



# Resort Trades

Serving Timeshare Resort & Hospitality Professionals Since 1987

## 2025 MEDIA KIT

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on Social  
Media



Learn  
Teach  
Network  
Share...  
Become a  
Member of the  
Community

Resort Trades is the **ONLY** monthly print & digital media distributed to resort professionals.

Here's How We Keep Readers Engaged, Connected, & Current:

- Advertisers use our media to inform and demonstrate their commitment to the community.
- Resort Trades publishes the news each month, including press releases and curated news.
- Paid editorial content includes original, informative, and well-researched articles unique to the industry.
- Resort Trades' "Faces & Places" column announces new projects and the movement of people in the industry.
- Resort Trades magazine is distributed at various events including those hosted by ARDA and GNEX.

Contact: [Marla@TheTrades.com](mailto:Marla@TheTrades.com); 931-484-8819; [ResortTrades.com](http://ResortTrades.com)

# **Resort Trades**

*Serving Timeshare Resort & Hospitality Professionals Since 1987*

**REACH YOUR DECISION-MAKER:**

**Readers & Online Users are:**

- C-Suite of ALL Timeshare Companies,
- Management Professionals,
- Purchasing, Maintenance, FF&E
- Vacation Club Operators,
- Sales & Marketing Professionals.

**The ONLY independent, monthly Business-to-Business Media in the timeshare resort/vacation ownership industry.**

Your Buyers  
Read Our Content:  
Show Up Where It  
Counts!  
BE  
DISCOVERABLE...  
ON- &  
OFF-LINE

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## Display & Native Advertising Rates



	One-time (1X)	Six-time (6X)	Twelve-time (12X)
<b>Full Page</b> 10"W x 12"H Bleed: 10.25"W X 12.25"H (full pg only)	\$2,430	\$2,150	\$2,000
<b>Half Page</b> 9.5"W x 5.593"H or 4.6667"W X 11.3525"H	\$1,540	\$1,390	\$1,300
<b>Quarter Page</b> 4.6667"W x 5.593"H	\$1,160	\$ 1,070	\$ 940
<b>Native/Advertorial</b>	\$2,430		
<b>Back cover</b> (6X or greater)		\$2,600	

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1) eMagazine , "Resort & Hospitality Weekly,"  
Distributed weekly to 8,000-plus opt-in subscribers

Header Banner -- \$1,250 each

Footer Banner -- \$ 750 each

2) Dedicated eBlast -- \$1,250 each

3) Website Banner --beginning at \$500 per month

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# VIDEO

## Starting at \$250



### RESORT TRADES LEARNING CENTER

YouTube.com/Resort Trades,

Since 2020

- Live, interactive interviews or Edited recorded videos
- Videos are promoted through eMagazine, ResortTrades.com & LinkedIn.
- Post link on your own corporate website.

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# Members Directory/ Buyer's Guide

## Off- and Online Visibility

- Monthly Print Exposure
- Mini-Website Functionality
- User-control includes ability to attach articles, photos, and video
- Frequent links in eMagazine



Starting at \$175.00 per month for one-year contract. Add additional categories at \$90.00 each per month.

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**Tim**  
CEO



**Sharon**  
Publisher



**Carrie**  
Resident  
Genius



**Marla**  
Sales  
Bulldog

# Meet Your Fanclub



# ➤ Editorial Calendar



2025 ARDA Spring Conference  
March 23-26, 2025  
Signia by Hilton at Bonnet Creek, Orlando

January	February	March	April	May	June
New Year's Predictions, Reflections	Leadership The Pursuit of Excellence	Customer-centric Hospitality ARDA conference issue	New Products, New Services, New Ideas	Recreation & Amenities	Top Resort Companies; Top Performers

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July

August

September

October

November

December

The Money Issue

Resort Management

Marketing & Sales

Refurbish  
Renew  
Refresh

Human Resources...  
Recruit, Retain,  
Inspire

Technology:  
Advancements  
in AI,  
Software, &  
Human  
Ingenuity

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