

PERCEPTION VS. REALITY

Resort Trades

Serving Timeshare Resort & Hospitality Professionals Since 1987

Only ~1,600 timeshare resorts in the U.S.
Sounds small, right?

HOWEVER, THESE RESORTS GENERATE...

**\$11 BILLION IN SALES
AND \$3 BILLION IN
RENTALS***

*2023

Your Representative is Marla Carroll 931-484-8819 Marla@TheTrades.com | www.ResortTrades.com

WHY THIS NICHE MATTERS

REACH TIMESHARE PROS WHO MAKE THINGS HAPPEN

Timeshare resorts have proven their staying power, with many properties operating successfully for decades. Built on a model of shared ownership, these resorts foster strong owner communities and repeat visitation, contributing to their long-term stability. As travel preferences evolve, timeshare resorts continue to adapt—offering flexibility, updated amenities, and consistent value that keep owners returning year after year.



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HOW TO EARN YOUR SHARE

RESORT TRADES IS HERE TO HELP

Resort Trades is your direct line to the decision-makers behind the billions in annual vacation ownership sales. With our focused distribution to timeshare resorts and professionals, your message isn't lost in the noise—it lands in the hands of the people who buy, build, manage, and influence resort operations. If you're looking to claim your share of this highly targeted, high-value market, Resort Trades is the smartest, most effective way to get a piece of the pie.



Monthly Magazine

Website

Print/Online Directory

Email Newsletter

Banner Ads

Learning Center

Native Advertising

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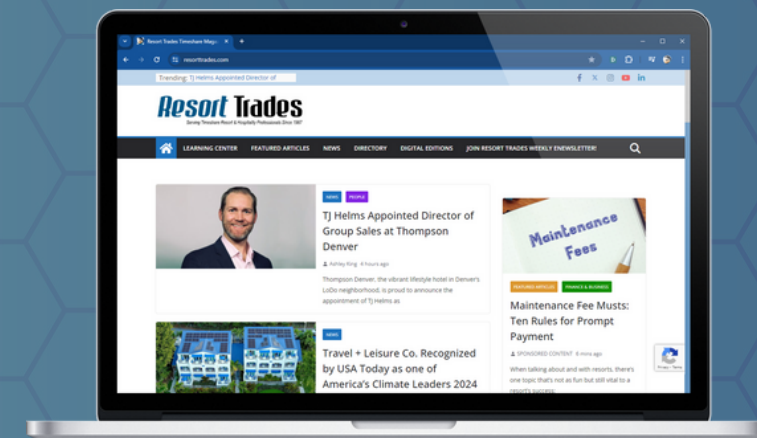
WHO IS RESORT TRADES?

Resort Trades Media Group has served the timeshare and vacation ownership industry since 1987 as the only independent, advertising-supported B2B publisher in the space. We offer free access to industry news, expert editorial, and the most extensive vendor directory—via our monthly print and digital magazine, weekly eMagazine, video interviews, website, and social media. Our mission is to connect and inform resort professionals through timely, relevant content. Readers are encouraged to support our advertisers by mentioning “You saw it in The Trades.”



PRINT

Each month, Resort Trades distributes over 4,400 free print magazines to timeshare and vacation ownership professionals. This targeted reach ensures decision-makers—from executives to operations staff—receive timely, relevant content at their desks.



ONLINE

Resort Trades delivers strong online reach through its updated website, eNewsletter, and active social media. We connect with timeshare professionals through timely articles, vendor features, and multimedia content. This digital presence keeps advertisers visible to a targeted, engaged audience.

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MONTHLY DISTRIBUTION

Resort Trades reaches timeshare professionals through four main channels. The monthly print magazine offers consistent visibility to key decision-makers. Our website delivers up-to-date news and a trusted vendor directory. The weekly eNewsletter keeps readers engaged, while social media extends our reach and amplifies advertiser messages.

4400+

PRINT MAGAZINE

The Resort Trades monthly print magazine delivers timely news, expert articles, and featured vendors directly to timeshare professionals. Distributed free to key industry contacts, it provides targeted visibility and trusted exposure for advertisers in a format readers rely on each month.

5000+

WEBSITE

The Resort Trades website is a key resource for timeshare professionals, offering up-to-date news, insights, and a leading vendor directory. Readers turn to it for timely information and trusted supplier listings, giving advertisers strong, targeted visibility.

30,400+

EMAIL NEWSLETTER

Resort Trades emails its eNewsletter four times a month to over 7,600 industry professionals. With timely updates and expert insights, it keeps timeshare leaders engaged. A strong 30%+ open rate ensures consistent visibility for content and advertisers.

14,000+

SOCIAL MEDIA

Resort Trades generates views across YouTube, LinkedIn, Twitter, Facebook, and Instagram. We post updates, insights, and interviews to keep timeshare pros informed. This broad reach boosts visibility for our content and advertisers alike.

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PRINT DISPLAY

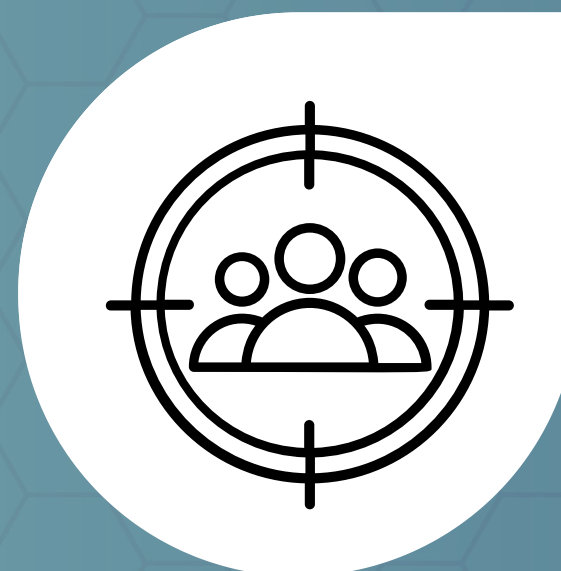
Our print display ads appear in Resort Trades magazine, delivered monthly to thousands of decision-makers in the timeshare industry. With consistent placement in a trusted, niche publication, your brand gains direct visibility among resort executives, managers, and key buyers.

FULL PAGE

12x	\$1,900
6x	\$2,050
1x	\$2,330

HALF PAGE

12x	\$1,200
6x	\$1,290
1x	\$1,440



QUARTER PAGE

12x	\$840
6x	\$970
1x	\$1,060

BACK COVER

*Special Position
6x or greater contract*

6x	\$2,500
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Rates are all Per MONTH

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MEMBERS DIRECTORY

The Resort Trades Members Directory connects timeshare professionals with trusted vendors through both print and online listings. Each listing includes your logo, company info, links, photos, and videos—offering year-round visibility and lasting value. It's a smart, cost-effective way to stay top of mind with industry decision-makers.

4400+

Printed Listings

The Resort Trades Members Directory, featured in our monthly print magazine, showcases trusted suppliers and offers targeted, lasting exposure to the timeshare industry.

\$175

Per Month Per Listing

24/7

Online Listing

The Resort Trades Online Members Directory gives suppliers unlimited exposure and lasting visibility, connecting them directly with timeshare professionals anytime.

\$90

Additional Listing Per Month

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ACCOUNTING
withum
withum.com
Specialty: Withum is a forward-thinking, technology-driven advisory and accounting firm, committed to helping clients in the hospitality industry be more profitable, efficient, and productive. With office locations in major cities across the country, and as an independent member of HLB, the global advisory and accounting network, Withum serves businesses and individuals on a local-to-global scale. Our professionals provide the expert advice and innovative solutions you need to thrive in today's marketplace.

COLLECTION SERVICES
Customer Count
CustomerCount.com
Specialty: CustomerCount is a flexible online customer feedback solution providing intuitive real-time reporting, fast turnaround on updates, and detailed and dynamic data gathering with comprehensive reporting for process improvement and customer loyalty to improve your bottom line.

APPLIANCES
LCC USA
LCC USA leads the market by striving for excellence in product quality and by continuing to introduce innovative products. We are proud to offer advanced technology solutions as well as environmentally friendly and affordable products to our clients in the hospitality industry. Our commitment: We ensure complete peace of mind for both you and your guests by offering sophisticated in-room and on-site amenities that guarantee a hassle-free vacation.

ARCHITECTURE / INTERIOR DESIGN
Architectural Concepts
Specialty: Located in San Diego, California, Architectural Concepts Inc. is a full-service design firm offering Architecture and Interior Design, Master Planning, and Site Planning, Programming, and Brand Identity Development for Hospitality and Creative Commercial Work Space Design and Building Residential Design. From design to final construction, we focus on satisfying the goals of our clients by bringing design concepts to life.

FINANCIAL SERVICES
ALLIANCE ASSOCIATION BANK
Specialty: Alliance Association Bank is designed to provide a dynamic portfolio of financial services specific to the Timeshare MCA industry. Our products provide a blueprint to accelerate efficiency, reduce costs, and increase revenue. All this done to be your business partner by continuously offering the innovative solutions necessitated by the Timeshare MCA industry. To learn more about AAB's services, please visit www.allianceassociationbank.com or call Stacy Cyren at 800-607-1781.

EXCHANGE COMPANIES
RCI
RCI is the worldwide leader in vacation ownership industry, including financial, operational, and contact center services. RCI is faster to an experienced team of multi-lingual, energetic customer service professionals who understand the complexity of the vacation ownership/timeshare industry. RCI provides flexible vacation options to its over 3.8 million RCI subscribing members each year.

FINANCIAL SERVICES
Meridian Financial Services, Inc.
Specialty: Meridian Financial Services, Inc. is a sophisticated third-party collection agency able to provide service to the whole and partial portfolios. Meridian understands the impact of bad debt, as well as the importance of keeping your current accounts current, and preserving their contribution in the purchase decision. Services include third-party collections for domestic and international clients, no-debt-to-client recovery programs, customized industry collection strategies, credit reporting, skip tracing, on-line services, and credit and collection monitoring.

TRADING PLACES
Trading Places International (TPI)
Specialty: Trading Places International (TPI) built a better exchange where customer service isn't just a friendly voice, it's offering what our members really want. TPI wants vacation centers to have fun whenever they go and developed vacation products and services developers and resort associations truly value – including our FRISK! (Franchise Risk) membership allowing members to trade through TPI with no upfront fee.

TRAVEL PARTNER SERVICES
Visalia Partner Services
Specialty: Visalia Partner Services is dedicated to the success of legacy resorts and their vibrant sister communities. Our customer-centric products and technologies help resorts increase owner engagement, attract new members, and increase property renovations. Our team of seasoned timeshare professionals partners with MCAs and property managers to increase owner satisfaction and improve your resort's economic health with no fee or upfront fee. www.visaliapartner.com

RESORTTRADES.COM

ResortTrades.com is the go-to online resource for professionals in the timeshare and vacation ownership industry. With fresh news, expert articles, and vendor features published regularly, the site offers unmatched visibility for companies looking to connect with a qualified audience. Every piece of content is promoted through our active social media channels, reaching over 14,000 monthly views across LinkedIn, Facebook, YouTube, Instagram, and Twitter, and featured in our eNewsletter for additional exposure. Our platform also includes the Resort Trades Members Directory, where suppliers can showcase their company, products, and services 24/7.

- Continuous content updates for strong SEO and repeat visits
- Social media amplification across five platforms
- Integration with our eNewsletter for multi-channel visibility
- Searchable listings in the Members Directory site



WEBSITE SIDEBAR BANNER

Purchase a website banner to expand your reach and gain consistent visibility with our online audience.

\$500 A MONTH

EMAIL ADVERTISING

HEADER WEEKLY BANNER

\$1,250

Your banner ad appears at the top of our weekly Thursday eNewsletter, sent 4 times a month to over 7,000 engaged subscribers.

GET STARTED

DEDICATED EMAIL ADVERTISEMENT

\$1,250

Your custom-dedicated email advertisement delivers your message directly to our 7,000+ subscribers once a month, sent out on a Monday for maximum visibility.

GET STARTED

FOOTER WEEKLY BANNER

\$750

Your banner ad appears at the bottom of our weekly Thursday eNewsletter, sent 4 times a month to over 7,000 engaged subscribers.

GET STARTED

SHOWCASE VIDEO

Promote your brand with a professionally produced Showcase Video Presentation. Your video will be permanently featured on **YouTube.com/ResortTrades**, highlighted on **ResortTrades.com**, and included once in our **eNewsletter**. You can also add it to your **Members Directory** listing. It's a lasting, multi-platform way to share your story and reach key decision-makers in the timeshare industry.



Trades
LEARNING CENTER
REAL LIFE LEARNING

\$1,250
per video

Florida HOAs: Understanding
how SB4D will affect you



Diamond Resorts former CEO
Mike Flaskey
now with Mike Flaskey Enterprises



Sharon Scott Wilson, RRP

5 p.m. ET
Interviews:
Marketing Officer



Trades
LEARNING CENTER



Global
CONNECTIONS

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NATIVE ADVERTISING

OR ADVERTORIAL

Native advertising blends your message into the trusted content readers already value. In Resort Trades, this means your story appears as an informative article—building trust and engagement without feeling like a traditional ad.

Professionals respond better to helpful content than hard sales. Native ads position your brand as a resource, not just a vendor. Plus, they stay visible longer—on our website, in newsletters, and in search results—delivering ongoing value and stronger ROI.

It's not just about being seen. It's about being trusted and remembered.

\$2,330

PER

Your native ad appears in both our monthly print magazine and online, giving you double the exposure across trusted industry channels.



Operations & Management

– Example: 5 Ways to Reduce Maintenance Fees Without Cutting Corners

Sales & Marketing

– Example: Modern Marketing Tactics That Work for Timeshare Sales

Technology & Security

– Example: Top Cybersecurity Risks Facing Resorts Today—and How to Prevent Them

Finance & Legal

– Example: Creative Financing Options for New Buyers

Guest Experience & Amenities

– Example: Elevating the Guest Experience Without Raising Costs

Thought Leadership

– Example: What I've Learned from 25 Years in Timeshare Development

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EDITORIAL CALENDAR

- Content must be original, accurate, and relevant to timeshare professionals.
- Avoid sales language unless part of sponsored content.
- Features: 600–1,000 words; Briefs: 150–300 words.
- Submit as Word or Google Doc with headline and subhead.
- Use professional tone; follow AP style and U.S. English.
- Send high-res images (300 dpi, JPEG/PNG) with captions.
- Attach images separately (not embedded).
- Include author bio, title, company, and optional photo.
- Submissions may be edited and must be approved.
- Submission implies permission for all media use.

Resort Trades welcomes editorial submissions that offer value to timeshare industry professionals. Approved content may appear in our monthly print magazine and online. Publication timing is based on our editorial calendar and scheduling.

Jan

New Year's
Predictions,
Reflections

Feb

Leadership The
Pursuit of a
Excellence

Mar

Customer
Relations

Apr

Innovation &
Updates

May

Recreation
& Amenities

Jun

Top Resort
Companies;
Top Performers

Jul

The
Money
Issue

Aug

Homeowner
Associations

Sept

Marketing
& Sales

Oct

Refurbishment
Renewal
Refresh

Nov

Best Place to
Work

Dec

SEO & The
Digital World

Send editorial to Publisher Sharon Wilson, RRP 310-923-1269 | Sharon@sharonink.com

Resort Trades FAMILY SUPPORT

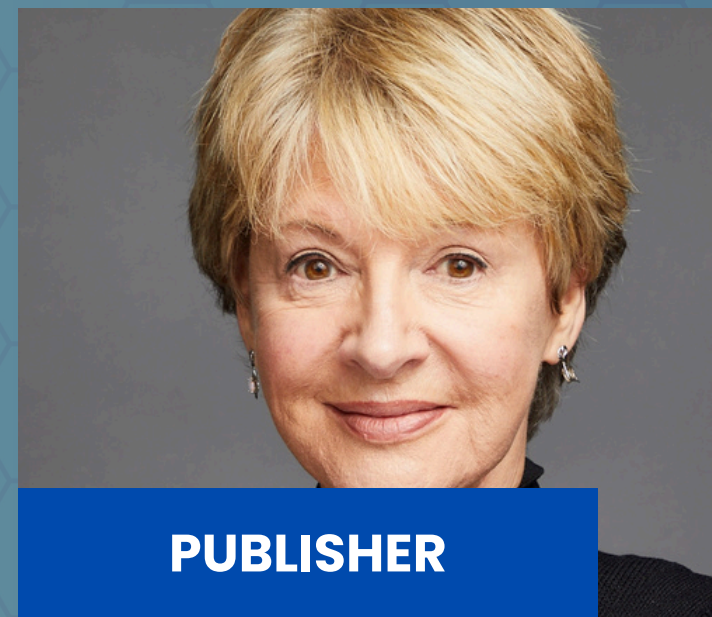
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CEO

JAMES WILSON

James Wilson founded Resort Trades in 1987 as a news source for the timeshare industry. He later launched additional niche publications and, in 2012, acquired The Gardens RV Villages in Crossville, Tennessee. Wilson holds both undergraduate and graduate degrees in Civil Engineering from Tennessee Tech.



PUBLISHER

SHARON WILSON

Sharon Wilson is a registered resort professional with ARDA who began her timeshare career in 1989. She joined Resort Trades in 1995 as a columnist and runs a boutique PR and marketing firm serving small to mid-sized industry businesses. A graduate of American University, she brings decades of experience. Reach her at sharon@sharonink.com.



RESIDENT GENIUS

CARRIE VANDEVER

Carrie Vandever, a summa cum laude graduate of Roane State Community College with an A.S. in Computer Art & Design, has been with The Trades since 1995. She manages accounts receivable/payable, office operations, and provides backup for artistic production. She also oversees SEO, online marketing, and social media. Carrie can be reached at resort@thetrades.com



SALES BULLDOG

MARLA CARROLL

Marla Carroll is not only experienced in assisting suppliers and vendors to market to the timeshare industry but also assists golf course suppliers to reach golf facility owners and superintendents through her experience as a marketing associate for Golf Course Trades magazine. Carroll came to The Trades in 2001 and can be reached at 931-484-8819; Marla@TheTrades.com.

READY TO GROW YOUR BRAND? LET'S TALK.

Resort Trades

Serving Timeshare Resort & Hospitality Professionals Since 1987

We offer a wide range of advertising and editorial opportunities—print, digital, directory listings, video, and more. Give us a call, and we'll help you choose the best mix to meet your goals and reach the right audience. Let's grow your brand together.



Number Phone

931-484-8819



E-Mail

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