

WE REACH THE MOST AFFLUENT, ACTIVE TRAVELERS

Caribbean Travel + Life attracts the most sought after consumer - active, affluent influencers who love travel.

AFFLUENT, EDUCATED PROFESSIONALS

Male/Female	56% / 44%
Median Age	51
Married	82%
Attended College+	91%
Graduated from Four Year College+	70%
Employed	83%
Professional/Managerial	61%
Manager/Administrator	22%
Partner/Owner	16%
Median HHI Income	\$154,200
Median Net Worth	\$583,500

SUPERIOR ENGAGEMENT

Avg. Time Spent Reading an Issue	102 Minutes
Read 4 out of 4 Issues	83%
Discussed an Article or Referred it to Someone Else as a Result of Reading <i>Caribbean Travel + Life</i>	60%

Contact your Regional Director or sue.gilman@bonniercorp.com to advertise.



PASSIONATE, ACTIVE TRAVELERS

Own a Valid Passport	99%
Avg. Number of Trips to the Caribbean in the Past 24-Months	2.8
Avg. Length of Trip	7.6 Days
Avg. Length of Cruise	7.7 Days
Avg. Amount Spent on a Typical Caribbean Trip	\$5,261

Source: 2011 *Caribbean Travel + Life* Reader Survey, HHI \$100K+, Walker Communications