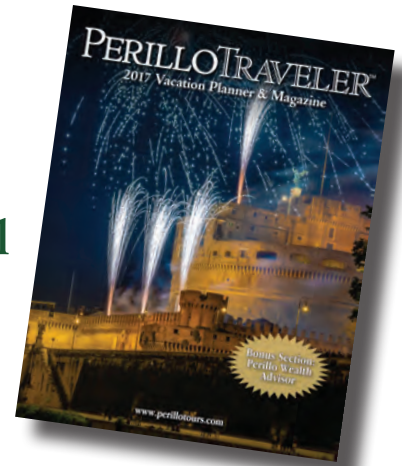


PERILLOTRAVELER™

2017 Vacation Planner & Magazine

A Unique Advertising Opportunity

Perillo Traveler Vacation Planner & Magazine includes in-depth descriptions of Perillo Tours trips to Italy and Hawaii. Articles feature travel insights about the best things to see and do in Italy and Hawaii, including travel tips, top hotels, restaurants, wines, vineyards, shopping and much more.



Special Bonus Section:
Perillo Wealth Advisor
A guide to financial planning and well-being.

The Perillo Wealth Advisor, a 16-page Bonus Section within the 2017 *Perillo Traveler Vacation Planner & Magazine*, features articles about wealth enhancement, planning and protection, tax mitigation, and retirement planning, as well as wealth transfer, eldercare, charitable giving and travel.

Editorial

- ◆ The **vacation planner** section of *Perillo Traveler* contains detailed descriptions of all of the great Perillo Tours throughout Italy and Hawaii.
- ◆ The **magazine** section features in-depth articles covering all of the wonderful things to see and do in Italy and Hawaii including great places to eat, drink and shop – a true insider’s guide!

Circulation

- ◆ Print version mailed to **300,000** pre-qualified Perillo customers.
- ◆ **FREE Bonus Circulation**
- ◆ Digital version of the magazine emailed to **850,000** opt-in customers.
- ◆ Posting on *www.perillotours.com* website with more than **800,000** visitors annually.
- ◆ Opportunity to include your product or service video link within the digital version of your ad.

Readership

- ◆ Affluent and educated pre-qualified people who have traveled with Perillo Tours or requested the *Perillo Traveler Trip Planner & Magazine*.
- ◆ Average Age is 58.
- ◆ Predominantly couples who own their own homes and/or condominiums.
- ◆ 85% have a college degree.
- ◆ Average net worth is \$2.5 million.

Call for rates and information.

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