

PERCEPTION VS. REALITY

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

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

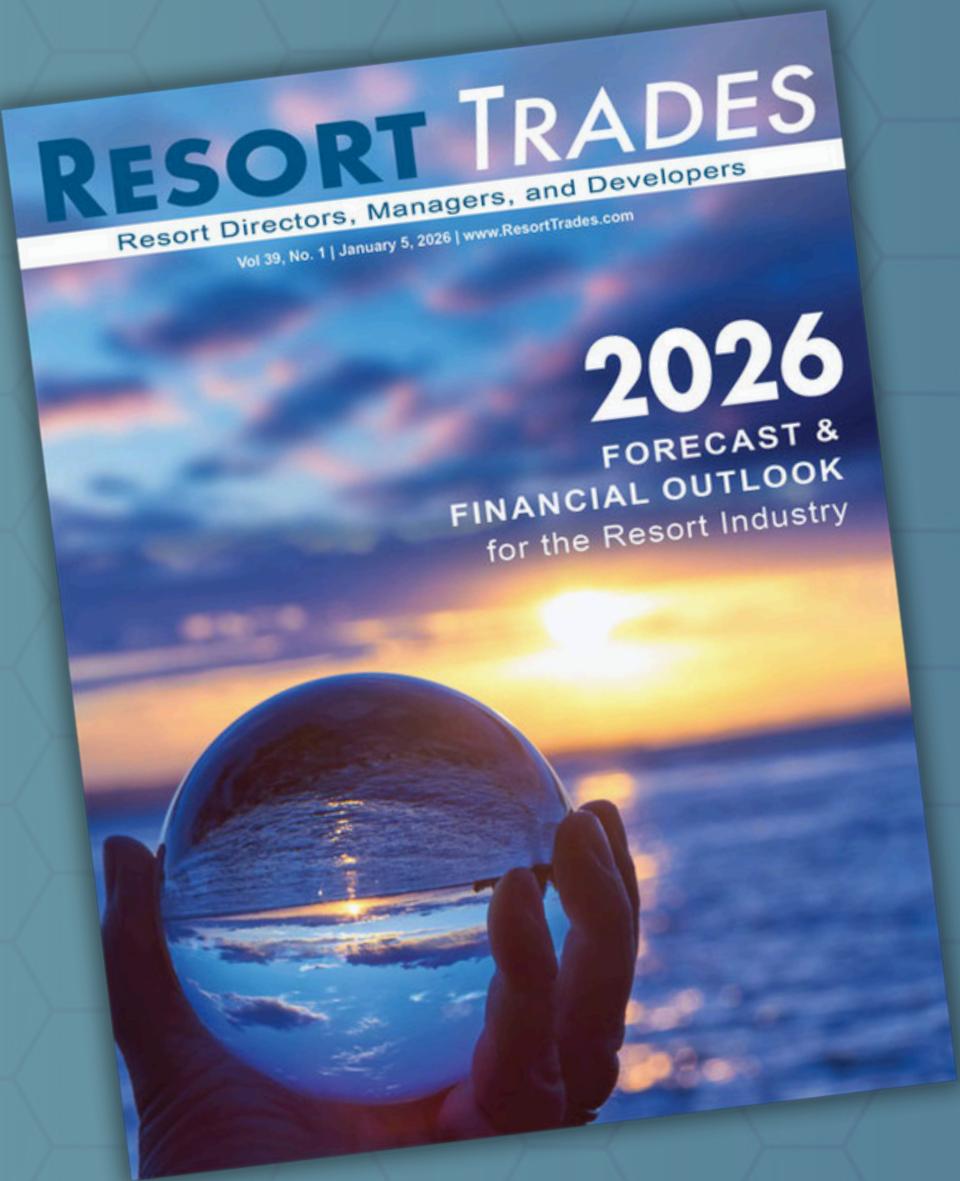
Banner Ads

Resort Trades Talk

Native Advertising

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.

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.

PRINT DISPLAY

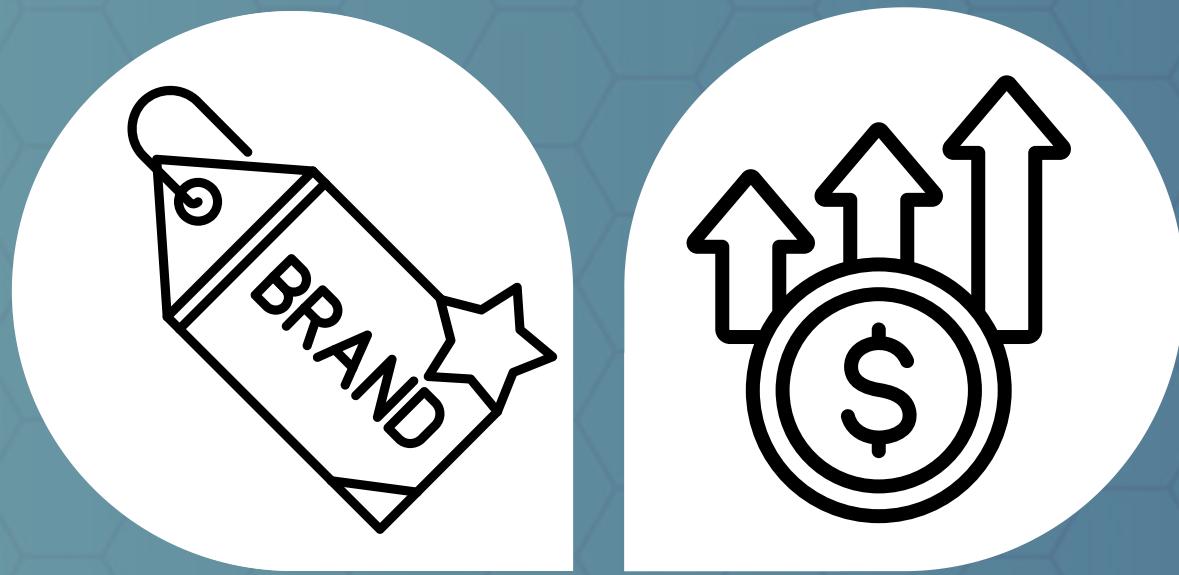
Our print display ads appear in *Resort Trades* magazine, delivered monthly to thousands of decision-makers in the timeshare industry. With consistent placement in a trusted, niche publication, your brand gains direct visibility among resort executives, managers, and key buyers.

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

RESOURCE DIRECTORY

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

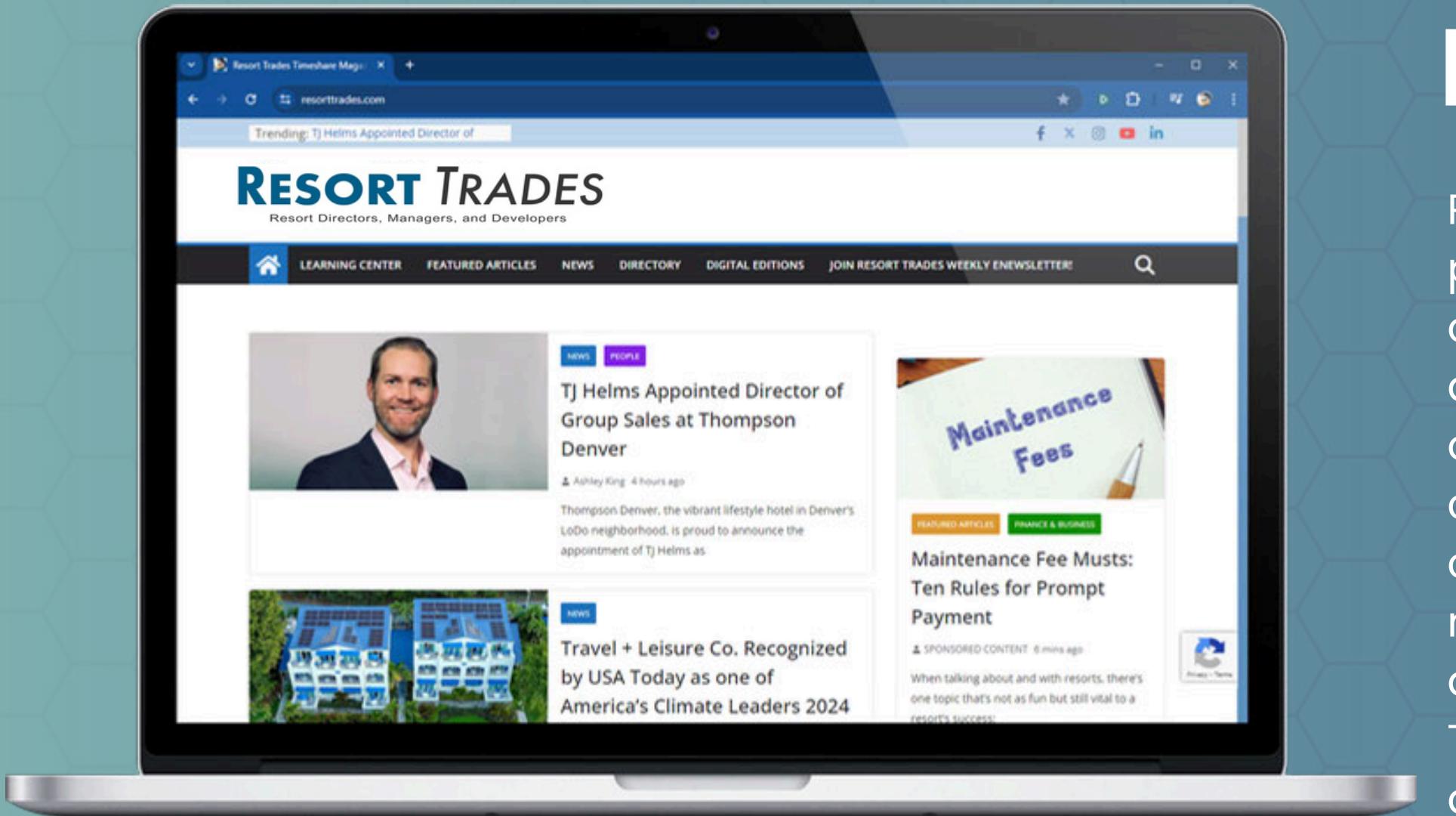
The Resort Trades Members Resource Directory connects timeshare professionals with trusted vendors through both print and online listings. Each listing includes your logo, company info, links, photos, and videos—offering year-round visibility and lasting value. It's a smart, cost-effective way to stay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

The image displays six printed pages from the Resort Trades Resource Directory, arranged in a grid. Each page features a company logo at the top, followed by contact information and a brief description of their services. The companies shown are:

- withum** (Accounting): Withum Smith + Birnbaum, PC, located in Charlotte, NC, offers accounting services to the hospitality industry.
- CustomerCount** (Collection Services): CustomerCount, based in Pittsburgh, Pennsylvania, provides collection services to the timeshare industry.
- CustomerCount** (Customer Retention): Another listing for CustomerCount, this one highlighting their focus on customer retention and loyalty.
- LCI USA** (Customer Retention): LCI USA, located in Chappaqua, New York, offers collection services to the timeshare industry.
- RCI** (Customer Retention): RCI, based in Indianapolis, Indiana, provides collection services to the vacation ownership industry.
- MERIDIAN Financial Services** (Architectural / Interior Design): Meridian Financial Services, Inc., located in Charlotte, North Carolina, offers architectural and interior design services.
- TPI** (Capital): TPI Capital, located in Myrtle Beach, SC, provides capital resources to the timeshare industry.

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

RESORTTRADES.COM



WEBSITE SIDEBAR BANNER

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

\$550 A MONTH

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

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

10 a.m. ET
Reviews:
ing Officer

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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

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

RESORT TRADES FAMILY SUPPORT

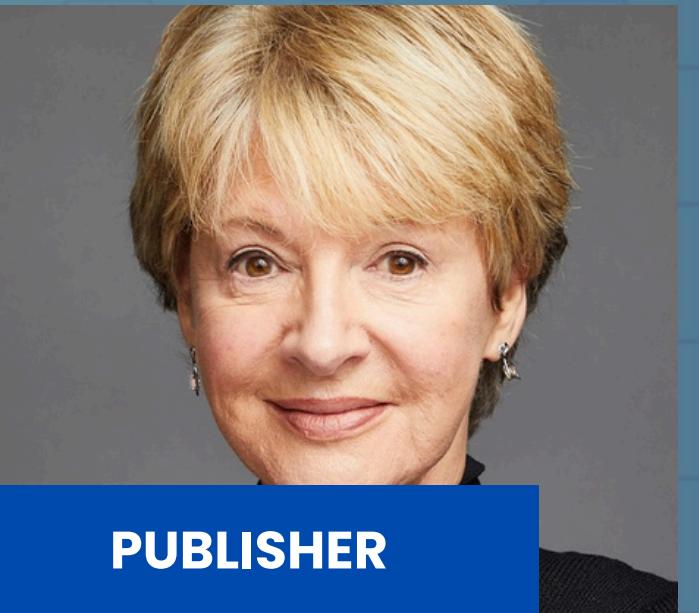
Resort Directors, Managers, and Developers



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. Caroll 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.

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



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Marla@TheTrades.com

RESORT TRADES

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