

CONDÉ NAST TRAVELER + CONCIERGE.COM

For those who want to know the latest, chicest places to shop, drink and eat...

— *The Atlanta Journal-Constitution*

FOR THE UPSCALE TRAVELER

Combining the trusted editorial voice of Condé Nast Traveler with interactive planning tools and destination guides, Concierge.com is where over **one million discerning individuals** per month go to get their travel inspiration and information. An essential resource for those actively planning a trip or just browsing, the site features 200+ in-depth, authoritative destination guides, 10,000+ travel photographs, a suite of tools to help readers make smart travel decisions, and the best travel deals on the Web.

Compared to competitors, the Concierge audience is more affluent, more passionate and more influential—making the site an essential for advertisers looking to reach upscale travelers.†

AT A GLANCE

Average Monthly Traffic

Uniques	1.1 million
Page Views	6.9 million

Source: Internal Publisher's Data, Jan. – Dec. 09

Editorial Distinctions

MPA	Winner, Best Video Series, 2006
MIN	Honorable Mention, Uses of Interactivity, 2007
Webby	Official Honoree, Guides/Ratings/Reviews, 2009 Nominee, Guides/Ratings/Reviews, 2008 Honorable Mention, Guides/Ratings/Reviews, 2007
The International Academy of Visual Arts	Silver Winner - W3 award, "24 Hours in Paris"

Demographics

Female	65%
Average Age	47
Average HHI	\$94,805

Internal Study – Strategy Group, Winter 2008; Nielsen//Netratings @Plan, Fall 2009

Passionate and Influential Consumers

Travel services decision maker/influencer	368
Shopped online for vacation packages*	268

Vacation Types**

Resort/spa	737
Packaged/guided tour	375
All-inclusive resorts	261
Cruise ship vacation	223

World Travelers**

Africa	638
Asia, Southeast	696
Caribbean	337
Mexico/Latin America	326
Europe	319

Source: Nielsen//Netratings @Plan, Fall 2009; *last 30 days **last 2 years

For more information, please contact your Account Executive or **Josh Stinchcomb, Publisher** at 212 286 7234 or Josh_Stinchcomb@condenast.com

† Source: Nielsen//Netratings @Plan, Fall 2009 when compared to: Orbitz.com, TripAdvisor.com, Fodors.com, TravelandLeisure.com, BudgetTravel.com, Traveler.National.Geographic.com; Data points: HHI: \$100K+ and 150K+, C-Level Exec/Owner, Sr. Management, Planned a leisure/business trip (last 30 days), Member of airline/hotel rewards club

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1. [The Gold List](#)

681 of the World's Best Places to Stay

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