

# TRAVEL + LEISURE

## ELEVATING THE EXPERIENCE

### PRINT (MRI)

- Total Audience: 6.7M
- Rate Base: 950K
- Average HHI: \$117,218
- Men/Women: 42%/58%
- 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; 2018 JUNE AAM STATEMENT; 2018 IPSOS AFFLUENT SURVEY; COMSCORE 2018

