

JOURNAL GETAWAYS

2010 Annual Travel Directory of the High Plains & Midwest Regions

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Hunting & Fishing

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BOLD LISTINGS
stand out
from the crowd.

*Direct traffic to your Web Site
It's even linked to your site on the
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Questions? Call Tammy at 1-800-452-7171 ext. 1823 • E-mail: tcork@hpj.com
Mail to: JOURNAL GETAWAYS, PO Box 760, Dodge City, KS 67801 • Fax: 620-227-7173
Place your listing online at www.journalgetaways.com

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Readership Travel Habits

Reach travelers who...

- Usually travel on weekend to weeklong trips
- Travel primarily in their state and neighboring states
- Are on-the-go throughout the year—
Spring, Summer, Fall and Winter
- Are untargeted by any other travel guide

What drives readers' travels...

- 1 in 4 enjoy traveling to hunt and fish
- Over 50% relax at resorts and vacation spots
- Nearly 1 in 4 like camping and outdoor activities
- Almost 40% enjoy visiting historical sites
- 60% attend farm and trade shows
- 32% enjoy rodeos and fairs
- 34% travel for shopping
- Association meetings and youth activities get 1 in 5 families on the road
- ATVs, boats and campers are the top recreational vehicles owned/used for travel and fun

Regional Coverage makes a bigger impact

- | | | |
|------------|----------------|--------------|
| ▪ Kansas | ▪ South Dakota | ▪ Oklahoma |
| ▪ Nebraska | ▪ Iowa | ▪ Texas |
| ▪ Colorado | ▪ Missouri | ▪ New Mexico |
| ▪ Wyoming | ▪ Arkansas | |

Print Directory

- Annual directory inserted in 53,000 issues of *High Plains/Midwest Ag Journal*
- Attractive photos and editorial feature unique destinations and trips throughout the region
- Upgrades make your listings stand out & first listing free

Online Directory – www.journalgetaways.com

- Visitors – 1,380 per month
- Page Views – 6,900 per month
- Hits – 11,040 per month
- Time spent per visit – 8.65 minutes
- Listings include all your contact information
- Browse listings by location or by category
- Mapping feature on all listings to easily find your destination

Ad Space & Material Deadline: March 29, 2010

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