

**REACH ELITE TRAVELER READERS WHO SPEND  
 \$98,000 PER YEAR ON ADVENTURE TRAVEL**



**July /August Special Section: The Elite Guide to Experiential Travel  
 Opportunities for ATTA Members:**

**OPTION 1: FREE FULL PAGE CUSTOM CONTENT FEATURE**

- Buy 1 FP ad and receive a FP custom content feature designed by Elite Traveler's award winning editors to create a high-impact spread.
- Added Value:
  - Full page feature redesigned as web feature for Elitetraveler.com
  - Inclusion in In-Book Exclusive Previews listing and on BRC in issue
  - Inclusion in tablet / iPad compatible Digital Issue
  - Inclusion in dedicated email promoting section to 16,000 jet owners

**Option 1 Media Value: \$93,950      ATTA Member Rate: \$43,475**

**OPTION 2: CUSTOM SHOWCASE UNIT (TOUR OPERATORS ONLY)**

- Buy a 1/6 page Showcase Unit , designed by Elite Traveler's award winning editors, including supplied copy, image, and contact info.
- Added Value:
  - Inclusion in In-Book Exclusive Previews listing and on BRC in issue
  - Inclusion in tablet / iPad compatible Digital Issue
  - Inclusion in dedicated email promoting section to 16,000 jet owners

**Option 2 Media Value: \$10,250      ATTA Member Rate: \$5,000**

**Total Reach: 630,000 readers per issue; distributed on private jets and first class lounges in over 100 countries**

**Hotels/Resorts/Spas Annual Issue Special Section: Elite Adventure Travel  
 Opportunity for ATTA Members:**

**SPECIAL DISCOUNTED RATE FOR FULL PAGE FEATURE:**

- Elite Traveler's award winning editors will create a full page feature promoting the member and/or property for inclusion in the Annual Issue.
- Added Value:
  - Full page feature redesigned as web feature for Elitetraveler.com
  - Inclusion in tablet / iPad compatible Digital Issue
  - Inclusion in dedicated email promoting section to 16,000 jet owners

**Media Value: \$27,019      ATTA Member Rate: \$10,000**

**Total Reach: 350,000 readers per issue; distributed on private jets and to top hotels and resorts in over 100 countries**

**The Elite Traveler Reader and Website Visitor**

**Median Age: 41 ~ Median HHI: \$2.2 million ~ 41 Trips per Year (11 international)**  
 (Source: Prince & Associates)

**Program Commitment Deadline: May 23**

**Contact: Brooke Laffan, Director, Travel & Luxury | 646-430-7913 | brooke.laffan@elitetraveler.com**