

Reader Profile

Travel 50 & Beyond is the only national travel magazine conceived and designed specifically for people age 50 and over. These older travelers vacation frequently and spend time and money at each destination. Because our readers are active and interested in all types of trips, Travel 50 & Beyond features domestic and international destinations, small group tours, expedition travel, cruises, learning vacations, travel by rail and RV and outdoor adventures.

Average Value of Main Residence:
\$334,000

Average Household Income:*
\$143,000

*based on those working full or part time.

Average Household Net Worth:
\$841,000

CIRCULATION

115,000

READERS PER COPY

2.2

EDUCATION

80% Attended college or better

56% Graduated college or better

22% Postgraduate degree

TRAVEL

4.0 Number of domestic trips in past 12 months

7.4 Average number of days on most recent trip

91% Stayed in hotel, resort, lodge or B&B in past 12 months

71% Flew on a commercial airline

27% Rented a car in past 12 months

82% Own a passport

62% Foreign travel in past 3 years

72% Plan a foreign trip in next 3 years

49% Cruised in past 3 years

79% May cruise in next 3 years

16% Stayed at an all-inclusive resort in the past 12 months

49% May stay at an all-inclusive resort in next 3 years

32% Took an escorted tour in past 12 months

60% May take an escorted tour in the next 3 years

55% May take a river cruise in the next 3 years

88%

have traveled domestically in the last year*

*subscribers spent an average of \$1,410 per person on their most recent trip within the U.S.

75%

have taken action such as directly contacting an advertiser as a result of reading Travel 50 & Beyond

80%

own home

ACTIVITIES

(more than 100% due to multiple choices)

69% Reading books for pleasure

64% Visit historic sites

57% Festivals/events

56% Art shows/museums

51% Theater/concert/opera/ballet

50% Jogging or walking

50% Regular exercise

49% Cinema

46% Entertaining guests in home

42% Gardening

41% Volunteer work

37% Arts and crafts

35% Casino gambling

30% Sporting events

28% Hiking

27% Swimming

25% Boating/sailing

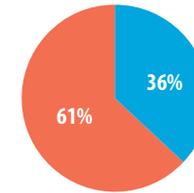
23% Photography

20% Bicycling

19% Gourmet cooking

17% Golf

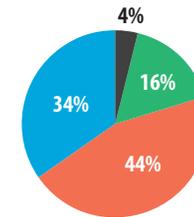
16% Fishing



SEX

Male
Female

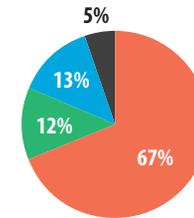
(4% no answer)



AGE (average: 65.9)

Under 50
50-59
60-69
70 or over

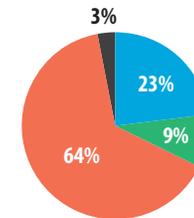
(3% no answer)



MARITAL STATUS

Married
Divorced/separated
Widowed
Never married

(3% no answer)



EMPLOYMENT

Work full time
Work part time
Retired
Other

(1% no answer)

Travel
50 & Beyond