

(American Express Database)

Put the power of Travel + Leisure to work for you with the American Express Database. Deliver your message to the right consumers for direct marketing success.

EXCLUSIVE

- The only publishing company that can pair your promotion with responsive Cardmember subscribers

FLEXIBLE

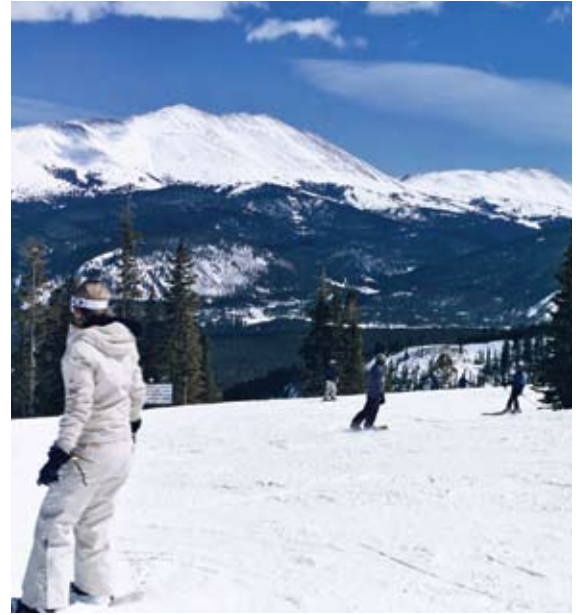
- Use the American Express Publishing Database for research, direct marketing, or select binding

VERSATILE

- Ability to select potential customers based on frequency, ranges of spending, gender, geography, age, or estimated household income
- Offers a wide range of selections based on purchase behavior—one of the best indicators of future sales

ACCOUNTABLE

- Measure success with back-end analysis that proves immediate and long-term sales gains



The American Express Publishing Database can be customized to meet your needs.

RESEARCH

- Database marketing services build loyalty among existing customers and reach new consumers
- Analytical services provide a better understanding of your current customers and/or industry

SELECT BINDING

- A variety of models are available to evaluate the likelihood of future consumer behavior

BEHAVIOR

- Option to split the circulation by demographic data, or geographically reach readers by using Eastern or Western editions of the magazine
- Encourage immediate sales and employ our marketing expertise
- Reach potential customers and improve your campaign's performance
- Multifunctional for events, promotions, or contests

NOTE: While American Express Publishing can provide you with sophisticated mailing services to achieve your marketing goals, our direct marketing programs are required to meet certain criteria to ensure that we protect consumer privacy, maintain data security, and uphold quality communication standards with our Cardmembers.

SAMPLE MARKET SEGMENTS

DEMOGRAPHIC

- Age
- Gender
- Marital Status
- Income
- Geographic Location

TRAVEL

- Air Travel (Business/Coach)
- Charter/Major Carriers
- Destination
- Car Rental/Leasing
- Cruise Travel
- Lodging (Luxury/Economy)
- Railways
- Taxi/Limousine Service
- Travel Agents/Tour Operators
- Internet Travel

RETAIL

- Clothing - Mail Order/Retail
- Department Stores
- On-line Shopping
- Crafts + Hobbies
- Electronics
- Food + Beverage
- Furniture
- Jewelry
- Mail Order Purchases
- Purchases for Young People
- Shoes
- Sporting Goods
- Supermarkets
- Toys
- Warehouse/Outlet Stores

DINING + ENTERTAINMENT

- Restaurants
- Performing Arts
- Sporting Events
- Theme Parks

SPECIAL INTERESTS

- Art
- Boat Enthusiasts
- Book Lovers
- Computer Owners
- Fitness
- Golf
- Music
- Non-Profit/Donations
- Outdoor Recreation
- Pet Owners
- Photography
- Publication Subscribers
- Skiers
- Video Sales/Rental

HOME, OFFICE + CAR

- Domestic/Professional

SERVICES

- Home Furnishings
- Home Improvement
- Lawn + Garden
- Office Supplies
- Car Ownership/Leasing
- Oil + Gas Stations

MODELS

- High-End Retail Shoppers
- Luxury Lodging
- European Destination Travelers
- Wealth
- Business Travelers
- Family Travelers



To experience the strength of advertising in Travel + Leisure, contact your T+L Account Manager or call 212.382.5600.