

ISLANDS



MAGAZINE

200,000

Rate Base

520,000

Total Audience

8x

Frequency

94%

Subscribers

1981

Year Established

Member

Audit Bureau of
Circulation



DIGITAL

446,650

Average Monthly
Page Views

85,214

Average Monthly
Unique Visitors

78,000

Editorial
eNewsletter
Subscribers

78,000

Custom eBlast
Subscribers



MOBILE

17,727

Facebook Fans
and Twitter
Followers

All 8

Issues are
Available on
Tablets and
eReaders,
including, the
iPad, Nook, and
Kindle



CUSTOM

90,400+

Number of
Contest/
Sweepstakes
Entries in the
Past Year

21

Number of
Custom Content
Special Sections
in the Past Year



EVENTS

2

Travel Well
Media and
Market Events
Each Year

100

Average
Number
of Event
Attendees

Contact your Regional Director or
kerry.neujahr@bonniercorp.com to advertise.