

Travel



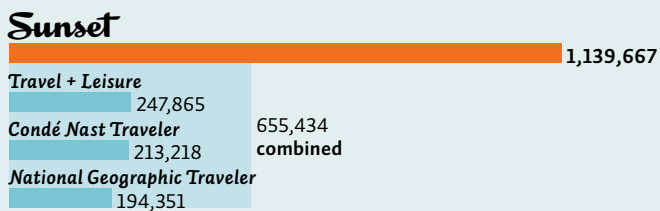
The West is the leading region for travel

- Westerners are 52% more likely than the average American to have spent \$6,000 or more on foreign vacations in the past year.
- The West is the leading region for affluent cruisers—those who have taken a cruise of seven or more days in the past 3 years and have a household income of at least \$100,000.
- The West is the top region for frequent flyer programs. Westerners are 21% more likely than the average American to be members of a frequent flyer program.

Sunset readers are avid travelers

- *Sunset* readers are 137% more likely than the average American to have spent \$5,000 or more on domestic vacations in the past year.
- *Sunset* readers are 51% above average for having taken a cruise of seven or more days in the past 3 years.
- *Sunset* readers are 29% more likely than the average American to have taken a vacation by car in the past year.

13 Western states circulation



Source: 6/30/10 ABC Statements

Sunset delivers more Western households than the three leading travel magazines combined.