



FY13 National Campaign Media Plan



MONTH	November				December				January				February				March				April				TOTALS			
WEEK	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	4	11	18	25	1	8	15	22		
NETWORK CABLE																												
Travel Channel																												
Total :30 Spots: 340																												
Est Imp: 49,330,000																												
Weather Channel																												
Est Imp:75,072,000																												
NEWSPAPERS																												
Wall Street Journal																												
Saturday Off Duty Cover Strip ads																												
National Half Page 4C in Off Duty																												
Circ: 1,500,000																												
Impressions: 8,643,000																												
USA Today																												
Wednesday 11/7 Weather Section Sponsor																												
Friday 11/16 1/2 pg FC Travel Section/Winter Getaways Editorial Adjacency																												
Wed 11/28 & Fri 11/30 Strip Ad Front of Life Sections (1 for 1)																												
Wed Circ: 1,728,413 Fri Circ: 1,981,016																												
Impressions: 12,000,000																												
Magazines																												
AFAR																												
Full Page, 4C																												
Circ: 140,000																												
Impressions: 1,400,000																												
Architectural Digest																												
Full Page, 4C + Full Page Advertorial																												
Circ: 821,937																												
Impressions: 9,682,000																												
Budget Travel																												
4 Page Gatefold																												
Circulation: 675,000																												
Impressions: 2,311,000																												
Conde Nast Traveler																												
Full Page, 4C																												
Circ: 815,000																												
Impressions: 6,674,000																												
Departures																												
Full Page, 4C																												
Circ: 1,000,000																												
Impressions: 6,480,000																												



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WEEK	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	4	11	18	25	1	8	15	22	
Food & Wine																											
Dec: Full Page Spread																											
Jan and Feb: Full Page, 4C																											
Circ: 946,000																											
Impressions: 11,196,000																											
Sierra																											
Full Page, 4C																											
Circ: 518,000																											
Impressions: 2,132,800																											
Smithsonian (Platinum Edition)																											
Full Page, 4C																											
Circ: 1,000,000																											
Impressions: 6,200,000																											
Southwest Spirit																											
Full Page, 4C																											
Circ: 456,000																											
Impressions: 6,600,000																											
Travel & Leisure																											
Dec Full Page, 4C																											
Jan Full Page, 4C + Full Page Advertorial																											
Circ: 975,000																											
Impressions: 10,600,000																											
Wine Spectator																											
12/15, 12/31, Jan/Feb issue																											
Full pg, 4C																											
Circ: 455,049																											
Impressions: 8,400,000																											
SUMMARY																											
Newspapers																											
Impressions: 20,643,000																											
Magazines																											
Impressions: 71,675,800																											
Network Cable																											
Impressions: 124,402,000																											
Online (Added Value)																											
Impressions: TBD																											