

TRAVEL + LEISURE

ELEVATING THE EXPERIENCE

PRINT (IPSOS)

- Total Audience: 3M
- Average HHI: \$329,197
- Men/Women: 52%/48%
- Average Age: 51

DIGITAL & SOCIAL

- Unique Visitors: 9M
- Social Followers: 14M
- Men/Women: 27%/73%
- Millennials: 25%
- Median HHI: \$104,624 – 55% of T+L's digital audience has HHI over \$100K

SOURCE: 2018 MRI DOUBLEBASE; JUNE 2018 AAM STATEMENT; 2018 IPSOS AFFLUENT SURVEY

