page size are accepted based on issue availability as determined by Publisher.
4. Insert lineage contributes to corporate page levels based on the ratio of the open rate of the insert to the open national PAG rate.
5. If a third party either acquires or is acquired by advertiser during the term of an insertion order, any advertising placed by such third party in an issue of the Magazine that closed prior to the date of the acquisition will not contribute to advertiser’s earning discounts.

Rebates and Shortrates

Publisher shall rebate advertiser if advertiser achieves a higher spending level, resulting in the retroactive lowering of advertising rates, in comparison to the billed advertising rates. This will be in the form of a media credit to be applied against not-yet-paid media invoices. In the event that advertiser fails to achieve a spending level for which it has been billed, advertiser will be short-rated and owe Publisher an additional sum based on the difference between the billed rates and higher rates.
Contact Us

HEADQUARTERS
225 Liberty Street, New York, NY 10281

NEW YORK
KATY BANO, Associate Publisher
katy.bano@meredith.com
VINCE KOOCH, Executive Director, Global Sales
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jennifer@wnpmedia.com

HAWAII
LAURIE DOERSCHLEN, Account Director, Media Links
mdlinks@aol.com

FOR MORE INFORMATION, CONTACT YOUR TRAVEL + LEISURE SALES REPRESENTATIVE.
Executive Summary: Total Average Circulation

<table>
<thead>
<tr>
<th></th>
<th>Total Paid &amp; Verified Subscriptions</th>
<th>Single Copy Sales</th>
<th>Total Circulation</th>
<th>Rate Base</th>
<th>Variance to Rate Base</th>
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<tr>
<td>976,892</td>
<td>11,068</td>
<td>987,960</td>
<td>950,000</td>
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Total Circulation by Issue

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<th></th>
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<tbody>
<tr>
<td></td>
<td>Print</td>
<td>Digital</td>
<td>Total Paid</td>
<td>Total Verified</td>
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<td>Digital</td>
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<td>38,002</td>
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<td>28,028</td>
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<td>948,668</td>
<td>31,238</td>
<td>979,906</td>
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<td>Oct</td>
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<td>40,693</td>
<td>949,459</td>
<td>32,669</td>
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<td>Nov</td>
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<td>55,429</td>
<td>961,326</td>
<td>29,439</td>
<td>990,765</td>
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<tr>
<td>Dec</td>
<td>900,796</td>
<td>54,356</td>
<td>955,152</td>
<td>28,392</td>
<td>963,544</td>
<td>5,406</td>
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<tr>
<td>Average</td>
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<td>43,937</td>
<td>945,597</td>
<td>31,295</td>
<td>976,892</td>
<td>11,068</td>
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Supplemental Analysis of Average Circulation

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<th>Paid Subscriptions</th>
<th>Total % of Circulation</th>
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<th>Total % of Circulation</th>
<th>Single Copy Sales</th>
<th>Total % of Circulation</th>
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<tbody>
<tr>
<td>Print</td>
<td>Digital</td>
<td>Total</td>
<td>% of Circulation</td>
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<td>Digital</td>
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<td>Individual Subscriptions</td>
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<td>911,011</td>
<td>0.1</td>
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<tr>
<td>Multi-Title Digital Programs</td>
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<td>9,309</td>
<td>18,618</td>
<td>0.1</td>
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<tr>
<td>Partnership Deductible Subscriptions</td>
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<td>7,584</td>
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<td>3,792</td>
<td>43,937</td>
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</table>

Variance of Last Three Released Audit Reports

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<tr>
<th>Audit Period Ended</th>
<th>Rate Base</th>
<th>Audit Report</th>
<th>Publisher's Statements</th>
<th>Difference</th>
<th>Percentage of Difference</th>
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<tbody>
<tr>
<td>12/31/2018</td>
<td>950,000</td>
<td>970,672</td>
<td>970,672</td>
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<td>-2.09</td>
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<tr>
<td>12/31/2017</td>
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<td>964,845</td>
<td>964,845</td>
<td>-5,000</td>
<td>-0.53</td>
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<tr>
<td>12/31/2016</td>
<td>950,000</td>
<td>963,798</td>
<td>963,798</td>
<td>-5,000</td>
<td>-0.53</td>
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Visit auditedmedia.com Media Intelligence Center for audit reports
### PRICES

<table>
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<tr>
<th></th>
<th>Suggested Retail Prices (1)</th>
<th>Average Price(2)</th>
<th>Gross (Optional)</th>
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</thead>
<tbody>
<tr>
<td>Average Single Copy</td>
<td>$5.89</td>
<td>$5.99</td>
<td>$5.99</td>
</tr>
<tr>
<td>Subscription</td>
<td>$45.00</td>
<td>$18.00</td>
<td>$18.00</td>
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<tr>
<td>Average Subscription Price</td>
<td></td>
<td>$1.50</td>
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</tbody>
</table>

(1) For statement period
(2) Represents subscriptions for the 12 month period ended June 30, 2019
(3) Based on the following issue per year frequency: 12

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### ADDITIONAL DATA IN AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

- **Circulation by Regional, Metro & Demographic Editions**
- **Geographic Data**
- **Analysis of New & Renewal Paid Individual Subscriptions**
- **Trend Analysis**

### ADDITIONAL ANALYSIS OF VERIFIED

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<tr>
<th></th>
<th>Print</th>
<th>Digital Issue</th>
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<tbody>
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<td></td>
</tr>
<tr>
<td>Business/Professional Services</td>
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<td>712</td>
<td>712</td>
</tr>
<tr>
<td>Doctor/Health Care Providers</td>
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<td>3,043</td>
<td>3,043</td>
</tr>
<tr>
<td>Hotel/Lodges</td>
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<td>150</td>
</tr>
<tr>
<td>In-room Hotel/Lodging</td>
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<td>Individually Requested</td>
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<td>Ordered/Payment Not Received</td>
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<td><strong>Total Individual Use Copies</strong></td>
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</table>

### RATE BASE

Rate base shown in Executive Summary is for paid and verified circulation.

### NOTES

- **Rounding %**: Due to rounding, percentages may not always add up to 100%.
- **Award Point Programs**: Included in Paid Subscriptions Individual is the following average number of copies purchased through the redemption of award points/miles: 408,586
- **Average Nonanalyzed Nonpaid**: Average Nonanalyzed Nonpaid circulation for the period was: 1,899
- **Multi-Title Digital Programs**

<table>
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<th>Reported Multi-Title Digital Program</th>
<th>Unique Opens by Reader</th>
<th>Opens by Issue</th>
<th>Total Opens by Reader</th>
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</thead>
<tbody>
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<td>2.2</td>
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</tbody>
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We certify that to the best of our knowledge all data set forth in this publisher’s statement are true and report circulation in accordance with Alliance for Audited Media’s bylaws and rules.

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