

FY10 NATIONAL MEDIA SUMMARIES

PRINT**ARCHITECTURAL DIGEST**

Architectural Digest travels the globe with each issue, presenting stunning architecture from around the world and providing insight into the work of architects and interior designers. Top notch writers and photographers cover subjects of design importance, spanning a wide variety of styles, from technology to travel, in every issue. From editorial to advertising, our readers see, source, and buy products and services directly from the pages.

- Issuance: per year
- Circulation:
- Median Age:

Contact: Ellen Lewis Phone (972) 960-2889 Email ellen@LewisStafford.com

AUDUBON

Audubon magazine delivers the National Audubon Society's 100+ year old mission of making the world a better place by providing a place where nature enthusiasts, outdoor adventurers, and socially conscious consumers can discover, connect with, and be inspired by the natural world's extraordinary beauty & diversity. Our respected editorial voice plays an increasingly influential role in our national discourse about environmental issues. Smart, inventive, beautiful, sometimes surprising... Audubon is a magazine that understands how to communicate at a mature level, setting the standard for excellence in nature writing, conservation reporting, design and photography.

- Issuance: per year
- Circulation:
- Median Age:

Contact: Frieda Holleran Phone (925) 943-7878 Email frieda.holleran@thehollerangroup.com

BUDGET TRAVEL

ARTHUR FROMMER'S BUDGET TRAVEL is the ultimate resource for the world's savviest travelers. It provides smart consumers with practical and timely tips and tools, uncovering the best under-the-radar discoveries and showing just how any destination can be made accessible. Reader generated content is featured in editorial departments such as 20 Tips, Trip Coach, The Budget Travel Upgrade and True Stories, giving readers a forum to share their experiences and interact with each other, creating an inclusive community that serves to bond readers to one another and the magazine.

- Issuance: per year
- Circulation:
- Median Age:

Contact: Doug Kushla Phone (310) 586-2213 Email Douglas.Kushla@BudgetTravel.com

CONDE NAST TRAVELER

Condé Nast Traveler's editorial creed, "Truth in Travel" is revolutionary in the industry, requiring writers to travel anonymously and pay their own way, assuring credibility and independence from the travel industry. Condé Nast Traveler is edited and designed to provide the experienced, discerning leisure traveler with an array of distinctive travel experiences. Columns offer insider tips, as well as the latest news on fashion, architecture, cuisine, culture and more. As a result, Condé Nast Traveler is the INSIDER'S GUIDE to the outside world drawing the most high-yield, frequent domestic travelers of any travel/lifestyle publication.

- Issuance: per year
- Circulation:
- Median Age:

Contact: Tricia Baak Phone (323) 965-3757 Email Tricia_Baak@condenast.com

DEPARTURES

As the global luxury lifestyle leader, Departures mission is based on an unparalleled business model to “filter” the affluent, and connect our advertisers with only a pre-qualified audience who are proven high spending, credit worthy and brand loyal consumers – the American Express Platinum Card and Centurion member. Departures is, and always will be, a showcase for leading luxury brands spanning every relevant lifestyle segment that aligns with our reader’s known interests and passions, which define their life. Complete synergy between editorial, reader, and advertiser is paramount, resulting in the ultimate connection among all three - to inform, to engage and to empower both advertiser and reader to take action.

- Issuance: 7x per year
- Circulation: 840,000
- Median Age: 49

Contact: Diana Trinks Phone (310) 268-7647 Email diana.c.trinks@aexp.com

FOOD NETWORK MAGAZINE

Food Network Magazine, just as The Food Network itself, caters to this audience’s desire for content that is real, accessible and fun. Fun means adventure and experimentation. Fun means food, and the lifestyle that goes with it, brought to life by people and personalities who have contagious enthusiasm and shared passions. The Food Network Magazine is all of that...and more. Recipes, personalities, exclusive behind the scenes looks at America's favorite food shows, cool new products, great stories, and stunning photography that will take readers on an epicurean lifestyle adventure in every issue.

- Issuance: 10x per year
- Circulation: 1,000,000
- Median Age: n/a

Contact: Julie Amalfi Phone (310) 664-2820 Email jamalfi@heart.com

FOOD & WINE

Food & Wine is written for the Always Hungry for all things epicurean. We were the first to put chefs on the cover and we're known as the tireless scouts for trends, talent, tables, travel and tastes. Editorially they feature real people who are the tastemakers and newsmakers in the epicurean world.

- Issuance: 12x per year
- Circulation: 950,000
- Median Age: 49

Contact: Monty McMurray Phone (310) 268-7408 Email monty.j.mcmurray@aexp.com

GOLF MAGAZINE

GOLF Magazine's editorial mission is to supply our readers with the tools to help them improve their game while also providing them with insider tips on where to play and what equipment to play with. GOLF's tone is very personal and we pride ourselves on being immediately useful and accessible. GOLF is very service oriented, using the countries best golf instructors (Top 100 Teachers) to help our readers improve their game. We are dedicated to bringing the most cutting edge golf information to our readers including: instruction, equipment, tour news, and travel.

- Issuance: 12x per year
- Circulation: 1,400,000
- Median Age: 47

Contact: Erika Anderson Phone (310) 268-7221 Email erika_anderson@golf.com

GOURMET

Founded in 1941, Gourmet is the ORIGINAL epicurean title, speaking to all who passionately embrace the pillars of a lifestyle of good living. No other title is more deeply involved in the core passions of a world filled with food, travel and the collection of authentic

experiences - our readers' sense of adventure is inspired by the taste buds and takes shape on the road. Gourmet travels beyond the table and delivers HUNGRY FOR LIFE readers THE WORLD ON A PLATE.

- Issuance: per year
- Circulation:
- Median Age:

Contact: Ellen Lewis Phone (972) 960-2889 Email ellen@LewisStafford.com

MADDEN MEDIA

An integrated multi-channel campaign targeting 825,000 subscriber households in key AOT markets. Primary emphasis will be placed on key target markets Chicago, Denver, Detroit, Dallas, Los Angeles, Orange County and San Francisco. This campaign will target an affluent audience who travel frequently and spend often. These preprinted sections are inserted into major newspapers in the markets listed above. Circulation is based on demographic profiles aligning with AOT's target audience.

Contact: Allison Cessna Phone (877) 568-4681 Email acessna@maddenpreprint.com

MARTHA STEWART LIVING

MSL is about the artful, the innovative, the practical, the contemporary, and the beautiful. Martha's readers and believe in a little more quality, a little more permanence, a little more lasting beauty. The publication is not just a magazine but a laboratory for ideas and a community celebrating the art of creative living.

- Issuance: 12x per year
- Circulation: 2,000,000
- Median Age: 47

Contact: Joe Petrillo Phone (310) 575-3920 Email jpetrillo@marthastewartliving.com

MEN'S HEALTH

MEN'S HEALTH WORKS: SMARTER, HARDER, BETTER. Men's Health is a results-oriented media vehicle that is a direct route to the hearts, souls, and wallets of millions of American men. Every month, we provide our readers with actionable content that they can put to work, content that helps them be healthier, smarter, fashionable, more confident at work and more successful in their relationships.

Men's Health's marketing efforts on behalf of clients begin and end as partnerships. Whether it is a product featured editorially or an in-store event to drive consumer spending, Men's Health moves minds and moves product.

- Issuance: 10x per year
- Circulation: 900,000
- Median Age: 38

Contact: Brett Gentry Phone (310) 252-7515 Email brett.gentry@rodale.com

NATIONAL GEOGRAPHIC ADVENTURE

The adventure way of life is redefining the way millions of us live, work, and spend our time and money. ADVENTURE serves and inspires people who share a passion for the outdoors, adventure activities and adventure travel. National Geographic ADVENTURE inspires people to experience and protect the natural and cultural wonders near their homes and around the world.

- Issuance: 10x per year
- Circulation: 625,000
- Median Age: 42

Contact: Layne Middleton Phone (928) 443-8540 Email fourcrns@aol.com

NATIONAL GEOGRAPHIC TRAVELER

National Geographic TRAVELER, the only magazine that covers all travel, all the time, is number one in reaching travelers who are passionate about experiencing the world. Over 90% of Traveler's editorial is dedicated to the pursuit of leisure and cultural travel, 7.9 million readers.

- Issuance: 8x per year
- Circulation: 715,000
- Median Age: 42

Contact: Layne Middleton Phone (928) 443-8540 Email fourcrns@aol.com

O, THE OPRAH MAGAZINE- Madden Preprint Insert

The Oprah Magazine is a catalyst that helps confident, intelligent, affluent women live their best life. With an emphasis on personal growth, it engages and addresses every aspect of a woman's life—the material, the intellectual, and the emotional. Madden Media's special travel sections are the only travel and tourism advertising in the magazine.

- Issuance: 12x per year
- Circulation: 610,000 (Western Edition)
- Median Age: 46

Contact: Allison Cessna Phone (877) 568-4681 Email acessna@maddenpreprint.com

REAL SIMPLE

Real Simple gives busy women the information, inspiration, and tools they need to make life easier. Filled with practical, actionable solutions to everyday challenges, Real Simple helps its readers do the things they have to do, so they can spend more time doing what they want to do. These solutions are as soulful as they are real - the collective voice of wise women and the advice you'd get from a trusted friend.

- Issuance: 12x per year
- Circulation:
- Median Age:

Contact: Justine Crocker Phone (310) 268-7179 Email Justine_Crocker@realsimple.com

SMITHSONIAN

Smithsonian has a heart/mind connection with a community of more than 7 million readers for whom life is a journey of learning more each day... And, a quest to experience culture in all its forms. From Visual / Performing Arts, History, Science and Innovation... to Human Cultures (ancient and modern), Ecology, Wildlife, our Environment and Natural World, Smithsonian is the heartbeat of culture for the American people. With more than 100 million consumer touch points, Smithsonian, The Institution, its extensions, and the brand itself, preserve and showcase the many aspects of our complex world... and make it familiar... and inspiring.

- Issuance: 12x per year
- Circulation: 2,000,000
- Median Age: 54

Contact: Chuck Carroll Phone (818) 972-9650 Email cwcarroll@earthlink.net

SUNSET

The Sunset subscriber is the quintessential Westerner. The West, with its fabulous climates and rich variety of places to visit and things to do, fosters an active, enjoy-life-to-the-fullest lifestyle. So, Sunset subscribers participate in a wide range of vigorous outdoor activities—from hiking and skiing to mountain biking and snorkeling—at rates well above national averages. Also, they enjoy cultural activities such as live theater and going to museums. The affluent Western region affords Westerners the opportunity to pursue the lifestyle of their dreams—from traveling and home improvements to purchasing new vehicles.

- Issuance: 12x per year
- Circulation: 1,200,000
- Median Age: 50

Contact: Reena Johar Evenson Phone (310) 268-7585 Email evensonr@sunset.com

TRAVEL + LEISURE

Travel + Leisure is the travel authority for consumers. Being the authority, we get there first and have remained the largest and most influential travel magazine for over 35 years. T+L is #1 in readership, it delivers the largest rate base of any travel magazine and our readers pay the highest subscription price amongst all monthly magazines. Published by world's largest travel company, American Express, our resources are unmatched.

- Issuance: 10x per year
- Circulation: 1
- Median Age:

Contact: Lewis Newmark Phone (310) 268-7242 Email lewis.c.newmark@aexp.com

WOMEN'S HEALTH

It's Good to Be you. Really, it is! We all compare the intricate facets of our lives to others, and we all have different motivations to achieve our desired goals. Whether it's the desire to attain beauty on the inside (overall well-being and positive self image) or the outside (clear skin and smooth complexion) Women's Health is there to ensure you succeed like no other magazine can.

- Issuance: 10x per year
- Circulation: 1,100,000
- Median Age: 35

Contact: Brett Gentry Phone (310) 252-7515 Email brett.gentry@rodale.com

ONLINE

MICROSOFT MEDIA NETWORK

DRIVE combines strategic media buying and advanced technology with consultative sales and expertise to provide marketers with a unique opportunity to connect with their audience with more relevance than ever before. We combine premium inventory, robust Microsoft and Atlas technology with a high-touch consultative relationship to generate effective and measurable results.

- Circulation: 6+ Billion Monthly Impressions
- 112 Million Monthly Unique Users
- 60% Reach of the Internal Audience

Contact: Aimee Montague Phone (415) 869-3841 Email aimon@microsoft.com

RED MCCOMBS MEDIA

RMM is an online media services company with a network component. Within their network they can run CPM and CPC campaigns with a focus on reach and low rates. RMM also specialize in custom placements which include building Custom Channels for brand sensitive advertisers.

- Circulation: 457+ Million Monthly Impressions
- 29+ Million Monthly Unique Users

Contact: Shelli Farquhar Phone (512) 364-6495 Email Shelli.Farquhar@redmccombsmedia.com

TRIBAL FUSION

Tribal Fusion is a site representation company with over 1,500 quality sites in our network. We provide innovative targeting and online marketing solutions to top companies around the world.

- Circulation: 9+ Billion Monthly Impressions
- 118 Million Monthly Unique Users

Contact: Michael Soh Phone (510) 250-5328 Email michael.soh@tribalfusion-corp.com

CBS ONLINE

The CBS Local Digital Media audience is comprised of upscale, professionals with significant spending power. Delivering in-the-know consumers deeply invested in their communities. CBS Local Digital Media Web sites are the most trusted source for the news and

information that matter to their communities. Meaningful, lasting connections between the audience served and the consumers you target.

- Circulation: 30+ Million Monthly Impressions
- 20+ Million Monthly Unique Visitors

Contact: Trevor Frederickson Phone (312) 899-2725 Email tdfrederickson@cbs.com

FOOD & WINE ONLINE

Foodandwine.com is the go-to guide for the adventurous food lover. In addition to a searchable recipe archive, they offer:

- Over 8,000 recipes from Food & Wine Magazine and books.
- Searchable database of 2,700+ restaurants.
- Daily features such as Recipe of the Day and Pairing of the Day
- 100+ themed recipe slideshow galleries
- Holiday menus
- Video library of cooking demos from top celebrity chefs
- Best New Chefs directory

- Circulation: 4+ Million Monthly Impressions
- 600+ Thousand Monthly Unique Users

Contact: Irene Lopez Phone (310) 264-7575 Email ilopez@sdmedia.com

IGOUGO.COM

As the world's leading online travel community, IgoUgo offers what guidebooks can't: hundreds of thousands of straightforward opinions on destinations across the globe, member suggestions for everything from cheap eats to must-see attractions, and vivid vacation photos taken by real travelers to bring it all to life. For contributors, IgoUgo offers a great way to share travel memories with friends, family, and a growing community of travel enthusiasts—write reviews and upload photos, and you'll earn GO PointsSM redeemable for great rewards like frequent-flyer miles and online gift certificates.

- Circulation: 1 Million Unique Users Monthly
- 4+ Million Monthly Page Views
- 350,000+ Registered Members
- contributing: Reviews for 5,500+
- destinations, 300,000+ photos

Contact: Kelly Winkler Phone (949) 388-3117 Email kelly.winkler@travelocity.com

GOLF.COM

Combining the award winning journalistic and photographic resources of Sports Illustrated and GOLF Magazine, GOLF.com has established itself as the leading golf site. GOLF.com offers the most cutting edge tools and digital applications for the golfer - - includes tips on courses and travel, instruction videos from the Top 100 Teachers, objective equipment reviews, and behind the ropes insights & real time coverage of every PGA tournament event. Circulation: 1 Million Unique Users Monthly

- 1.4+ Million Monthly Unique Users

Contact: Erika Anderson Phone (310) 268-7221 Email erika_anderson@golf.com

INTERLUXE

InterLuxe is an Alliance of affluent focused publishers that attract a sophisticated audience (\$100K HHI+). The Alliance is organized by specific content Channel including General Luxury, Real Estate, Travel, Automotive, Aviation, Yachts, Fashion, Food/Wine, Art/Culture/Design, and Retail. The Alliance provides marketers with efficient reach to the universe of desirable, yet highly fragmented, high-end publishers and their sophisticated audiences. Their targeting capabilities enable advertisers to reach these affluent users while they are exploring relevant specific content niches – which are shown to increase consumer engagement and interaction with brand advertisers.

- Circulation: 52+ Million Monthly Impressions
- 10+ Million Monthly Unique Visitors

Contact: Kamran Razavi Phone (310) 822-5490 Email kamran@razaviglobal.com

JUSTLUXE.COM

JustLuxe.com, a LuxeMont online web property, is a robust web portal and sophisticated luxury living guide. Their discriminating consumers discover the latest in luxury lifestyle, travel destinations, products, and services through custom written content, expansive culture calendar, luxurious video player and relevant eNewsletters that address many of the latest trends in the luxury market. JustLuxe provides content in Luxury Travel, Automotive, Real Estate, Fashion and all the elements that compose the Luxury Lifestyle.

- Circulation: 10+ Million Monthly Impressions
- 2.1+ Million Monthly Unique Visitors

Contact: Kamran Razavi Phone (310) 822-5490 Email kamran@razaviglobal.com

ORBITZ

Orbitz Worldwide is a top online travel agent in transactions and unique monthly visitors and has the strongest market growth in the last three years.

- 16 Million Monthly Unique Visitors

Contact: Kelly Semmer Phone (310) 545-7428 Email kelly.semmer@orbitz.com

TRAVELOCITY

Travel enriches your life when it's done right, and that takes a lot more than just securing low prices. Travelers need useful, insider information, the security of reliable customer support, and control over the details that make a trip smooth, efficient, and truly great. Born of leading travel innovator Sabre (the world's largest travel agent reservation system), we understand travel. We know how much better traveling can be when someone you trust has your back. That's why we provide honest, straight-talking information, support a 'no hidden costs' policy (disclosing total prices upfront), and offer expert trip-planning assistance 24 hours a day.

- Circulation: 37+ Million Monthly Impressions
- 15 Million Monthly Unique Visitors

Contact: Derek Price Phone (702) 617-5514 Email derek.price@travelocity.com

WEATHER.COM

Weather.com is a leading weather provider and also a trusted source of news and information. They have the ability to drill down to geo-target specific regions, target a variety of different vertical and behavioral areas, and offer competitive pricing.

- Circulation: 799+ Million Monthly Impressions
- 32+ Million Monthly Unique Visitors

Contact: Ryann McAllister Phone (310) 712-3819 Email rncallister@weather.com

TELEVISION

AMC NETWORK - AMC is a multi-platform network that celebrates classic movies and high-quality scripted series. Among the elite networks reaching over 94,000,000 homes, AMC defines what it means to be a classic movie network today, creating a distinctive viewing experience that celebrates all that is enduringly cool, personal and powerfully relevant about movies. AMC's comprehensive library of popular movies strikes a meaningful chord with its audience, and its critically-acclaimed slate of originals all have a cinematic quality that allow them to stand alongside some of the best movies of all time. AMC has garnered many of the industry's highest honors, including 4 Emmy awards for its original miniseries, *Broken Trail*. AMC is "The Future of Classic."

- Median Age: 43.5
- Median HHI: \$67,805
- Estimated Audience: 93.7 MM

BIG TEN NETWORK – Big Ten Network is dedicated to capturing the passion and tradition of the Big Ten Conference and its 11 storied universities. Showcasing over 400 live sporting events each year in stunning high-definition and original campus programming, Big Ten Network is the go-to destination for Big Ten fans and alumni across the nation.

- Median Age: n/a
- Median HHI: n/a
- Estimated National Households: 37 MM

CHICAGO SPORTS NETWORK: This network features local sports teams with real-time news and updates.

- Median Age: n/a
- Median HHI: n/a
- Estimated National Households: n/a

CNBC – CNBC is the recognized world leader in business news, providing real-time financial market coverage and business information to more than 402 million homes worldwide, including more than 95 million households in the United States and Canada. Viewers of CNBC business news programming are business executives and financial professionals that have significant purchasing power. According to a July 2007 survey by Mendelson Media Research, CNBC viewers hold an average net worth of \$2.7 million.

- Median Age: 47
- Median HHI: 32% are more likely to have a HHI of \$100k+
- Estimated National Households: 94.7 MM

CNN - CNN presents credible, comprehensive and unbiased coverage of events and news around the world, around the clock. CNN has a singular commitment to high-quality journalism, serving as the network of record for every major event around the world. With global newsgathering resources and a reputation for exceptional reporting of breaking events, CNN has become synonymous with immediacy and in-depth news coverage. CNN provides an unrivaled mix of news and information through newscast, interview & debate, business, technology and documentary programming.

- Median Age: 49
- Median HHI: \$63,900
- Estimated National Households: 96.2 MM

ESPN – ESPN offers the widest and most diverse schedule of sports programming available including baseball, basketball, extreme sports, fishing, football, golf, lacrosse, motor sports and soccer.

- Median Age: 32
- Median HHI: n/a
- Estimated National Households: 98.1 MM

FOOD NETWORK - Food Network is a unique lifestyle network that strives to surprise and engage its viewers with likable hosts, personalities and the variety of things they do with food. The network is committed to exploring new, different and interesting ways to approach food - through pop culture, adventure and travel - while also expanding its repertoire of technique-based information. Food Network airs popular programming including *Paula's Home Cooking*, *Everyday Italian* and *Barefoot Contessa*.

- Median Age: 48
- Median HHI: \$68,630
- Estimated Audience: 96 MM

FOX NEWS CHANNEL - The FOX News Channel is a 24-hour general news service devoted to delivering fair and balanced coverage of the day's events. Weekdays FNC offers 17 hours of live programming, including one-hour programs in the evenings that take an in-depth look at the day's events and feature newsmaker interviews. Backed by the global resources of the News Corporation, the FOX News Channel provides viewers with live news updates, every hour. FNC is America's #1 news network on cable.

- Median Age: 62.6
- Median HHI: \$51,929
- Estimated National Households: 76.8 MM

FOX SPORTS NETWORK - FSN is the nation's leading provider of local sports. Through its owned-and-operated networks, as well as its affiliates, FSN reaches more than 82 million homes through 25 regional sports networks. Affiliated-regional sports networks serve as the TV home to 68 of the 82 MLB, NHL and NBA teams based in the United States. FSN produces close to 5,000 live, mostly local, events each year, including nearly 1,400 in High Definition quality programs.

- Median Age: 38
- Median HHI: 43% have above \$75,000+
- Estimated Audience: 82 MM

GOLF CHANNEL – The GOLF CHANNEL's programming schedule includes more LIVE golf coverage than all other networks as well as news, instruction and original productions, such as the popular *The Big Break*. In addition to being the exclusive television home of the Nationwide Tour, European Tour and Canadian Tour, the GOLF CHANNEL is the exclusive cable home of the major pro golf tours throughout the world. GOLF CHANNEL viewers, some of the most attractive consumers in the world, are passionate about the sport they love and the only network dedicated to that sport.

- Median Age: 62.6
- Median HHI: \$51,929
- Estimated National Households: 94.5 MM

HALLMARK CHANNEL - The Hallmark Channel is known for its family-oriented programming highlighting special events and milestones in people's lives. Hallmark owns the rights to a number of top box office movies such as *Miss Congeniality*, *Mickey Blue Eyes*, *Willy Wonka and the Chocolate Factory* to name a few. The Hallmark Channel also highlights original production movies such as *The Good Witch*, *Daniel's Daughter* and *Final Approach*. These made for TV movies include an all-star lineup Anthony Michael Hall, Dean Cain and Lea Thompson.

- Median Age: 42
- Median HHI: \$62,850
- Estimated National Households: 85 MM

HISTORY CHANNEL - The History Channel transports viewers to the biggest events in history where they can experience the past, understand the present, and get a blueprint for the future with information that is thought-provoking and empowering.

- Median Age: 49.7
- Median HHI: \$54,000
- Estimated National Households: 95.3 MM

HLN (HEADLINE NEWS) – HLN provides news and information that moves to the tempo of daily life fulfilling the needs of its information-seeking, active audience. Throughout the day, HLN focuses on the things people need to know - essential news and updates. *Morning Express with Robin Meade* gives viewers their news in a hurry and in the evening, HLN gives viewers the things people want to know, in thought-provoking conversations about the stories and issues they care about with two hot headliner shows - *Nancy Grace* and *Showbiz Tonight*, the only live entertainment program.

- Median Age: n/a
- Median HHI: n/a
- Estimated National Households: 97.9 MM

MSNBC - MSNBC is the NBC News home on cable. With breaking national and international stories and the best names in political coverage, MSNBC offers viewers and users a fuller spectrum of news. Dayside programming is dedicated to delivering up to the

minute breaking news. Politics in primetime is represented by the top names in cable news such as Keith Olbermann (Countdown with Keith Olbermann), Chris Matthews (Hardball with Chris Matthews), and Dan Abrams (Live with Dan Abrams). MSNBC is an ideal platform for today's advertisers to communicate with the most highly valued prospects through strategic sponsorships and targeted media programming to reach a young, affluent, and educated audience.

- Median Age: n/a
- Median HHI: n/a
- Estimated National Households: 91.5 MM

TRAVEL CHANNEL: Travel Channel is the only television network devoted exclusively to travel entertainment. The Travel Channel is a dedicated and trusted window on the world, bringing knowledge, insight and information to a community of people who want to experience their world and satisfy their curiosity. Approaching travel as a life cycle, the Travel Channel is the cornerstone of Travel Channel Media, an integrated multi-platform travel business wholly owned by Cox Communications. Travel Channel Media offers a vast array of consumer touch points that directly engage veteran travelers ready to plot their next trip, novice travelers not quite sure where to go, and armchair travelers who are just along for the ride.

- Median Age: n/a
- Median HHI: n/a
- Estimated National Households: 90 MM