

Reader Profile

Eighty percent of this country's vacations are taken by people age 50 and over. Compared to younger vacationers, these older travelers vacation more frequently and tend to take longer trips. Travel 50 & Beyond is the only national travel magazine conceived and designed specifically for this group. Because our readers are active and interested in all types of trips, Travel 50 & Beyond features domestic and international destinations, small group tours, expedition travel, cruises, learning vacations, travel by rail and RV and outdoor adventures.

Average Value of Main Residence:
\$334,000

Average Household Income:*
\$143,000

*based on those working full or part time.

Average Household Net Worth:
\$841,000

CIRCULATION

115,000

READERS PER COPY

2.2

EDUCATION

80% Attended college or better

56% Graduated college or better

22% Postgraduate degree

TRAVEL

- 4.0 Number of domestic trips in past 12 months
- 7.4 Average number of days on most recent trip
- 91% Stayed in hotel, resort, lodge or B&B in past 12 months
- 71% Flew on a commercial airline
- 27% Rented a car in past 12 months
- 82% Own a passport
- 62% Foreign travel in past 3 years
- 72% Plan a foreign trip in next 3 years
- 49% Cruised in past 3 years
- 79% May cruise in next 3 years
- 16% Stayed at an all-inclusive resort in the past 12 months
- 49% May stay at an all-inclusive resort in next 3 years
- 32% Took an escorted tour in past 12 months
- 60% May take an escorted tour in the next 3 years
- 55% May take a river cruise in the next 3 years

88%

have traveled domestically in the last year*

*subscribers spent an average of \$1,410 per person on their most recent trip within the U.S.

75%

have taken action such as directly contacting an advertiser as a result of reading Travel 50 & Beyond

80%

own home

ACTIVITIES

(more than 100% due to multiple choices)

- 69% Reading books for pleasure
- 64% Visit historic sites
- 57% Festivals/events
- 56% Art shows/museums
- 51% Theater/concert/opera/ballet
- 50% Jogging or walking
- 50% Regular exercise
- 49% Cinema
- 46% Entertaining guests in home
- 42% Gardening
- 41% Volunteer work
- 37% Arts and crafts
- 35% Casino gambling
- 30% Sporting events
- 28% Hiking
- 27% Swimming
- 25% Boating/sailing
- 23% Photography
- 20% Bicycling
- 19% Gourmet cooking
- 17% Golf
- 16% Fishing

