

JOURNAL GETAWAYS

Annual Travel Directory of the High Plains & Midwest Region

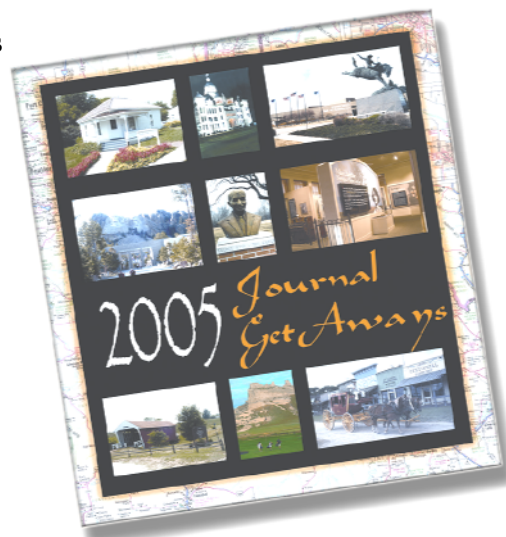
Readership Travel Habits

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 rec. 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 – 2,825 per month
- Views – 4,725 per month
- Hits – 8,544 per month
- Listings include all contact information
- Browse listings by location or by category
- Mapping feature on all listings to easily find your destination

Early Bird Deadline – February 1, 2006 – includes 5% discount

Final Ad & Material Deadline – April 3, 2006

Publication Date – May 8, 2006

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Place your listing online at www.journalgetaways.com