

Indiana's Travel and Lifestyle Magazine

travelIN

2017 Marketing Opportunities



Experience Authentic Indiana



Spotlighting
unique destinations
and experiences

travelindiana.com

Our Audience is Your Audience



Reach readers with your specific seasonal message!

traveliN is the only statewide magazine reaching consumers looking for Indiana attractions, events and destinations.

Four times each year

traveliN publishes quarterly allowing you to change your message four times throughout the year for each season and highlight current events.

Look who's reading **traveliN**!

Our Target Consumer

- More likely to make an impulse decision
- Psychographics demonstrate that travelers spend more freely
- High-end upscale consumers
- 70% have college degree
- More likely to travel again

The Traveler

- Average age 47.5 years old
- 18% 65+
- 18% 55-64
- 19% 45-55
- 17% 35-44
- 20% 25-34
- 8% 18-24

Traveling households earn more than non-traveling households

Median household income

- Domestic leisure travelers \$62,500
- Business travelers \$87,500
- General U.S. population \$52,800

70% women

30% men

Traveler Stats Source: U.S. Travel Association

Testimonials

We love getting TraveliN magazine at Marengo Cave; it is always full of great destinations you don't find out anywhere else. Great ambassador for Indiana!

**--Marengo Cave
staff member**

The Purdue Union would like to request more copies of TraveliN magazine; we are completely out of the summer issue.

**--Purdue Visitors
Center**

We received several copies of TraveliN, and within a few hours over half of them were gone! I left at 3:00 and when I returned this morning there was only one copy left!

--South Bend Century Center

We had a winery call us wanting to be a vendor at the event after seeing the ad in the last issue!

**--Columbus
Wine-a-Ree Festival**

As usual, your magazine is one of our most popular, and we love having it for our visitors and patrons.

**--Wonderlab
Museum,
Bloomington**

Distribution

traveliN

Reaching Hoosiers planning their “Staycations”

The distribution network of **traveliN** magazine has expanded each year. In 2017, more than 170,000 copies of **traveliN** magazine will be available in over 1,100 locations in Indiana. Hoosiers and visitors pick up **traveliN** magazine for FREE at everyday, accessible locations throughout the year.

Reach 100,000 Hoosiers and visitors each month!

traveliN magazine is found in thousands of locations across Indiana, specifically reaching adults who are interested in traveling the state.

- 12,000 hotel rooms reaching the visitor who is currently in Indiana
- 500 local businesses, shops, attractions and events
- 95 outdoor boxes in downtown Indianapolis and Bloomington
- 100 grocery stores selectively placed in high-income neighborhoods
- 75 visitor centers
- Multiple consumer travel shows
- Visiting parents to Indiana’s top college campuses

Bonus Distribution of Spring and Summer issues

- Louisville
- Cincinnati

High Quality
Design and Feel
Low CPM
Reaching a
new set of eyes
each issue

Over 220
unique zip codes
in 156 Indiana
communities distribute
traveliN
magazine!

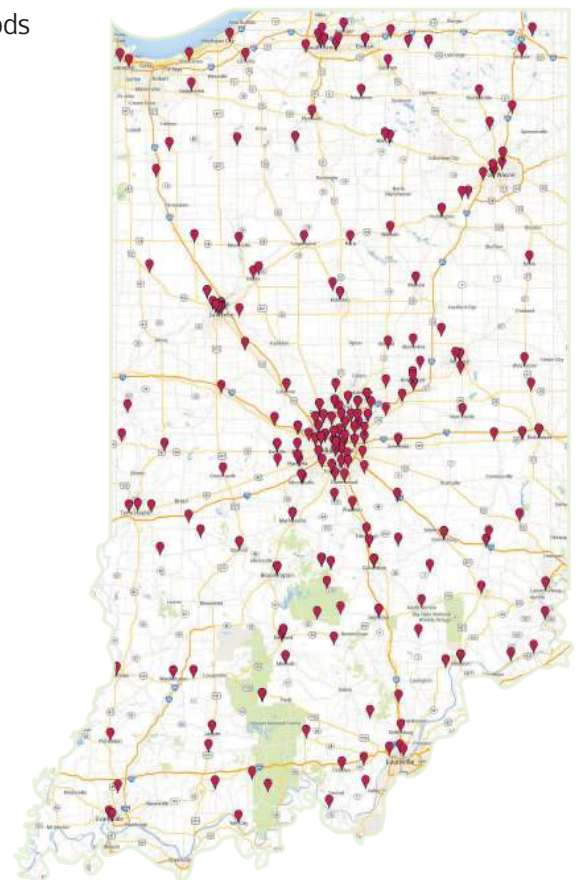
Let us Print and Distribute your Marketing Pieces!

Printing and low-cost distribution available through our own printing facility in Columbus, Indiana.

Affordable standard four-page print and distribution of your brochure available in any zip code on our map.

Custom printing of all sizes and quantities with distribution in targeted areas of Indiana, Cincinnati and Louisville.

Direct Mail services also available.



2017 Advertising Rates

Premium Positions - Full Color

Frequency	1 issue 3 months	2 issues 6 months	4 issues 12 months
Outside Back Cover	\$3,100 total \$1,033 monthly	\$5,970 total \$995 monthly	\$10,500 total \$875 monthly
Inside Front Cover	\$3,000 total \$1,000 monthly	\$5,700 total \$950 monthly	\$10,200 total \$850 monthly
Inside Back Cover	\$2,835 total \$945 monthly	\$5,370 total \$895 monthly	\$9,540 total \$795 monthly

Display Positions - Full Color

Frequency	1 issue 3 months	2 issues 6 months	4 issues 12 months
Four Page Display*	\$7,845 total \$2,615 monthly	\$13,650 total \$2,275 monthly	\$23,880 total \$1,990 monthly
Two Page Spread*	\$4,245 total \$1,415 monthly	\$7,770 total \$1,295 monthly	\$14,340 total \$1,195 monthly
Full Page	\$2,685 total \$895 monthly	\$4,770 total \$795 monthly	\$8,340 total \$695 monthly
Half Page	\$1,710 total \$570 monthly	\$2,970 total \$495 monthly	\$4,740 total \$395 monthly
Third Page	\$1,200 total \$400 monthly	\$2,070 total \$345 monthly	\$3,540 total \$295 monthly
Quarter Page	\$885 total \$295 monthly	\$1,554 total \$259 monthly	\$2,700 total \$225 monthly
Sixth Page	\$600 total \$200 monthly	\$1,134 total \$189 monthly	\$1,908 total \$159 monthly

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