

# Mailing List Travel Agent

Subscribers Available for Rental 24,848 \$125 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

**eMail 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

5000 Names

## List Source

Controlled Circulation,   
Verified Audit Circulation

## Telemarketing List

Base Rate + \$60/M

## Mail/Phone/Email 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

## Addressing/Format Options

Email File	\$50/flat
Mag Tape	\$35/flat
Diskette	\$55/flat
Cheshire Labels	NC
Peel & Stick Labels	\$10/M
Galley Printout	\$10/M
Key Codes	\$3/M
Splits	\$25 ea.
Barcoding (labels)	\$6/M \$30 min.

## Updating Cycle

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

## Guaranteed 98% Mail Deliverability

## Terms and Conditions

Rented for one time use only. Sample mailing piece required, subject to approval.

## Cancellations

\$10/M running charges plus \$50 cancellation fee. List must be returned within 90 days or full rental charges apply.



**QUESTEX**  
MEDIA

www.questex.com

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

# Mailing List

## Travel Agent

### State Counts

#### SCF Range

995-999	AK	51
350-369	AL	203
716-729	AR	87
850-865	AZ	432
900-966	CA	3290
800-816	CO	410
060-069	CT	328
200-205	DC	96
197-199	DE	75
320-349	FL	2631
300-319	GA	802
967-968	HI	135
500-528	IA	177
832-838	ID	60
600-629	IL	1294
460-479	IN	336
660-679	KS	169
400-427	KY	141
700-714	LA	193
010-027	MA	632
206-219	MD	630
039-049	ME	66
480-499	MI	731
550-567	MN	416
630-658	MO	471
386-397	MS	90
590-599	MT	42
270-289	NC	597
580-588	ND	33
680-693	NE	93
030-038	NH	105
070-089	NJ	1222
870-884	NM	83
890-898	NV	265
090-149	NY	2224
430-458	OH	738
730-749	OK	192
970-979	OR	262
150-196	PA	1053
028-029	RI	115
290-299	SC	305
570-577	SD	57
370-385	TN	391
750-799	TX	1278
840-847	UT	186
220-246	VA	647
050-059	VT	35
980-994	WA	390
247-268	WI	394
530-549	WV	55
820-831	WY	32

### Breakdown by Title

President/Owner/Partner	10,888
VP/GM/Dir/Mgr	2,837
Frontline Travel Agent	8,383
Other	466

### Breakdown by Business/Industry

Travel Agency	23,996
Tour Operator	63
Other	535

### Breakdown by Types of Travel Booked

Multiple Response	
Luxury Travel	8,757
Cruises	12,829
Spas	1,303
Escorted or Independent Tours	3,715
Golf	5,005
Business Travel	6,375
All-Inclusives	10,408
Honeymoon/Romance	9,138
Family Travel	10,591
Vacation Rentals (condos, villas)	6,188
Ski Vacations	5,611
Adventure/Travel Ecotourism	5,509
Meetings/Incentives/Conferences	4,065
Incentives	4,436



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## Travel Agent

### Breakdown by Destinations Agency Sells Most

Africa	3,232
China	3,220
Florida	4,663
New York	2,478
Las Vegas	3,769
Hawaii	7,673
Alaska	6,355
Northeastern US	3,204
Southeastern US	4,271
Midwestern US	2,742
Southwestern US	3,071
Western US	4,280
Canada	4,049
Caribbean	7,720
Mexico	10,252
Central/South America	4,399
Great Britain/UK	5,180
Western Europe	6,091
Central Europe	4,019
Southern Europe	6,197
Northern Europe	3,243
Eastern Europe	2,824
Middle East	2,470
Japan	2,747
India	1,872
Australia	4,772
Pacific Islands	3,568
Southeast Asia	2,685

### Breakdown by Bookings by Type as a Percent of Total Revenue

#### LEISURE TRAVEL

Under 50%	2,493
Over 50%	7,745

#### BUSINESS/CORPORATE TRAVEL

Under 50%	5,884
Over 50%	1,075

#### MEETINGS/CONVENTIONS

Under 50%	3,875
Over 50%	350

#### TOURS

Under 50%	4,271
Over 50%	1,680



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