

PERCEPTION VS. REALITY

RESORT *TRADES*

Resort Directors, Managers, and Developers

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.



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

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

Resort Trades Talk

Native Advertising

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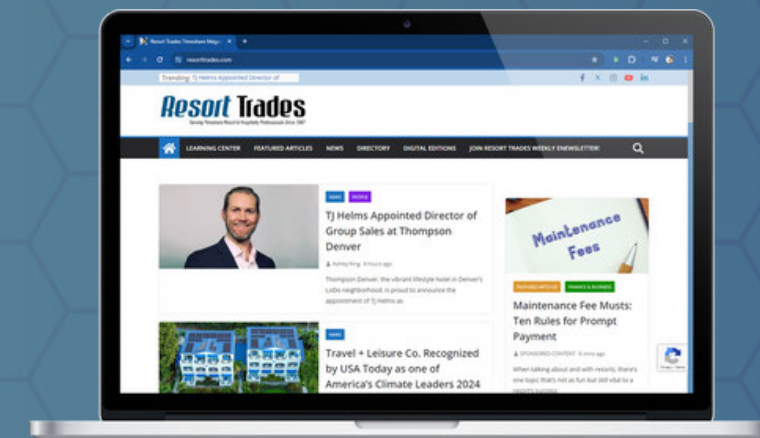
WHO IS RESORT TRADES?

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 Newsletter, 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, Newsletter, 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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RESORT *TRADES*

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 Newsletter 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 Newsletter 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.

19,000+

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

7.875"W x 10.375"H

Bleed: 8.875"W X 11.375"H (full pg only)

12x	\$1,950
6x	\$2,100
1x	\$2,380

HALF PAGE

7.875"W x 5.0625"H

3.8545"W X 10.25"H

12x	\$1,250
6x	\$1,340
1x	\$1,490



QUARTER PAGE

3.8545"W x 5.0625"H

12x	\$890
6x	\$1,020
1x	\$1,110

BACK COVER

Special Position

6x or greater contract

6x	\$2,550
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Rates are all Per MONTH

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RESOURCE DIRECTORY

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

\$2,100

Billed Annually

24/7

Online Listing

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

\$90

Additional Listing Billed Annually

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ACCOUNTING
withum
withum.com
1000 N. Orange Ave., Ste 1000
Orlando, FL 32801
Tel: 407.488.1888
Website: www.withum.com/industry/hospitality
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 offices located 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 the industry.

COLLECTION SERVICES
Customer Count
1000 River Crossing Parkway, Suite 100
Indianapolis, IN 46201
Phone: 317-416-6000 Fax: 317-416-6001
Email: contact@customercount.com
Website: customercount.com
Contact: CustomerCount is a flexible online customer feedback solution providing instant 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.

COLLECTION SERVICES
Parishcare Solutions
1000 River Crossing Parkway, Suite 100
Indianapolis, IN 46201
Phone: 317-416-6000 Fax: 317-416-6001
Email: contact@parishcare.com
Website: www.parishcare.com
Specialty: Sometimes there is more than one reason for a delinquency or default. At Parishcare we have the sophistication, experience, rates, and customer service skills needed to solve them all. Ongoing contact is key. We go far beyond the "Agency" model of just "dialing for dollars". We also bring empathy, data mining, customer care, and an understanding of your bottom line. We don't just collect accounts, we collect customers. We are not involved in recovering more of your delinquent and written-off portfolio, you will succeed in retaining valuable customers!

APPLIANCES
LCC USA
200 E. 1st St., Suite 100
Chicago, IL 60601
Tel: 773.333.8888
Website: www.lccusa.com
Specialty: We supply electronic hotel safes, lockers & fridges to more than 12,000 satisfied clients throughout North America, the Caribbean & Europe.
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
2001 Van Ness Ave., Suite 100
San Francisco, CA 94109
Tel: 415.398.0000
Website: www.architecturalconcepts.com
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 General Contracting for Hospitality and Creative Commercial Work Space Design and Building Renovation Design. From design to final construction, we focus on satisfying the goals of our clients by bringing design solutions to life.

FINANCIAL SERVICES
Alliance Association Bank
1710 Old Valley Rd.
Summerville, South Carolina, 29886
Tel: 803.731.0000
Website: www.allianceassociationbank.com
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 increase efficiency, reduce costs, and increase revenue. All it takes is to be your business partner by collaboratively offering the innovative solutions facilitated by the Timeshare MCA industry. To learn more about Alliance's services, please visit www.allianceassociationbank.com or call Stacy Dyer at 803.603-1181.

EXCHANGE COMPANIES
RCI
1000 N. Orange Ave., Suite 100
Chicago, IL 60601
Tel: 773.333.8888
Website: www.rci.com
Specialty: RCI is the worldwide leader in vacation exchange with approximately 1,000 affiliated resorts in more than 100 countries. RCI pioneered the concept of vacation exchange in 1974, offering members increased flexibility and versatility with their vacation ownership experience. Today, through the RCI Rewards program, the week-to-week exchange system, and the RCI Portfolio program, the industry's first global points-based exchange system, RCI provides flexible vacation options to its over 3.8 million RCI subscribing members each year.

EXCHANGE COMPANIES
TRINITY
1000 N. Orange Ave., Suite 100
Chicago, IL 60601
Tel: 773.333.8888
Website: www.trinityvacations.com
Specialty: TRINITY is a leading vacation exchange company with a dedicated team of professionals who understand the complexity of the vacation ownership business. TRINITY is known for an experienced team of multi-lingual, energetic customer service professionals who understand the complexity of the vacation ownership business. TRINITY is known for an experienced team of multi-lingual, energetic customer service professionals who understand the complexity of the vacation ownership business. TRINITY is known for an experienced team of multi-lingual, energetic customer service professionals who understand the complexity of the vacation ownership business.

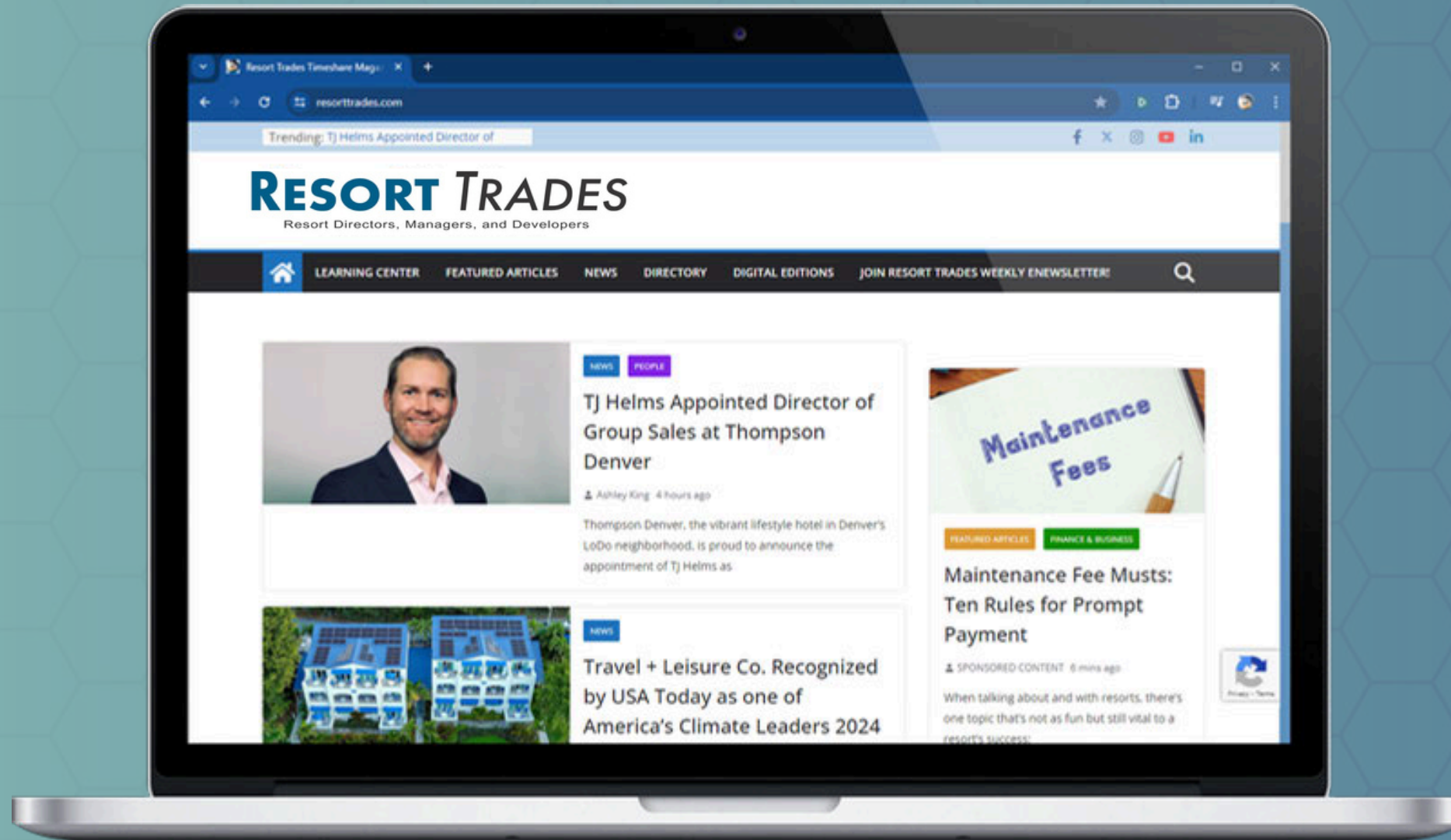
EXCHANGE COMPANIES
TPI
1000 N. Orange Ave., Suite 100
Chicago, IL 60601
Tel: 773.333.8888
Website: www.tpi.com
Specialty: Trading Places International (TPI) built a better exchange where customers service isn't just a friendly voice, it's offering what our members really want. TPI wants vacation centers to have fun wherever they go and diversified vacation products and services developed and shared between our true value - including our TPI's Global Exchange membership allowing members to enjoy their vacation with the best of both worlds.

EXCHANGE COMPANIES
Vacation Partner Services
2001 Van Ness Ave., Suite 100
San Francisco, CA 94109
Tel: 415.398.0000
Website: www.vacationpartners.com
Specialty: Vacation Partner Services is dedicated to the success of legacy resorts and their vibrant owner communities. Our customer-centric products and technologies help resorts increase owner engagement, attract new members, and increase property utilization. Our team of dedicated timeshare professionals partners with MCAs and property managers to increase owner satisfaction and improve your resort's financial health with no risk or upfront fees. Discover why you and your resort are the best.

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 Resource 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 Resource Directory site



WEBSITE SIDEBAR BANNER

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

\$550 A MONTH

EMAIL ADVERTISING

HEADER WEEKLY BANNER

\$1,250

Your banner ad appears at the top of our weekly Tuesday 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 Thursday.

GET STARTED

FOOTER WEEKLY BANNER

\$750

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

GET STARTED

RESORT TRADES TALK VIDEO

Tell Your Story. Reach the Entire Vacation Ownership Industry.

Promote your brand with a professionally produced Resort Trades Talk Video Presentation — a high-impact, multi-platform feature designed to put your message in front of resort executives, developers, and decision-makers across the timeshare and hospitality industry.

Your Resort Trades Talk Package includes:

- 🎥 **Video Interview** — A professionally recorded conversation with Resort Trades Publisher Sharon Scott Wilson, RRP
- **YouTube Video in Weekly eMagazine Once** - Delivered to over 7,000+ industry inboxes
- 📄 **Accompanying Editorial Article** — Published in Resort Trades magazine
- 📢 **Six Months of Social Media Promotion** — Article shared across all Resort Trades channels
- ✉️ **Targeted Distribution** — Article once in Weekly eMagazine to over 7,000+ industry inboxes
- 💻 **Permanent Coverage** — Featured on YouTube.com/ResortTrades and ResortTrades.com
- 📄 **Optional Add-On** — Embed your Talk in your Resort Trades Directory Listing

This is your opportunity to showcase your brand's story, innovation, or leadership in a professional interview format that lives on multiple platforms — giving your message long-term visibility and credibility within the vacation ownership community.

\$1,250
per video

Florida HOAs: Understanding
how SB4D will affect you



Diamond Resorts former CEO
Mike Flaskey
now with Mike Flaskey Enter

p.m. ET
Interviews:
g 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

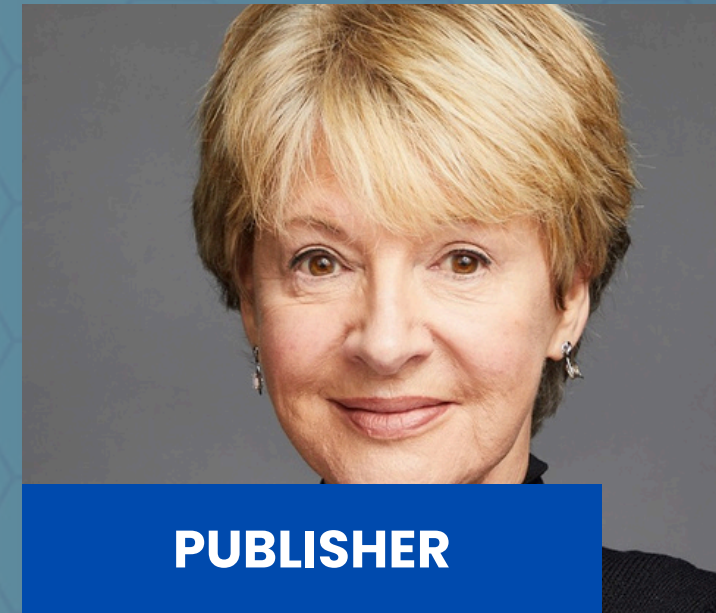
Resort Directors, Managers, and Developers



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 the ARDA, having begun 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 businesses in the industry. 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 office operations and is the Art Director of the magazine and website. 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*

Resort Directors, Managers, and Developers

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

Marla@TheTrades.com