

EXCLUSIVELY FOR INTERVAL INTERNATIONAL MEMBERS

# interval

WORLD®

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2014

# Advertising Rate Card

EFFECTIVE DECEMBER 1, 2013

# interval WORLD®

SHARED OWNERSHIP BRINGS A WORLD OF EXCITING VACATION EXPERIENCES WITHIN REACH ... AND INTERVAL WORLD® MAGAZINE BRINGS IT RIGHT TO OUR READERS' FINGERTIPS.



Designed to inspire dreams of travel to incredible destinations around the world, *Interval World* goes a step further by showing how to make these dreams a reality. With colorful photographs, travel features that capture the imagination, and informative articles that provide tips on

travel and membership benefits, *Interval World* offers bold visual design and powerful editorial content that appeal to our upscale readership.

For advertisers, *Interval World* delivers an audience of affluent consumers who have the disposable income to enjoy a variety of travel experiences — approximately 24 nights away from home.\* These frequent travelers also have the means to purchase the leisure and lifestyle products and services that will enhance their lives year-round.

Advertisers in *Interval World* will also enjoy the magazine's exceptionally high hold-on value. Because it's used as a reference resource and travel planner by Interval International® members, editorial content — including features on vacation destinations, travel offers, new resort listings, and member benefit updates — is designed to stay current for at least three months.

\*2013 U.S. Membership Profile





# Just Look At The Power Behind **interval** WORLD

**The North America edition** of *Interval World* magazine delivers value-packed editorial features to more than 1.3 million readers who have the desire and ability to travel frequently. This makes *Interval World* the perfect vehicle for advertisers to reach a target audience of consumers who have the means to purchase a variety of travel-related services and products, translating into more qualified leads and increased sales.

**They Love Vacation Ownership.**  
More than 85 percent are satisfied with the product.

**They Want More.**  
Nearly 20 percent express an interest in purchasing additional resort weeks.

**They Travel — A Lot.**  
Interval members take more land trips and cruises, and rent more cars than the general U.S. population.

**They Are Connected.**  
75 percent have purchased travel-related products and services via the Internet.

## **INTERVAL'S 2013 U.S. MEMBERSHIP PROFILE**

*Interval World* advertisers can take advantage of an independent survey conducted online by Interval International. The study developed a profile of our members' demographic characteristics, lifestyle information, travel habits and activities, purchasing behavior, and use of selected travel-related products and services. For advertisers, this represents important information to help you refine and define marketing efforts to this powerful group of consumers.

### **Reader Profile:**

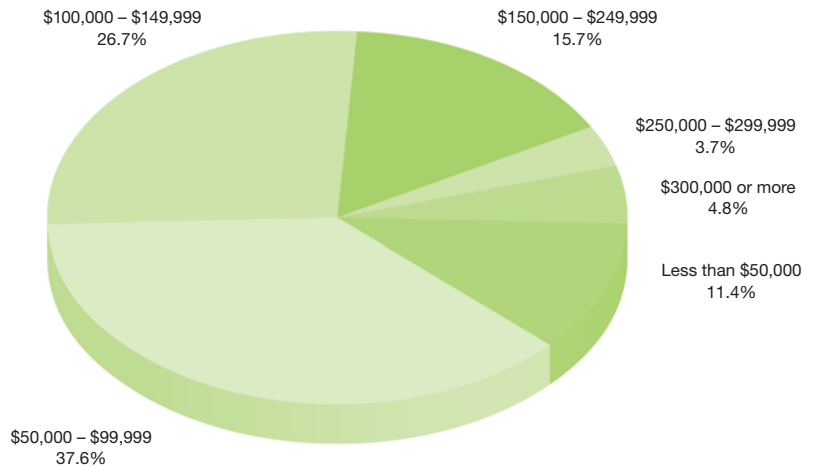
- Approximately 83 percent are married
- Household Size: 2: 59 percent; 3 or more: 30 percent
- \$121,550 per year average household income
- Second-Home Ownership: 30 percent own a second home
- Travel three weeks a year on average — 65 percent domestic travel, 35 percent international travel



**TOTAL HOUSEHOLD INCOME**

The average household income of *Interval World* readers was \$121,550 in 2013, and approximately 25 percent of Interval’s U.S. members reported having a household income in excess of \$150,000. Additionally, 30 percent of *Interval World* readers reported owning a second home.

**Distribution of 2013 Annual Household Income**

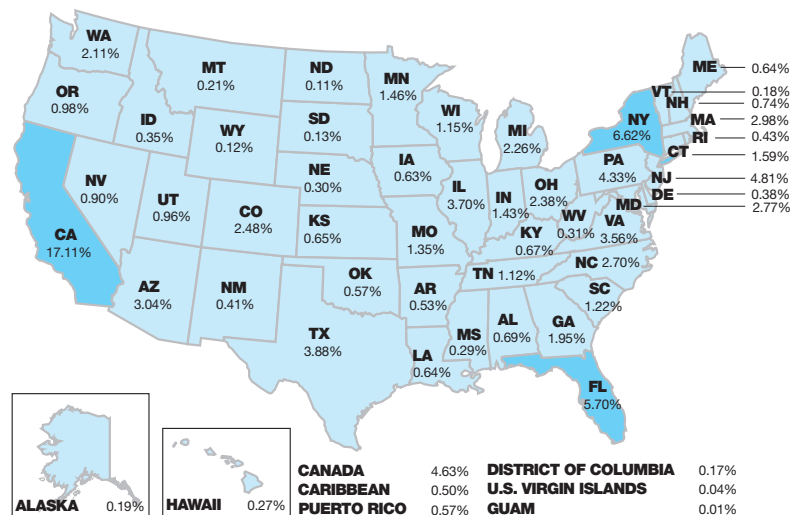


**CIRCULATION**

Enjoy the reach of *Interval World* magazine. With a distribution across the U.S., Canada, and the Caribbean, reaching qualified prospects couldn’t be easier. And *Interval World* can take your message around the globe, with a variety of region-specific editions available internationally. Contact the advertising department for additional information.

- RATE BASE CIRCULATION: 1,375,000**
- North America Distribution:**
- U.S., Canada, and the Caribbean**

**Distribution of *Interval World***



**LEISURE TRAVEL NIGHTS SPENT AWAY FROM HOME**

The average reader stayed away from home for 24 nights traveling solely for leisure purposes. The average length of stay for domestic and international travel is 6.5 and 5.8 nights, respectively.



# Advertising With Interval World

INTERVAL WORLD MAGAZINE FOR U.S., CANADA, AND CARIBBEAN (PUBLISHED IN ENGLISH)

# interval WORLD

## PUBLISHING SCHEDULES 2014

	SPACE/COPY DEADLINE	MATERIAL DEADLINE	ISSUE
SPRING	November 26, 2013	January 3, 2014	March 1, 2014
SUMMER	March 3, 2014	April 3, 2014	June 1, 2014
FALL	May 24, 2014	July 3, 2014	September 1, 2014

## FOR MORE INFORMATION

on advertising opportunities in *Interval World*, contact:

Nicole Meck  
949.470.8324

Email: [Nicole.Meck@intervalintl.com](mailto:Nicole.Meck@intervalintl.com)

## INTERVAL WORLD INTERNATIONAL EDITIONS

*INTERVAL WORLD LATINOAMÉRICA*

Published in Spanish and Portuguese

*INTERVAL WORLD ASIA/PACIFIC AND SOUTH PACIFIC*

Published in English and Mandarin

*INTERVAL WORLD (EUROPE, AFRICA, AND THE MIDDLE EAST)*

Published in English, Spanish, German, French, Italian, Finnish, Norwegian, Hungarian, and Russian

Advertising for each edition is sold separately.

## ADVERTISING RATES

COVERS	1x	3x	6x
Inside Front (2)	\$68,178	\$64,766	\$63,151
Inside Back (3)	\$65,321	\$62,059	\$60,502
Back (4)	\$71,034	\$67,482	\$65,793
FOUR-COLOR			
Full Page	\$56,942	\$54,093	\$52,744
2/3 Page	\$45,515	\$43,238	\$42,161
1/2 Page	\$36,374	\$34,561	\$33,692
1/3 Page	\$29,137	\$27,680	\$26,993
2-Page Spread	\$99,600	\$94,624	\$92,255



## RATE BASE CIRCULATION: 1,375,000

All rates are in U.S. dollars. Rates are subject to change without notice. Advertisers with written, acknowledged space reservations at the time of a rate increase announcement will be protected at the rate in effect at the time the reservation was made.

## GUARANTEED POSITION

Add 15 percent for guaranteed position (based on availability).

## DISCOUNTS

- A 15-percent discount is available to government tourism advertisers who advertise a minimum of two times in a 12-month period.
- All discounts applied are subject to the Publisher's review and approval.
- Frequency discounts are based upon the number of insertions in a 12-month period from the date of first insertion. A six-time frequency discount is based on a 24-month period from the date of first insertion.

## COMMISSIONS

A 15-percent commission is allowed to recognized advertising agencies. (To qualify, an advertising agency must submit a request on agency letterhead, which is to include a separate and distinct company name, principal contact person, and mailing address from the agency's client advertisers.)

## PAYMENT

Payment in full is due within 30 days of the initial invoice date. Advertisers and advertising agencies jointly and severally agree to be responsible for payment to the Publisher for all space purchased under this rate card. The Advertiser agrees to pay all collection expenses, attorneys' fees, and court costs in the event that collection action becomes necessary.

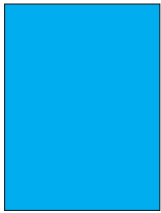
## BLEED

No charge (not available for fractional sizes).

## CONTRACT TERMS

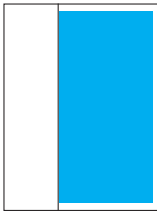
General Conditions are that insertion orders are accepted subject to the terms and conditions of Interval's Advertising Contract and will be executed to the best of the Publisher's ability. No conditions, printed or otherwise, appearing on insertion orders or copy instructions that conflict with the terms and conditions of Interval's Advertising Contract shall be binding on the Publisher. The Publisher assumes no liability other than for the refund of monies paid for the omission of any advertisement or for failure to print a specific issue of the publication. Such action shall serve to invalidate the order of insertion in that particular issue, but shall not constitute a breach of contract.

## TRIM SIZE 8.25" x 10.5"



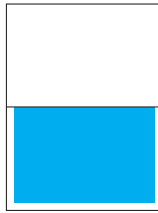
### FULL PAGE

trim: 8.25" x 10.5"  
live: 7.625" x 9.875"  
bleed: 8.5" x 10.75"



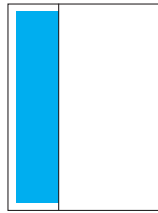
### 3/8 PAGE VERTICAL

4.5" x 9.875"



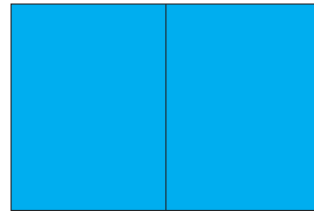
### 1/2 PAGE HORIZONTAL

7" x 4.25"



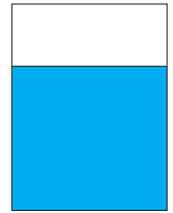
### 1/3 PAGE VERTICAL

2.125" x 9.875"



### 2-PAGE SPREAD

trim: 16.5" x 10.5"  
live: 15.75" x 9.875"  
bleed: 16.75" x 10.75"



### BACK COVER

trim: 8.25" x 7.5"  
live: 7.625" x 7.187"  
bleed: 8.5" x 7.625"

This publication is printed direct-to-plate, web offset on coated stock, and is perfect bound.

## DIGITAL FILES

All artwork (images and text) must be assembled in QuarkXPress or Adobe InDesign. All text must be set in the page-layout program and NOT in Photoshop or Illustrator.

## FONTS

Include PostScript fonts only (both screen and printer fonts) — TrueType fonts are not suitable for publishing purposes.

## CONTINUOUS TONE IMAGES (PHOTOSHOP)

Images must be in TIFF or EPS format, CMYK mode, 330 ppi with a 150-lpi screen density. For composite files, include the layered Photoshop file. Do not set type within a Photoshop file.

## VECTOR IMAGES (ILLUSTRATOR)

All files must be in EPS format, CMYK mode. Convert all type to outlines.

## FINAL MATERIAL REQUIREMENTS

- Advertiser must furnish final advertising materials consisting of Mac-formatted files on a CD-ROM/DVD with digital color proof and a volume directory.
- Maximum file density should not exceed 300%, and only one color should be solid.

## PDF REQUIREMENTS

- High-resolution PDF format output from QuarkXPress or Adobe InDesign with crop marks and bleeds.

## CONTACT INFORMATION:

**Nicole Meck**  
Interval International  
949.470.8324  
[Nicole.Meck@intervalintl.com](mailto:Nicole.Meck@intervalintl.com)

