



GREAT VACATION GETAWAYS.07/08

NEWSPAPER INSERT SPRING/SUMMER • FALL/WINTER



MAKE IT EASY FOR MILLIONS TO VISIT YOUR VACATION GETAWAY... ADVERTISE TODAY!

GREAT VACATION *Getaways* SEASONAL NEWSPAPER INSERT

TRAVEL GROWTH PREDICTED FOR 2008

According to a Travel Industry of America study, travel is going to increase substantially in 2008:

PROJECTED TOTAL DOMESTIC TRIPS

2006 - 1.990 Billion

2007 - 2.200 Billion

2008 PROPOSED INCREASE of 2-3%!

HERE'S HOW IT WORKS FOR YOU

We print, we insert, we track, and we deliver results to you!

- The Great Vacation Getaway insert will be read by 10.8 million potential vacationers in strategically selected households.
- **Total Circulation:**
Spring: 2,200,000
Fall: 1,650,000
- **30 major market newspapers!** We select demographically targeted households in each market for insertion to ensure the largest return of qualified leads.
- **Online Support!** Your print advertising is supported online at www.bestgetawayvacations.com with search engine optimization to ensure on-line shoppers reach your message as well through direct links to your website.
- **One stop shop!** For speed and convenience, let us design your ad for you.
- **High-tech flexible Reader Service!** You can retrieve your qualified leads on-line in real time in the format that works best for you.
- **Post all of your events on our website at no additional cost!** With a direct link to your events website.

New for '08! **GETAWAY SPOTLIGHT**

An advertiser's package will be featured weekly through a rich email to our opt-in list of over 7,500 valued consumers (*and growing*)

Ask your sales representative for details





TRAVEL BUYERS VISIT YOU HERE

- About one third (31%) of travelers decided to visit a travel destination because of information they saw or read in travel media.
- Half of travel media users (50%) say they read, watch or listen to travel media at least once a week or once a month.
- 28% of US adults say they used newspaper travel sections to plan their travel in the past year, 24% used an Internet website for their travel planning and 21% used television travel shows.
- **Extra Features to Ensure Optimal ROI:** Engaging and exciting editorial that invites readers to explore the pages of Great Vacation Getaways. Keyword search engine optimization of online at www.bestgetaway-vacations.com, (formerly gvginfo.com) to draw in on-line shoppers.

**source: Travel Industry of America*

READER SERVICE

Our spring and fall 2007 editions generated almost 900,000 leads for our advertisers. However, since potential customers are now able to reach you through your web information on www.bestgetawayvacations.com, (formerly gvginfo.com) in addition to direct reader response from Reader Service mail-in or fax-in

cards, we expect that number to increase drastically.

You also have the ability to download your own leads or request our service of providing leads in a variety of formats free of charge, or receive adhesive labels (for a nominal fee).

These leads will list the names and addresses of readers who request information about your property by mail-in card or online at www.bestgetaway-vacations.com, (formerly gvginfo.com).

VALUE-ADDED WEB FEATURES

GVGINFO.COM

PRINT & ONLINE BUNDLED!

- Real-time Access to Leads
- Website Presence Equivalent to Print Ad Space
- Interactive Calendar of Events
- Website Links and Hit Count Reports
- Targeted Editorial

BOOK YOUR FIRST CLASS TRAVEL ADVERTISING SPACE WITH GREAT VACATION GETAWAYS TODAY!

GREAT VACATION Getaways

MARKETS & NEWSPAPERS



* Markets subject to change at publisher's discretion

Greater New York City Newspapers

- Asbury Park Press
- Long Island Newsday
- Newark Star Ledger
-

- Bucks County Courier
- Burlington County Times
- Philadelphia Inquirer

Southern Connecticut Newspapers

- Bridgeport CT Post
- New Haven Register
- Norwalk Hour
- Stamford Advocate/
Greenwich Time

Additional Markets

- Atlanta Journal
- Baltimore Sun
- Boston Globe
- Buffalo News
- Charlotte Observer
- Charlottesville Progress
- Cincinnati Enquirer
- Cleveland Plain Dealer
- Columbus Dispatch
- Hartford Courant
- Lancaster News
- Norfolk/Virginian Pilot
- Pittsburgh Post Gazette
- Raleigh/Durham News
- Richmond Times
- Rochester Democrat
- Toronto Star
- Washington Times
- Winston-Salem Journal



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