Where will you go? Today this question resonates strongly within our culture as we embrace the idea that the memories we make on vacation are more valuable and lasting than any commodity could be.

Here at Endless Vacation® magazine, our mission is to help RCI® subscribing members take precisely the kind of vacations they’ll enjoy and always remember. Throughout the year we send respected writers and photographers to research and shoot articles on some of the world’s favorite vacation spots.

Each issue presents a wide range of domestic and international destinations and alluring photos, offering members ideas on where to go and what they can do there. Detailed service information may include great restaurants, hiking trails, golf courses, museums, ski destinations, snorkeling sites and shops. We take pride in giving members the tools to dig a little deeper and to really experience a place by going where the locals go.

For mobile readers, we offer our free award-winning app for phones and tablets, in which our print content is enhanced with photo galleries, panoramic shots, videos featuring in-person interviews and more. RCI® subscribing members can also read most of our articles at our website, EndlessVacation.com. And several times a year we send out an e-newsletter that links to the site. It’s all a part of inspiring and empowering our readers to continue exploring the world.

Editor in Chief
Vacation ownership offers the opportunity to own condominium-style accommodations at quality resorts in popular domestic and international destinations. Today RCI serves 3.8 million subscribing members each year by offering access to more than 4,300 affiliated resorts in 110 countries around the world.*

Mission Statement

Endless Vacation® magazine is the award-winning official travel publication of RCI, the world’s largest vacation exchange network. The magazine’s mission is to continue to be the essential travel resource for RCI® subscribing members and to help members take their most memorable vacations. We are proud of inspiring our readers to immerse themselves in the local experience.

*THESE VACATIONS ARE LIMITED AND SUBJECT TO AVAILABILITY BASED ON VALUE-FOR-VALUE VACATION EXCHANGE PRINCIPLES OR ACCESSIBLE POINTS BALANCE.
Why Should You Advertise in *Endless Vacation*?

**Largest reach of all national travel magazines**
*Endless Vacation* is the largest national circulation travel magazine, with a rate base of 1.7 million readers and a total readership of 4.3 million, thus ensuring the most efficient CPM among all travel titles.

**Readers’ immense propensity for travel**
*Endless Vacation* magazine readers take 25.6 days for leisure travel—almost four weeks—on average per year.

**Highly affluent readership**
*Endless Vacation* magazine readers have a median household income of $103,858. They are one of the most affluent and educated audiences in travel publishing. In fact, they are younger and more affluent than readers of *Condé Nast Traveler* and almost mirror the demographics of *Travel + Leisure* while offering advertisers two-thirds greater efficiency.

SOURCE: MRI DOUBLEBASE 2017
Endless Vacation® Magazine

Multimedia Travel Network

360-Degree Engagement Throughout the Travel Life Cycle

Access to More Than 4 Million’ Committed Travelers With Money to Spend on Vacations

Endless Vacation® Magazine

largest national circulation travel magazine—1,700,000¹

Endless Vacation® Magazine app available on iOS® and Android™ devices, downloadable at the iTunes® App Store® and Google Play Store**—169,000 downloads²

Sponsored Content
written by the talented Endless Vacation magazine editorial team for print, digital, mobile and social media platforms

RCI® Social Media
Facebook, Twitter, YouTube videos, Instagram and Pinterest: 557,000+ FB likes

RCI.com
digital platform for new and existing RCI subscribing members and nonmembers communicating the excitement of vacation exchange—on average, more than 65.43 million page views per month and 1.3 million unique visitors¹

Endless Vacation magazine app available on iOS® and Android™ devices, downloadable at the iTunes® App Store® and Google Play Store**—169,000 downloads²

Lead Generation
available across print and digital platforms

Endless Vacation E-Newsletter
1.0 million readers

EndlessVacation.com
digital platform with 35,500 monthly page views²

Endless Vacation
Digital
Punta Cana

² MRI DOUBLEBASE 2017
¹ ADOBE ANALYTICS JAN-OCT 2017
²RCI MARKETING DATA WAREHOUSE – BUSINESS OBJECTS REPORTING – SALESFORCE MARKETING CLOUD
I 2016 CIRCULATION STATEMENTS FOR NATIONAL CIRCULATION MAGAZINES
II ITUNES CONNECT AND GOOGLE PLAY CONSOLE
III ENDLESS VACATION® MAGAZINE IS AN INDEPENDENT PUBLICATION AND HAS NOT BEEN AUTHORIZED, SPONSORED, OR OTHERWISE APPROVED BY APPLE INC.
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IOS IS A TRADEMARK OR REGISTERED TRADEMARK OF CISCO IN THE U.S. AND OTHER COUNTRIES AND IS USED UNDER LICENSE.
** ANDROID AND GOOGLE PLAY ARE TRADEMARKS OF GOOGLE LLC.
Endless Vacation® Magazine
Reader Profile

• Median HHI is $103,858
• 51.8% have HHI greater than $100,000
• 39.3% male/60.7% female
• Median age: 53.8

• Takes 3 trips on average per year
• Takes 25.6 days (almost 4 weeks) for leisure travel every year
• 76% of leisure travel is domestic
• 24% of leisure travel is international

• 4.3 million total readers

SOURCE: MRI DOUBLEBASE 2017
Competitive Demographic Profile

*Endless Vacation*® magazine delivers more than twice the circulation at less than half the CPM versus the average travel title.

I fulfilled a lifetime dream and swam with the dolphins.
—LINDA P., RCI® SUBSCRIBING MEMBER

---

<table>
<thead>
<tr>
<th>Rate Base</th>
<th>ENDLESS VACATION</th>
<th>TRAVEL + LEISURE</th>
<th>CONDÉ NAST TRAVELER</th>
<th>NATIONAL GEOGRAPHIC TRAVELER</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1,700,000</td>
<td>950,000</td>
<td>800,000</td>
<td>615,000</td>
</tr>
</tbody>
</table>

| CPM           | $51              | $172             | $200                 | $158                        |

<table>
<thead>
<tr>
<th>Gender</th>
<th>Male</th>
<th>Female</th>
<th>Male</th>
<th>Female</th>
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<tr>
<td></td>
<td>39.3%</td>
<td>60.7%</td>
<td>38.6%</td>
<td>61.4%</td>
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</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>Median Age</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>53.8</td>
<td>53.8%</td>
<td>52.6%</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Income</th>
<th>Median HHI</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$103,858</td>
<td>$105,026</td>
<td>$99,882</td>
</tr>
</tbody>
</table>

| HHI $100,000+ | 51.8%            | 52.4%            | 50.0%                |

| HHI $100,000+ | 33.2%            |                    |                      |

SOURCE: MRI DOUBLEBASE 2017
# Competitive Demographic Profile

Nothing distracted us from having a great vacation with the kids.

— KATHY M., RCI® SUBSCRIBING MEMBER

<table>
<thead>
<tr>
<th>Family Status</th>
<th>ENDLESS VACATION</th>
<th>TRAVEL+LEISURE</th>
<th>CONDE NAST TRAVELER</th>
<th>NATIONAL GEOGRAPHIC TRAVELER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married</td>
<td>64.0%</td>
<td>63.3%</td>
<td>66.1%</td>
<td>49.0%</td>
</tr>
<tr>
<td>Children under 12</td>
<td>23.7%</td>
<td>24.7%</td>
<td>20.8%</td>
<td>30.9%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Occupation</th>
<th>ENDLESS VACATION</th>
<th>TRAVEL+LEISURE</th>
<th>CONDE NAST TRAVELER</th>
<th>NATIONAL GEOGRAPHIC TRAVELER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional or Managerial</td>
<td>34.7%</td>
<td>34.4%</td>
<td>35.3%</td>
<td>22.0%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Home Ownership</th>
<th>ENDLESS VACATION</th>
<th>TRAVEL+LEISURE</th>
<th>CONDE NAST TRAVELER</th>
<th>NATIONAL GEOGRAPHIC TRAVELER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Own Home</td>
<td>76.1%</td>
<td>76.7%</td>
<td>74.4%</td>
<td>61.9%</td>
</tr>
<tr>
<td>Median Home Value</td>
<td>$334,976</td>
<td>$335,155</td>
<td>$334,440</td>
<td>$260,995</td>
</tr>
</tbody>
</table>

**SOURCE:** MRI DOUBLEBASE 2017
Our trip to Wales was to explore our Welsh heritage. The country was more beautiful than we had ever imagined.

—MAJEL S., RCI® SUBSCRIBING MEMBER

<table>
<thead>
<tr>
<th>Travel in Past Year</th>
<th>ENDLESS VACATION</th>
<th>TRAVEL+LEISURE</th>
<th>CONDÉ NAST TRAVELER</th>
<th>NATIONAL GEOGRAPHIC TRAVELER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any Domestic “Vacation Only” Trips</td>
<td>46.2%</td>
<td>45.7%</td>
<td>47.9%</td>
<td>35.5%</td>
</tr>
<tr>
<td>Any International “Vacation Only” Trips</td>
<td>36.4%</td>
<td>36.2%</td>
<td>37.0%</td>
<td>23.7%</td>
</tr>
<tr>
<td>5+ Nights in a Hotel for Vacation</td>
<td>33.7%</td>
<td>32.9%</td>
<td>36.1%</td>
<td>21.1%</td>
</tr>
<tr>
<td>Average Spent on Domestic Vacation</td>
<td>$2,499</td>
<td>$2,394</td>
<td>$2,791</td>
<td>$2,045</td>
</tr>
<tr>
<td>Average Spent on International Vacation</td>
<td>$4,167</td>
<td>$4,051</td>
<td>$4,495</td>
<td>$3,512</td>
</tr>
<tr>
<td>Own a Passport</td>
<td>62.9%</td>
<td>62.8%</td>
<td>63.1%</td>
<td>46.4%</td>
</tr>
</tbody>
</table>

SOURCE: MRI DOUBLEBASE 2017
Endless Vacation® magazine readers are true travelers, roaming all over this country and around the world.

Numbers shown are MRI indices for travel in “past three years.”

Endless Vacation® Magazine Readers:
A Highly Responsive Audience

After reading EV, nearly **half** of members look for more information about a featured resort or destination and nearly **1 in 4** look for information on something that is advertised.

**30%** of tenured members have taken a vacation to one of the EV featured destinations as a result of reading the magazine.

**15%** of members book as a result of print version.

**Source:** Endless Vacation Magazine Reader Survey 2016
2018 Multimedia Advertising Opportunities for Endless Vacation® Magazine
Lead Generation/Reader Service/Digital Ads

- Advertisers receive inclusion in the print and digital Reader Service program
- Weekly Lead Reports with contacts are available via email or with respondent labels
- Increase reach and frequency by extending advertising on RCI.com/evfreeinfo
- Information on these websites is available to RCI® subscribing members and the general public
- Microsite/Featured Showcase advertisers receive a landing-page banner and custom microsite with links
2018 Digital Advertising Opportunities

*Endless Vacation* E-Newsletter

- Received by 1 million RCI® subscribing members/Endless Vacation® magazine readers
- Banners and content sponsorship opportunities
- Contains original editorial content plus extended features from the magazine
- Deployed up to 8 times per year
- Advertisers’ banner/branded content can be replicated on EndlessVacation.com
- Metrics available for advertiser to track results*
- Each advertiser receives a 25% SOV with only 4 ad placements available

**E-NEWSLETTER DATES**

<table>
<thead>
<tr>
<th>Issue 2018</th>
<th>Ad Close</th>
<th>Materials Due</th>
<th>In Home**</th>
</tr>
</thead>
<tbody>
<tr>
<td>March</td>
<td>2/2/18</td>
<td>2/9/18</td>
<td>3/10/18</td>
</tr>
<tr>
<td>April</td>
<td>3/2/18</td>
<td>3/9/18</td>
<td>4/14/18</td>
</tr>
<tr>
<td>June</td>
<td>5/4/18</td>
<td>5/11/18</td>
<td>6/9/18</td>
</tr>
<tr>
<td>August</td>
<td>7/6/18</td>
<td>7/13/18</td>
<td>8/11/18</td>
</tr>
<tr>
<td>September</td>
<td>8/3/18</td>
<td>8/10/18</td>
<td>9/8/18</td>
</tr>
<tr>
<td>November</td>
<td>10/5/18</td>
<td>10/12/18</td>
<td>11/10/18</td>
</tr>
<tr>
<td>December</td>
<td>11/2/18</td>
<td>11/9/18</td>
<td>12/8/18</td>
</tr>
</tbody>
</table>

**ENDLESS VACATION**

**E-NEWSLETTER GROSS RATES**

**Banner**
- Desktop: 728 x 90px
  $21,850
- Mobile: 320 x 50px

**Rectangle**
- Desktop: 728 x 90px
  $16,400
- Mobile: 320 x 50px

**Square**
- Desktop and Mobile: 300 x 250px
  $16,400

---

* RCI MARKETING DATA WAREHOUSE—BUSINESS OBJECTS REPORTING—SALESFORCE MARKETING CLOUD
** ALL DATES ARE SUBJECT TO CHANGE
2018 Multimedia Advertising/Sponsored Content Opportunities for *Endless Vacation*® Magazine
Print, eNewsletter, Web, Social Media

Advertisers can purchase sponsored content across all *Endless Vacation* magazine print and digital platforms. The content can be supplied or written by the *Endless Vacation* award-winning content team. Rates and details available on request.

* More than 874,000 monthly organic impressions*
2018 Digital Advertising Opportunities

*Endless Vacation® Magazine App for Tablets and Smartphones available on approved iOS* and Android™ devices

**Rich media units**
- Interactive content
- Photo galleries
- Video
- Audio
- Panoramas
- Issues archived with ads
- More than 169,000 total downloads

**Dates***

<table>
<thead>
<tr>
<th>Issue 2018</th>
<th>Space</th>
<th>Materials Due</th>
<th>In Home***</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring (print + mobile)</td>
<td>12/29/17</td>
<td>1/9/18</td>
<td>2/20/18</td>
</tr>
<tr>
<td>Summer (mobile only)</td>
<td>3/6/18</td>
<td>3/21/18</td>
<td>5/9/18</td>
</tr>
<tr>
<td>Fall (print + mobile)</td>
<td>5/22/18</td>
<td>6/1/18</td>
<td>7/25/18</td>
</tr>
<tr>
<td>Winter (mobile only)</td>
<td>8/15/18</td>
<td>8/31/18</td>
<td>10/19/18</td>
</tr>
</tbody>
</table>

**Net Rates:**
- Single-page ad: $20,000 USD
- Sponsored-content banner and sponsored article: $25,000 USD
- 300 x 250px tile: $7,350 USD
- Pricing for rich media and video units available on request

**Notes:**
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- **ANDROID IS A TRADEMARK OF GOOGLE LLC**
- **ALL DATES ARE SUBJECT TO CHANGE**
- *2017 MIN EDITORIAL AND DESIGN AWARDS*
- **2017 PEARL AWARDS BY THE CUSTOM CONTENT COUNCIL***
2018 Digital Advertising Opportunities

*Endless Vacation® Magazine App for Tablets and Smartphones available on approved iOS* and Android™ devices

Continued from previous page

**FILE PREPARATION:**
- Format: JPG, GIF or PNG file
- Sizes available:
  - **Full page:** minimum size 768x1024px , maximum size 900x1200px
  - **Tile:** 300x250px
- Resolution: 72 dpi
- All files are portrait orientation
- All graphics can be full bleed.
- Suggested minimum font size: 16pt

**PRODUCTION NEEDS:**
- Please ensure that the submitted link is live and leads to your desired landing page. (Note: Apple iPad® and iPhone** devices do not support Flash.)
- Video: mp4 format, 640x480px resolution (horizontal view), 30 frames per second
- Third-party tracking is available at advertiser request

**Material Checklist**
- Digital Ad
- URL
- Reader Service blurb (150 char.)
- Tracking Code (optional)

**Submission**
Please submit files to our ad portal site, then email moniquel@mbooth.com once files are uploaded

**LINK:**
tinyurl.com/EndlessVacationAdMaterials

**Production Inquiries**
Advertising Sales & Traffic Coordinator
666 Third Avenue, 7th floor
New York, NY 10017
Direct: 646.774.0014
moniquel@mbooth.com

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** ANDROID IS A TRADEMARK OF GOOGLE LLC.
Endless Vacation® Magazine Regional Rates

Regional Gross Rates

<table>
<thead>
<tr>
<th>Region</th>
<th>Circulation</th>
<th>Full Page</th>
<th>1/2 Page</th>
<th>1/3 Page</th>
<th>1/6 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast</td>
<td>372,450</td>
<td>$20,220</td>
<td>$12,944</td>
<td>$10,255</td>
<td>$5,125</td>
</tr>
<tr>
<td>South</td>
<td>574,399</td>
<td>$35,900</td>
<td>$22,920</td>
<td>$18,195</td>
<td>$8,970</td>
</tr>
<tr>
<td>Midwest</td>
<td>345,848</td>
<td>$15,810</td>
<td>$9,841</td>
<td>$8,001</td>
<td>$3,960</td>
</tr>
<tr>
<td>West</td>
<td>427,135</td>
<td>$24,210</td>
<td>$15,475</td>
<td>$12,270</td>
<td>$6,135</td>
</tr>
</tbody>
</table>

Issue 2018

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad Close</th>
<th>Materials Due</th>
<th>In Home*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring</td>
<td>12/29/17</td>
<td>1/9/18</td>
<td>2/20/18</td>
</tr>
<tr>
<td>Fall</td>
<td>5/22/18</td>
<td>6/1/18</td>
<td>7/25/18</td>
</tr>
</tbody>
</table>

Special Sections:
Southeast Tourism Partnership
Favorite Southern Vacations
• Spring and Fall issues

Vacation Planner Sections
• Spring and Fall issues

NOTES: ALL PRICES QUOTED IN USD.
PLEASE SEE SPECIFICATIONS FOR EXACT SIZING.
REGIONAL SPLIT BASED ON RCI ZIP CODE/STATE SELECTIONS. IF ADVERTISER REQUIRES SPECIFIED DATA SELECTION, COSTS MAY CHANGE.
THE NORTHEAST, MIDWEST AND WEST REGIONS WILL INCLUDE ADDITIONAL BONUS CIRCULATION IN CANADA AS FOLLOWS: NORTHEAST: 76,972; MIDWEST: 5,619 ; WEST: 56,100.
REGIONAL ADVERTISING MAY BE UPGRADED TO INCLUDE ADDITIONAL MARKETS PENDING AVAILABILITY.
*ALL DATES ARE SUBJECT TO CHANGE.
2018 Rates†

**ENDLESS VACATION® MAGAZINE**
National Gross Rates/Rate Base 1,700,000

<table>
<thead>
<tr>
<th>4-Color</th>
<th>1X</th>
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<tbody>
<tr>
<td>Page</td>
<td></td>
<td>$87,400</td>
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<tr>
<td>2/3 Page</td>
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<td>$69,900</td>
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<td>1/2 Page</td>
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<td>1/3 Page</td>
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<td>$43,700</td>
</tr>
<tr>
<td>1/6 Page</td>
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<td>$21,850</td>
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</table>

<table>
<thead>
<tr>
<th>B/W</th>
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<th></th>
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<tr>
<td>Page</td>
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<td>$71,650</td>
</tr>
<tr>
<td>2/3 Page</td>
<td></td>
<td>$57,300</td>
</tr>
<tr>
<td>1/2 Page</td>
<td></td>
<td>$45,875</td>
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<tr>
<td>1/3 Page</td>
<td></td>
<td>$35,825</td>
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<table>
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<tr>
<th>Cover Rates</th>
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<tbody>
<tr>
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<td></td>
<td>$109,200</td>
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<tr>
<td>Cover 3</td>
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<td>$104,850</td>
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<tr>
<td>Cover 4</td>
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<td>$109,200</td>
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<table>
<thead>
<tr>
<th>Supplied BRC</th>
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<tbody>
<tr>
<td>BRC</td>
<td></td>
<td>$45,875</td>
</tr>
</tbody>
</table>

| Branded Content/Advertorial | Rates available on request |

**ENDLESS VACATION E-NEWSLETTER**
Gross Rates
Sent to 1 million Endless Vacation readers

<table>
<thead>
<tr>
<th>Banner</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>728 x 90px</td>
<td>$21,850</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Square</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>250 x 250px</td>
<td>$16,400</td>
</tr>
</tbody>
</table>

Content pricing is available on request.

**SPECIAL BRANDED-CONTENT PROGRAMS:**
- Spring Vacation Planner
- Fall Vacation Planner
- Co-op Programs

Ask for details.

*†ALL PRICES QUOTED IN USD
PLEASE SEE SPECIFICATIONS FOR EXACT SIZING.*
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**Endless Vacation**® Magazine

**2018 Print Schedule & Closing Dates**

<table>
<thead>
<tr>
<th>Issue 2018</th>
<th>Ad Close</th>
<th>Materials Due</th>
<th>In Home*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring (print+mobile)</td>
<td>12/29/17</td>
<td>1/9/18</td>
<td>2/20/18</td>
</tr>
<tr>
<td>Summer (mobile only)</td>
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<td>6/1/18</td>
<td>7/25/18</td>
</tr>
<tr>
<td>Winter (mobile only)</td>
<td>8/15/18</td>
<td>8/31/18</td>
<td>10/19/18</td>
</tr>
</tbody>
</table>

**SPECIAL SPACE UNITS**

All special space units, such as gatefolds, sheen inks, multiple-page advertisements necessitating special positioning or other than normal printing, must be discussed in advance with the **Endless Vacation**® magazine production department in order to establish mechanical feasibility and special premiums. A sample of any advertiser-supplied insert must be received prior to the published advertising closing date. Advertiser must contact the sales representative or production department to establish update quantities prior to shipping the insert.

**SPONSORED CONTENT SECTIONS**

These can be created by the talented **Endless Vacation** magazine editorial team for placement across all **Endless Vacation** magazine print and digital platforms.

Contact your representative for more information.

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*ALL DATES ARE SUBJECT TO CHANGE*
Print Specifications

**PUBLICATION:** Perfect Bound  
**BOOK TRIM SIZE:** 8” x 10.5”  
**4C LINE SCREEN:** 133  
**WEB OFFSET**

**REQUIRED MATERIALS:**  
All ad submissions must be PDF/X-1a (4-color composite) digital files uploaded to our FTP site.

**Guidelines for PDF/X-1a files:**  
• All fonts MUST be embedded (True Type fonts cannot be used for printing).  
• The color space must be CMYK or Grayscale. No RGB, LAB or embedded color profiles allowed.  
• No files with PMS colors will be accepted without prior notification.  
• All high-resolution images and fonts must be included in PDF/X-1a.  
• Maximum ink density: 300 total.  
• Resolution: 300 dpi.  
• If using printer marks such as trim, crop and color bars, please be sure they do not appear within the bleed area (marks should not overlap or touch any part of the image).

Visit www.adobe.com to learn how to build a PDF/X-1a file.

**Submission**

Please submit files to our ad portal site, then email moniquel@mbooth.com once files are uploaded.

**LINK:** tinyurl.com/EndlessVacationAdMaterials

**Production Inquiries**

Advertising Sales & Traffic Coordinator  
666 Third Avenue, 7th floor  
New York, NY 10017  
Direct: 646.774.0014  
moniquel@mbooth.com

**MECHANICAL SPECIFICATIONS:**

<table>
<thead>
<tr>
<th>Page Unit</th>
<th>Bleed</th>
<th>Non-bleed</th>
<th>Trim</th>
<th>Safety</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>16.5” x 10.75”</td>
<td>15” x 9.625”</td>
<td>16” x 10.5”</td>
<td>15.375” x 9.875”</td>
</tr>
<tr>
<td>Full Page</td>
<td>8.25” x 10.75”</td>
<td>7” x 9.625”</td>
<td>8” x 10.5”</td>
<td>7.25” x 9.875”</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>5.25” x 10.75”</td>
<td>4.5” x 9.625”</td>
<td>4.875” x 10.5”</td>
<td>4.25” x 9.875”</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>8.25” x 5.375”</td>
<td>6.875” x 4.75”</td>
<td>8” x 5.125”</td>
<td>7.25” x 4.5”</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>4.125” x 10.75”</td>
<td>3.125” x 9.625”</td>
<td>3.75” x 10.5”</td>
<td>3.125” x 4.5”</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>3” x 10.75”</td>
<td>2.125” x 9.625”</td>
<td>2.75” x 10.5”</td>
<td>2” x 9.875”</td>
</tr>
<tr>
<td>1/3 Page Square</td>
<td>5.25” x 5.375”</td>
<td>4.5” x 4.75”</td>
<td>5” x 5.125”</td>
<td>4.625” x 4.75”</td>
</tr>
<tr>
<td>1/6 Page Vertical</td>
<td>N/A</td>
<td>2.125” x 4.75”</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

For information on 1/2 page spreads, if available, please contact Advertising Sales & Traffic Coordinator.

**SAFETY:** All live matter must be .25” from trim on all sides.  
**GUTTER SAFETY:** .375” on each side (.75 in total)—please ensure that no type falls across gutter and into safety.
Contract & Copy Regulations

1. The advertiser and its agency represent and warrant that advertising submitted for publication does not infringe upon any trademark, service mark or trade name, violate the right or privacy of or constitute a libel against any person, firm or corporation, or violate or infringe upon any copyright, literacy, artistic or other rights, whether similar or dissimilar in kind, of any person, firm or corporation. The advertiser and its agency agree to indemnify and hold Endless Vacation magazine and RCI, LLC, and their officers, directors, employees, agents and affiliated entities, harmless from and against any and all damages, liabilities and expenses caused by or arising out of any claim or action based upon advertising published in Endless Vacation magazine and other media platforms comprising the Endless Vacation network.

2. All advertising insertions are subject to the publisher’s acceptance. The publisher reserves the right to refuse and cancel any advertising that in the publisher’s sole opinion does not conform to the nature or editorial and graphic standards of Endless Vacation magazine or that the publisher deems objectionable or harmful. Partial advertisements requiring bleeds are not accepted without the publisher’s consent.

3. The advertiser and its agency assume and agree to pay the charges for advertisements published at their direction, in accordance with the billing terms and policies of the publisher. All advertising invoices are mailed upon publication. New accounts are subject to an advance payment of half the advertising rate, or the advertiser must submit an acceptable commercial-credit history.

4. The publisher assumes no liability for the omission of any advertisement. The publisher’s failure to insert an advertisement in any issue invalidates the order for insertion in that particular issue, but shall not constitute a breach of contract. The publisher’s liability for any error is limited to the charge for the advertisement in question. The publisher assumes no liability for errors in key numbers.

5. All cancellations of advertising space reserved by the advertiser and/or its agency must be made in writing and will not be accepted until confirmed by the publisher. Cancellations or changes in insertion orders and space reservations must be made before the space-closing date for any issue.

6. No conditions or copy instructions, printed or otherwise, including any that appear on the insertion order, that conflict with the publisher’s policies, will be binding on the publisher.

7. The publisher reserves the right to hold the advertiser and its advertising agency jointly and severally liable for all money due the publisher for advertising ordered by the advertiser and its agency.

8. All orders for advertising space must be confirmed in writing.

9. In the event of any conflict between this rate card and any other contract held by the advertiser or its agency with the publisher, or between this rate card and any information presented in any publishing reference directory, such as that of Standard Rate and Data Service, Inc., the conditions of the publisher’s most current rate card shall prevail and determine the conditions, policies and rates for any advertising insertion order or space reservation for Endless Vacation magazine.

10. All advertising materials not claimed within 12 months of publication will be destroyed.

REPUBLICATION OF ADVERTISEMENTS
Advertiser and Agency agree that any submitted advertisements published may, at Endless Vacation magazine’s sole discretion, be republished, re-performed, retransmitted or otherwise reused by Endless Vacation magazine or its agents in any form in whole or in part in all media now in existence or hereafter developed, whether or not combined with material of others. The copyright in any advertisement created by Endless Vacation magazine is owned by Endless Vacation magazine and may not be otherwise used by Advertiser or third parties without Endless Vacation magazine’s prior written consent.

GENERAL BINDING POLICIES
Payment of invoice in net 30 days.

1.5% per month due on unpaid balances, beginning 45 days after date of invoice.

Commission not allowed on cost of artwork, conversion charges, reprints of nondisplay advertising, backup of inserts or any other mechanical costs.
Endless Vacation® Magazine

Sales Contacts

My best and most memorable vacation ever! —KAREN L., RCI® SUBSCRIBING MEMBER

Joseph Messer
Associate Publisher, Multimedia
cell: 310.613.6899
JoeM@mbooth.com

India
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fax: +91.124.4932021
vimal@gmnindia.com

Southeast U.S.
David Wright
direct: 770.633.9602
david@mandelmediagroup.com

PRODUCTION
Advertising Sales & Traffic Coordinator
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moniquel@mbooth.com