

# eMail List Travel Agent

Email Addresses Available 15,063 \$425 per 1,000

## Who They Are

Reach the most influential and active travel agents in the business with lists from the leading publication serving travel agencies, corporate travel agencies, tour operators and related specialists.

*Travel Agent* boasts the best readership, and 100% qualified names of active travel resellers. The magazine reaches 100% of travel agencies in the US certified by:

- ARC – Airlines Reporting Corporation
- IATA – International Airlines Travel Agent Network
- CLIA – Cruise Lines International Association



## What They Buy

Travel agents are the single largest distribution channels for travel suppliers. *Travel Agent* subscribers influence decisions regarding:

- Hotel/resort accommodations
- Cruises
- Tours and packages
- Car rentals
- Bus and railroad tickets
- Attractions

Mail List  
AVAILABLE

## Why They Subscribe


*Travel Agent* is the only national newsweekly magazine of the travel industry. Readers are presented with information to help them do their jobs on behalf of their customers:

- Best products
- Money and time saving ideas
- Destination options
- Safety and security issues
- Leisure activities and trends

Quality Leads  
Targeted Penetration  
Guaranteed Value  
Proven Results

Minimum Order  
3000 Names

## List Source

Controlled Circulation,   
Verified Audit Circulation

## Mail/Email/Phone Lists

Combination Discounts Available  
Call for Rates

## Selections

Base Rate + \$15/M  
Job Title  
Job Function  
Business/Industry  
Business Address  
Geography  
Gender  
Max Per Site  
All Other Selects \$15/M-\$25/M

## How to Rent a Questex Email List

All orders must be in writing. Please mail, fax or email a letter or purchase order with the following information:

- Selections
- Quantity of names requested
- Test names and corresponding email addresses
- Target date you need the email message sent
- Sample of the email message
- Prepayment if requested for a first time renter

A signed email list rental contract is required with each order before transmission.

## Updating Cycle

Lists are updated quarterly. Please call for the most current counts.

## Cancellations

A \$150 cancellation fee applies if the broadcast is cancelled after delivery of the list to the service bureau and receipt of the approved message.

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For advertising opportunities visit [www.travelagentcentral.com](http://www.travelagentcentral.com)



QUESTEX  
MEDIA

[www.questex.com](http://www.questex.com)

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## Breakdown by Title

President/Owner/Partner	5,819
VP/GM/Dir/Mgr	1,858
Frontline Travel Agent	5,256
Other	386

## Breakdown by Business/Industry

Travel Agency	14,535
Tour Operator	48
Other	393

## Breakdown by Types of Travel Booked

<i>Multiple Response</i>	
Luxury Travel	6,419
Cruises	9,451
Spas	1,064
Escorted or Independent Tours	3,135
Golf	3,503
Business Travel	4,502
All-Inclusives	7,697
Honeymoon/Romance	6,696
Family Travel	7,826
Vacation Rentals (condos, villas)	4,411
Ski Vacations	3,962
Adventure/Travel Ecotourism	3,838
Meetings/Conferences	2,843
Incentives	3,676

## Breakdown by Destinations Agency Sells Most

<i>Multiple Response</i>	
Africa	2,529
China	2,536
Florida	3,285
New York	1,692
Las Vegas	2,659
Hawaii	5,966
Alaska	4,952
Northeastern US	2,445
Southeastern US	3,341
Midwestern US	2,067
Southwestern US	2,330
Western US	3,328
Canada	3,122
Caribbean	6,109
Mexico	8,004
Central/South America	3,425
Great Britain/UK	4,059
Western Europe	4,766
Central Europe	3,100
Southern Europe	4,915
Northern Europe	2,494
Eastern Europe	2,147
Middle East	1,911
Japan	2,140
India	1,457
Australia	3,782
Pacific Islands	2,815
Southeast Asia	2,077



Contact Ilene Schwartz at 216-371-1667 • [ilene@krolldirect.com](mailto:ilene@krolldirect.com) • [www.questex.com](http://www.questex.com)  
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## Breakdown by Bookings by Type as a Percent of Total Revenue:

<b>LEISURE TRAVEL</b>	
Under 50%	1,826
Over 50%	5,789
<b>BUSINESS/CORPORATE TRAVEL</b>	
Under 50%	4,386
Over 50%	796
<b>MEETINGS/CONVENTIONS</b>	
Under 50%	2,920
Over 50%	255
<b>TOURS</b>	
Under 50%	3,219
Over 50%	1,313

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### Email List Terms and Conditions:

1. All transmissions must be sent by Questex Media's service provider.
2. In compliance with the CAN SPAM Act of 2003, Questex inserts a footer in all email messages to allow the email recipient to opt out of receiving future emails from Questex.
3. Advertisers must also include a link or email address within their message that allows recipients to opt out of any of the advertiser's future broadcasts.
4. Advertisers must supply Questex with a suppression file that includes all of their opt outs from previous broadcasts. Any of the opt outs contained on the advertiser's suppression file that match to Questex email addresses will be removed prior to transmission. If an advertiser does not have a suppression file, they must send Questex an email stating that fact.
5. The physical mailing address (no P.O. boxes) of the advertiser (sender) must appear in the message.
6. The email message can be text and HTML. Text must be provided as an attachment in a text format. The subject line may not exceed 50 characters. HTML messages must be sent as an htm or html attachment. All images must be housed on a web site provided by the client. Always include a text message along with the HTML message to enable recipients who are unable to receive HTML to receive the message.
7. Within 48 to 72 hours of receipt of all required information, Questex will send your first test message. The final broadcast will be sent within two business days of receipt of your final approval.
8. Pricing is based on net, error free emails delivered.
9. Prepayment is required for first time renters.
10. The list owner reserves the right to refuse any mailer or offer message.



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