

Los Cabos

M A G A Z I N E

COMPREHENSIVE INFORMATION FOR TRAVELERS SINCE 1993

Distribution / Circulation Schedule - 2008 Issues 15, 16, 17, 18 - Projected Circulation

Press Run and Circulation - 240,000 copies
Circulation Period: 90 days from release date
Circulation Frequency: Quarterly

USA Circulation

Warner International Periodicals (4 releases)	21,000
Barnes & Noble; Borders Books, etc	14,000
National News Stands - USA	7,000
Hotel Sales offices in US - Free copies	1,500
Travel Agents - Free copies	2,500
Travel Wholesalers & Incentive Groups	1,000
Single Copy and Group sales	2,000
Total USA Circulation	28,000

Mexico Circulation

Hotels and Resorts	59,000
Los Cabos International Airport	37,000
Real Estate offices, other businesses	36,000
News Stands, Shops and Retail Sales	28,000
Restaurants	16,000
Rent-A-Car Companies	15,000
Activity Companies	12,000
Travel Agencies & DMCs	9,000

Total Mexico Circulation - Los Cabos Area 212,000

Total Press Run and Circulation 240,000