

Your Travel Insider

Your Travel Insider is an e-mail newsletter that reaches approximately 450,000 travel enthusiasts. Readers are self-reported travel buffs and when not traveling, they're researching their next adventure or get-away. This easy-to-read newsletter is a welcome guide and provides editorial perspective and travel recommendations on a variety of destinations and different travel opportunities in the US and all over the world. Upcoming issues will cover topics such as: Green Vacations, Urban Adventures, Istanbul, New Orleans, Ski trips, Key West, Holiday Travel Planning Guides and more.

REACH THESE UPSCALE, RESPONSIVE SUBSCRIBERS

- Rely extensively on the Internet and specifically E-mail for researching travel options and learning more about new destinations
- 60% plan to spend \$2,500 or more on their next vacation
- 57% travel for leisure three or more times annually
- 52% plan to book their trip directly via company website
- Average income: \$91,800
- 53% Female/47% Male

FRESH SUBSCRIBER FILE AND DYNAMIC UPDATING

- 100% opt-in
- Niche audience = highly engaged readers
- Inactive readers dropped after 6 months
- Weekly subscriber updates
- 100% CAN SPAM compliant
- Rigorous list hygiene = high open and click rates *
 - Average open rate: 25%+
 - Average click through rate: .29% - 4.0%+

* Range covers variety of advertising options, creative and placement types

UNIQUE ADVERTISING OPPORTUNITIES

- Geographic and Behavioral targeting
- Pre and post-campaign research
- Custom publishing opportunities and integrated content
- Exclusive sponsorships
- Targeted Solo e-mail blasts sent to readers
- Postal lists also available



In This Issue:
Lorem ipsum dolor

468x60

Portland.Green.Clean.Friendly

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis vehicula, turpis nec semper vulputate, tellus mi dignissim arcu, nec auctor tellus metus sit amet est. Ut vel libero nec enim ullamcorper ultrices. Aliquam gravida. Sed mollis ante. In ipsum. Cras nunc urna, volutpat ac, dapibus sed, fringilla ut, libero. Fusce eget elit ut ipsum interdum pharetra. Integer eget orci ut turpis dignissim malesuada. Ut nunc nulla, ultrices tempor, molestie nec, tincidunt sit amet, nisi. Integer neque. Curabitur volutpat varius diam. Praesent et mi. Duis est risa, pellentesque eu, dapibus ac, tristique a, ipsum. Duis feis mauris, rutum at, blandit a, lobortis sed, magna. Suscipiendae placerat rhoncus dolor. Aliquam lobortis tincidunt elit. Morbi non eros, Pellentesque sollicitudin nisi vitae diam. Curabitur egestas, purus et elementum iaculis. Justo dui sagittis feis, eget dictum elit tellus ac eros. Integer urna magna, ornare vel, fermentum vel, placerat quis, dolor.



Laura Lesnie

Laura Lesnie
Editor, Your Travel Insider

Text Box

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis vehicula, turpis nec semper vulputate, tellus mi dignissim arcu, nec auctor tellus metus sit amet est. Ut vel libero nec enim ullamcorper ultrices. Aliquam gravida. Sed mollis ante. In ipsum. Cras nunc urna, volutpat ac, dapibus sed, fringilla ut, libero. Fusce eget elit ut ipsum interdum pharetra. Integer eget orci ut turpis dignissim malesuada. Ut nunc nulla, ultrices tempor, molestie nec, tincidunt sit amet, nisi. Integer neque. Curabitur



www.website.com

300x250

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis vehicula, turpis nec semper vulputate, tellus mi dignissim arcu, nec auctor tellus metus sit amet est. Ut vel libero nec enim ullamcorper ultrices. Aliquam gravida. Sed mollis ante. In ipsum. Cras nunc urna, volutpat ac, dapibus sed, fringilla ut, libero. Fusce eget elit ut ipsum interdum



www.website.com

468x60

160x600

Newsletter Banner Ads

Multiple ad placements are available in each issue. Our uncluttered design ensures that ads are seen and acted upon by readers.

For more information please e-mail: sales@tandk.com

14 Desbrosses Street • 3rd Floor • New York, NY • 10013
646-435-1130

360 W. Illinois • Suite 217 • Chicago, IL • 60610
312-602-9603

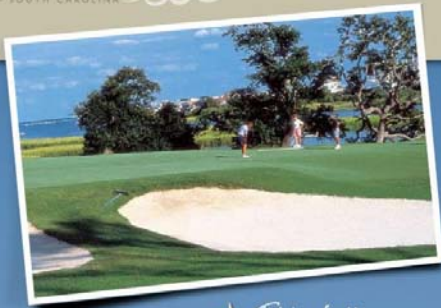
Solo E-Mails

Target a specific group of readers with a dedicated e-mail. Over 20 'selects' are available.

ADVERTISERS INCLUDE:

- LUSSO Collection
- Starwood Hotels
- Costa Cruises
- Bermuda Dept. of Tourism
- Abercrombie & Kent
- California Travel & Tourism
- Kissimmee CVB
- Ambrose Hotel
- Harvest Inn
- Classic Vacations
- SeaDream Yacht Club
- Exclusive Resorts
- L'Avion
- Travel Montana
- South African Airways
- Viking River Cruises
- Pacific Delight Tours
- Myrtle Beach CVB
- Sunset Waters
- Morningstar
- Snap Travel
- Tauck Tours
- St. Augustine CVB
- Lake Tahoe Visitors Authority
- Tauck
- Pleasant Holidays
- Photoworks

MYRTLE BEACH
AREA - SOUTH CAROLINA



★ This fall
discover Myrtle Beach

Plan your stay in one of our hotels or resorts. Enjoy a variety of fun activities and attractions, exercise on one of our 100 golf courses, and create unforgettable memories in this family-friendly setting.

★ Click here to plan your trip! ★

Myrtle Beach area, the Seaside Golf Capital of the World.
You'll find more than 100 outstanding North and South Myrtle Beach golf courses, laid out over a spectacular low-country landscape.

- Play on courses designed by Jack Nicklaus, Arnold Palmer, Robert Trent Jones, Greg Norman, Davis Love III, and Gary Player
- Test your talents on the home courses of both professional and amateur tournaments.
- Visit the award-winning "Golf Destination of the Year" (2002 International Association of Golf Tour Operators.)




+ Click here to see what there is to do!

Lodging
Choose from a fine array of Myrtle Beach lodging options for your stay... including palatial penthouses, cozy condominiums, elegant hotels, and quaint inns.

+ Click here to see where you can stay!

Ideas for the Non-Golfers in your Family
Come to Myrtle Beach for beautiful beaches, scrumptious food, fun-filled amusement parks, unique shopping, lively nightlife, adventurous water sports, and incredible fishing. There's a never-ending list of things to do in Myrtle Beach - no matter how many times you've been there.

+ Click here to see what there is to do!

THOMAS, TOWNSEND & KENT
Media for Today's Digital Consumer

Thomas, Townsend & Kent (www.thomastownsendandkent.com) publishes niche e-mail newsletters that focus on specific interests including travel, art, cruising and consumer electronics. In addition to advertising in these well-read e-publications, marketers can take advantage of geo-targeting, behavioral targeting, pre-and post campaign research studies, custom publishing opportunities, e-mail and postal list rental.

Also published by Thomas, Townsend & Kent:

art travel guide

Home Electronics Journal

Luxury Cruise News

For more information please e-mail: sales@ttandk.com

14 Desbrosses Street • 3rd Floor • New York, NY • 10013
646-435-1130

360 W. Illinois • Suite 217 • Chicago, IL • 60610
312-602-9603