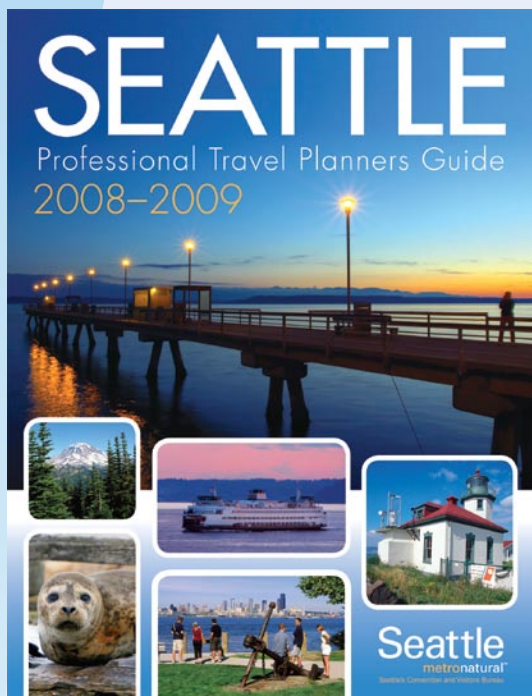


# Seattle Professional TRAVEL PLANNERS GUIDE



Publication size: 8" x 10.5"

## Virtual EDITION

A virtual edition of the *Seattle Professional Travel Planners Guide* is available at [VisitSeattle.org](http://VisitSeattle.org), where your ad is hot-linked to your website.

## Ad Sales Close

December 2008

## Publication Date

March 2009

## AUDIENCE:

Travel Agents, Tour Operators,  
Travel Wholesalers Group Leaders, Airlines,  
Cruise Lines, Rail and other Travel Professionals

The *Seattle Professional Travel Planners Guide* (PTPG) is the dependable information source to thousands of travel professionals coordinating itineraries for individual (FIT) or group leisure visitors destined for Seattle and the Pacific Northwest.

Seattle's CVB uses the PTPG to promote member businesses to travel primarily in the U.S., Canada, the U.K., Germany, France, Australia, Japan, China, Taiwan, Korea and Latin America.

## Distribution

Direct-mailed to SCVB's exclusive list of travel professionals; available online; sent in response to direct inquiries, as well as requests to [travel@visitseattle.org](mailto:travel@visitseattle.org); used as collateral for sales missions, key trade shows, industry conference follow-up, travel planner training and for inbound travel trade FAM trips throughout the year.

Annual Circulation/Readership: **7,500/20,100<sup>†</sup>**

## Reader Stats<sup>†</sup>

**99%** of travel professionals find the PTPG useful!

- 87% use the guide to plan activities
- 79% use the guide to plan accommodations
- 67% use the guide to coordinate nightlife and entertainment
- 58% use the guide to select dining options

## Rates

DISPLAY ADS	1X
Full Page	\$5,165
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<sup>†</sup> Source: A.J. Lerner Market Research, Inc.