



**Go World Travel**  
**MAGAZINE**  
[www.goworldtravel.com](http://www.goworldtravel.com)  
Covering the World's Most Fascinating People and Places





## **Reach Your Target Market with GoWorldTravel.com**

If you're eager to reach travelers, then GoWorldTravel.com might be the mouthpiece you're looking for. For Go World Travel readers, travel is not just a pastime, it's a passion. That's why our readers are eager to hear about your destination or travel service. You just may have what they're looking for!

Whether you're a boutique hotel in England, a world-class resort in Florida or an adventure outfitter in Vancouver, GoWorldTravel.com can spread your message in a highly targeted and affordable manner.

### **What is GoWorldTravel.com?**

#### **Leading Online Travel Magazine**

- A solid three-year reputation for professional travel coverage
- A full-feature online magazine, filled with colorful photos and insightful articles
- Each monthly issue offers entertaining coverage of worldwide destinations
- Written by a global team of journalists who know the regions they cover
- Produced by Go World Publishing, a respected leader in online publishing
- Written for a worldwide audience of travel enthusiasts

#### **Go World Travel Readers**

- Enthusiastic and frequent travelers
- Nearly 100,000 readers a month
- Subscribers in more than 40 countries (63% are American)
- Highly targeted, high-spending demographic
- Readers are well-educated, between the ages of 25-65

#### **Go World Travel Rankings**

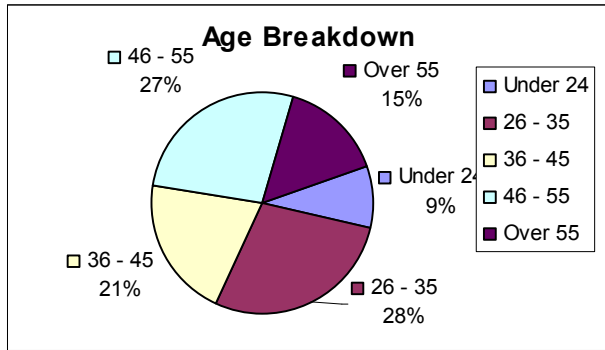
The Google ranking for the GoWorldTravel.com home page is PR5, which means your ads not only attract traffic to your products, but also improve your own rankings. The current Alexa ranking for GoWorldTravel.com is 78,000.

#### **Why online advertising?**

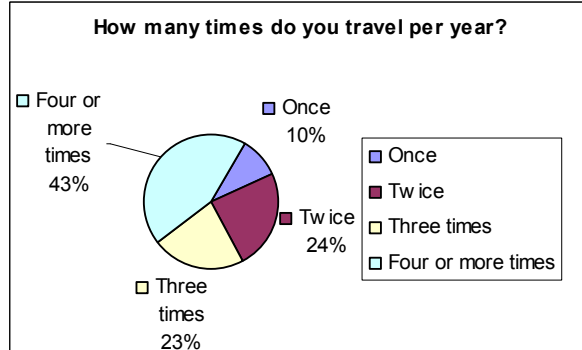
A recent Travel Industry Association of America (TIA) study found that 78 percent of online travelers turned to the Internet for travel information last year (up from 64 percent the previous year.) Gone are the days when travelers went to the bookstore or picked up a newspaper to plan their next vacation. Today's travelers depend on the Internet to research and purchase their vacation travel needs. Each month, thousands of travel enthusiasts turn to GoWorldTravel.com for dependable coverage of worldwide destinations. To reach this high-spending demographic, you'll need to go where they are — GoWorldTravel.com.

## Go World Travel Demographics

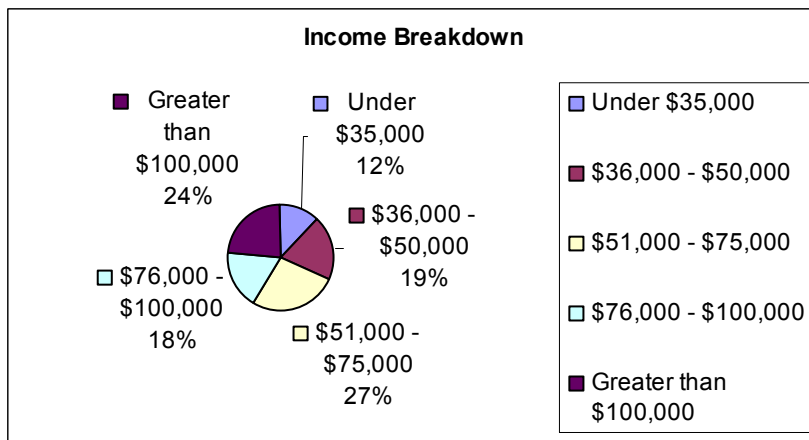
### Reader age range:



### How often our readers travel:



### Income level:



### Your Marketing, Your Way

Have a set budget? We'll be happy to design a program that meets your needs, whether large or small. There are numerous ways to get your message across, including traditional image ads, a detailed listing in our top-ranked Travel Directory or even a sponsored special section. Just ask!

**Where Go World Travel readers are located:**

Pricing:

United States	61.8%	Top Leaderboard (728 x 90) \$799/month; Minimum 50k impressions
Great Britain (UK)	7.8	
Canada	6.1	
Australia	4.3	Streamed TV ad (top right hand corner). \$799/month; Client hosts streamed video
India	1.5	
Germany	1.4	
Netherlands	0.9	Skyscraper (120 x 600) in left hand navigation column (which appears on ALL Go World Travel pages). \$499/month, min. 50k impressions
Italy	0.9	
New Zealand	0.8	
Japan	0.8	
		Rotating site wide in-line article ad (300x 250) \$250/month Min. 25k impressions
		Rotating site wide in-line article ad (125 x 125) \$150/month Min. 25k impressions
		200-word listing in Travel Directory (including six links) \$89/month
		Listed logo and link on Helpful Travel Links Page \$29/month
		Sponsored articles: \$550/one month run. Sponsored special sections: Ask for details
		Image Ad Specs: File size limit 20k

**About Go World Publishing**

Colorado-based Go World Publishing is a custom publisher and production company specializing in top-quality online and video content.

In addition to GoWorldTravel.com and several other travel-related sites, Go World Publishing produces sponsored video content for use on Frontier Airlines' in-flight channel, WILD Blue Yonder TV. For further information, see our website: <http://www.goworldpublishing.com>.

Interested in promoting your destination through video? Please see [www.goworldproductions.com](http://www.goworldproductions.com).

**Contact Us**

For more information, please contact Jim Pond at [advertising@goworldpublishing.com](mailto:advertising@goworldpublishing.com) or managing editor, Janna Graber, at [janna.graber@goworldpublishing.com](mailto:janna.graber@goworldpublishing.com).

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EVERY CITY HAS  
PLAYGROUNDS.



VIDEO: A Bumpy Ride  
(click to play)

# Go World Travel Magazine

covering the world's  
most fascinating  
people and places

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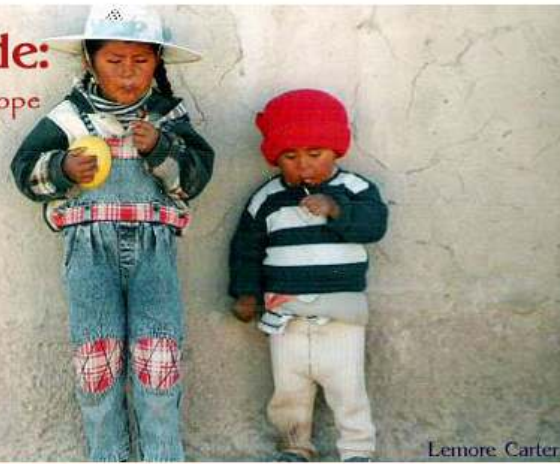
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## La Paz Pride:

Old Ways and New Hope  
in Bolivia's Capital  
By Samantha Wilson



Lemore Carter

### Go World Travel Magazine Features

Special Section

#### Spectacular British Columbia

Johnstone Strait — A kayaking trip brings teens and parents together  
Victoria — The B.C. capital is a complex mix of British roots and modern ways  
Nanaimo — A Vancouver Island local shows off her own hometown  
Dining in B.C. — Fresh, pure and organic are the mantras of B.C. restaurants

Adventure Travel

#### La Paz Pride: Old Ways and New Hope in Bolivia

High in the clouds, the Bolivian capital struggles with hardship and poverty. Yet La Paz moves on, hoping for a better future.

Personal Experience

#### Austrian Air: Skydiving in the Alps

An Australian takes to the skies over the Austrian Alps — and attends an unusual festival on the side.

World Spotlight

#### Hidden in Westminster Abbey: Da Vinci Code Travel

You've read about it in *The Da Vinci Code*. Now take an insider's tour of England's Westminster Abbey.

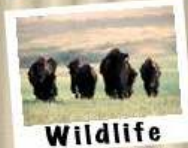
### The World at Your Fingertips



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