

LUXURY TRAVEL ADVISOR 2010 EDITORIAL CALENDAR

EDUCATING AND INSPIRING SELLERS OF AFFLUENT TRAVEL

Issue	Close Date	Material Due	Hotels	Destinations	Cruise	Family	Spa	Experiential	Special Sections
JAN	11/25	12/1	Golf	• Riviera Maya • Las Vegas	Western Med	Fort Lauderdale	Caribbean	Cycling Adventures	Excellent Hotel Bars
FEB	12/28	1/7	Barefoot Luxury	• India • Sicily	Yachts	Mexico	Hawaii	Jamaica	• Olympics for VIPs • Awards of Excellence Coverage
MAR	1/29	2/4	Ocean Resorts	• New Orleans • Florida Keys	Cruise Villas & Suites	Central America	Las Vegas	Voluntourism	Great Concierges
APR	2/26	3/4	Luxury All-inclusives	• Turkey • Baja, Mexico	Adventure	Home Rentals	Girlfriend Getaways	The Real Caribbean	Hot Pool Scenes
MAY	3/26	4/1	Romantic Getaways	• London • Chicago	River Cruising	Kids Programs	Mexico	Wine	Amazing Vegas Suites
JUN	4/23	4/29	Small Meetings	• South Africa • California	South America	Paris	Florida	Dive	Top Hotel Restaurants
JUL	5/21	5/27	Private Islands	• Rome • New York	Eastern Med	Caribbean	Medical Spas	Culinary	Romantic Getaways
AUG*	6/25	7/1	Great Suites	• Vancouver • Italy	World Cruises	Beach Vacations	Miami	Walking Tours	
SEPT	7/23	7/29	Discreet Hotels	• Hawaii • Florida Keys	Florida ports	Safari	Resort Spas	Enrichment Programs	
OCT	8/20	8/26	Ski Resorts	• Caribbean • Central America	Italy	London	Urban Hotel Spas	South America	Awards of Excellence Nominations
NOV**	9/17	9/23	Weddings & Honeymoons	Las Vegas	Mexico	India	Arizona	Mountain Trekking	
DEC	10/15	10/21	Presidential Suites	Cancun	Caribbean	South Africa	Palm Beach		

* Special Distribution: Virtuoso Travel Mart |

** Special Distribution: Luxury Travel Expo & Signature Travel Network Conference



LUXURY TRAVEL ADVISOR FEATURES THE FOLLOWING REGULAR SECTIONS:

The Pulse

New Luxury Products & Offerings

Sightings

Celebrity and VIP Photo Section

Local Connection

Customized On-The-Ground Services

Jetset Report

Where to Dine, Shop, Imbibe and Recline

Leaders Speak

Insight from Luxury Travel Executives

Who's Running the House?

We Profile Top General Managers

In addition, the following sections will run **throughout the year:**

- ◆ Private Jets
- ◆ Business Class Update
- ◆ First Class Travel
- ◆ Private Helicopter Services
- ◆ Luxury Limousines
- ◆ Great Private Guides
- ◆ High-Tech Meetings
- ◆ Rail Travel
- ◆ Traveling Gourmet
- ◆ Traveling Wine Connoisseur
- ◆ Traveling Artist
- ◆ Traveling Shopper

Editorial Calendar information subject to change without notice

LUXURY TRAVEL ADVISOR 2010 DISPLAY ADVERTISING RATES

Four-Color Rates

Page Size	1x	3x	6x	9x	12x
FULL PAGE	\$7,413	\$7,061	\$6,751	\$6,368	\$6,022
1/2 PAGE	\$4,400	\$4,169	\$3,938	\$3,822	\$3,707
1/3 PAGE	\$3,360	\$3,129	\$3,014	\$2,898	\$2,783

All rates are gross U.S. dollars

Cover Rates

COVER 2	15%
COVER 3	15%
COVER 4	15%
PREFERRED POSITION	15%
MATCHED COLOR	\$815

MECHANICAL REQUIREMENTS & DIGITAL SUBMISSIONS

- ◆ Publication trim size: 8-7/8" x 10-3/4"
- ◆ Live area: 8" x 10"
- ◆ Live copy must be no closer than 3/8" from final trim on any side unless copy is to bleed.
- ◆ Insert jogs to head.

Standard Space Sizes	Width/Height
2-page spread/full bleed	18-1/4" x 11"
2-page spread/gutter bleed	16-1/2" x 10"
Page/bleed	9-1/8" x 11"
Page/non-bleed	8" x 10"
1/2 page horizontal	8" x 5"
1/2 page horizontal/ full bleed	9-1/8" x 5-1/2"
1/3 page vertical	2-1/4" x 10"
1/3 page square	4-5/8" x 4-7/8"

Furnished Inserts	Width/Height
Single Sheet	9-1/8" x 11"
Spread	18-1/4" x 11"
Gatefold	17-7/8" x 11"
Postcard	6-1/2" x 4-3/8"

For more information, contact:

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Digital Requirements

1. Digital data is required for all ad submissions. Preferred format is PDF/X-1. Acceptable formats are PDF and TIFF/IT P-1. Files should be press optimized, converted to CMYK, and have all fonts embedded. *Luxury Travel Advisor* will be relieved of all responsibility for any form of compensation if an ad is supplied in non-preferred or non-acceptable formats, such as native application files. Non-preferred or non-acceptable formats will be charged a \$150 processing fee. We cannot guarantee the accuracy of reproduction from any ads supplied in non-preferred or non-acceptable formats.
2. *Luxury Travel Advisor* will not supply a faxed or soft proof on client supplied files. We assume due diligence has been taken—by the client or by their agency—to preflight and proof all advertisements prior to submission. If we detect an error before going to press, we will make a reasonable effort to contact you to correct and resubmit your file before publication.
3. **Accepted Media:** Files may be submitted on CD-ROM or DVD.
4. **FTP:** Files may be submitted to our FTP site. Please contact the production manager for instructions.
5. **Ad Proofs:** To ensure that your ad is reproduced correctly, a SWOP-certified color proof that has been made from the same file that you supply to us must be provided. We cannot guarantee the accuracy of reproduction of your ad without a SWOP proof. No makegoods will be issued on ads run without a SWOP proof.

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