

RESORT TRADES

Resort Directors, Managers, and Developers

Reach the Decision- Makers Behind \$14 Billion in Annual Revenue

A highly targeted media platform connecting you directly with the developers, operators, and executives shaping the vacation ownership industry.

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

WHY THIS AUDIENCE MATTERS

While the number of timeshare resorts may appear limited, the influence and economic impact of this industry is substantial. Resort Trades provides direct access to the professionals responsible for billions in annual revenue—decision-makers actively evaluating partnerships, vendors, and solutions. This is not a broad audience.

IT IS A CONCENTRATED GROUP OF HIGH- VALUE DECISION- MAKERS.



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A MULTI-CHANNEL INDUSTRY INFLUENCE PLATFORM

Resort Trades delivers consistent, multi-touch visibility across print, digital, email, and video—ensuring your message is not only seen, but reinforced over time. This integrated approach allows partners to move beyond single placements and establish ongoing presence within the industry.



Monthly Magazine

Website

Print/Online Directory

Email Newsletter

Banner Ads

Resort Trades Talk

Native Advertising

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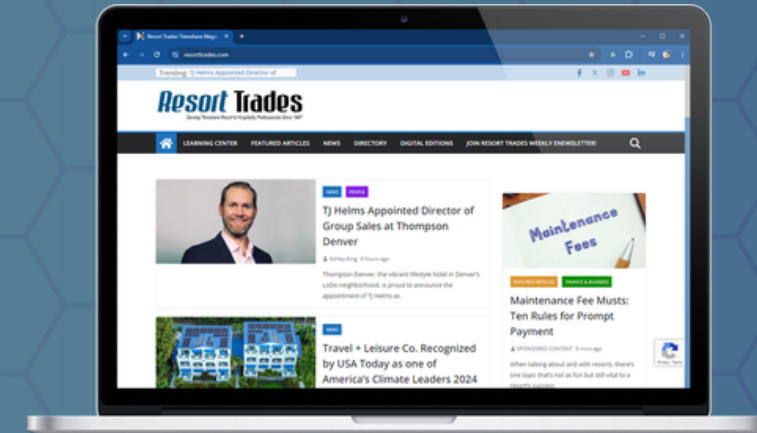
UNIQUE INDUSTRY POSITION

Resort Trades holds a unique position as the only remaining dedicated monthly publication focused exclusively on timeshare and resort professionals. This provides partners with a concentrated opportunity to reach and influence the industry without fragmentation across multiple competing platforms.



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

CONSISTENT REACH ACROSS KEY INDUSTRY TOUCHPOINTS

Resort Trades connects with professionals through multiple channels—ensuring repeated exposure and stronger message retention. This frequency is critical in influencing purchasing decisions and long-term brand recall.

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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ESTABLISH AUTHORITY THROUGH PRINT PRESENCE

Print placement within Resort Trades delivers credibility and consistent visibility among industry leaders who rely on trusted publications for insights and vendor discovery.

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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ALWAYS-ON VISIBILITY WITH DECISION-MAKERS

The Resource Directory ensures your company remains visible 24/7 to professionals actively searching for solutions, vendors, and partners.

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

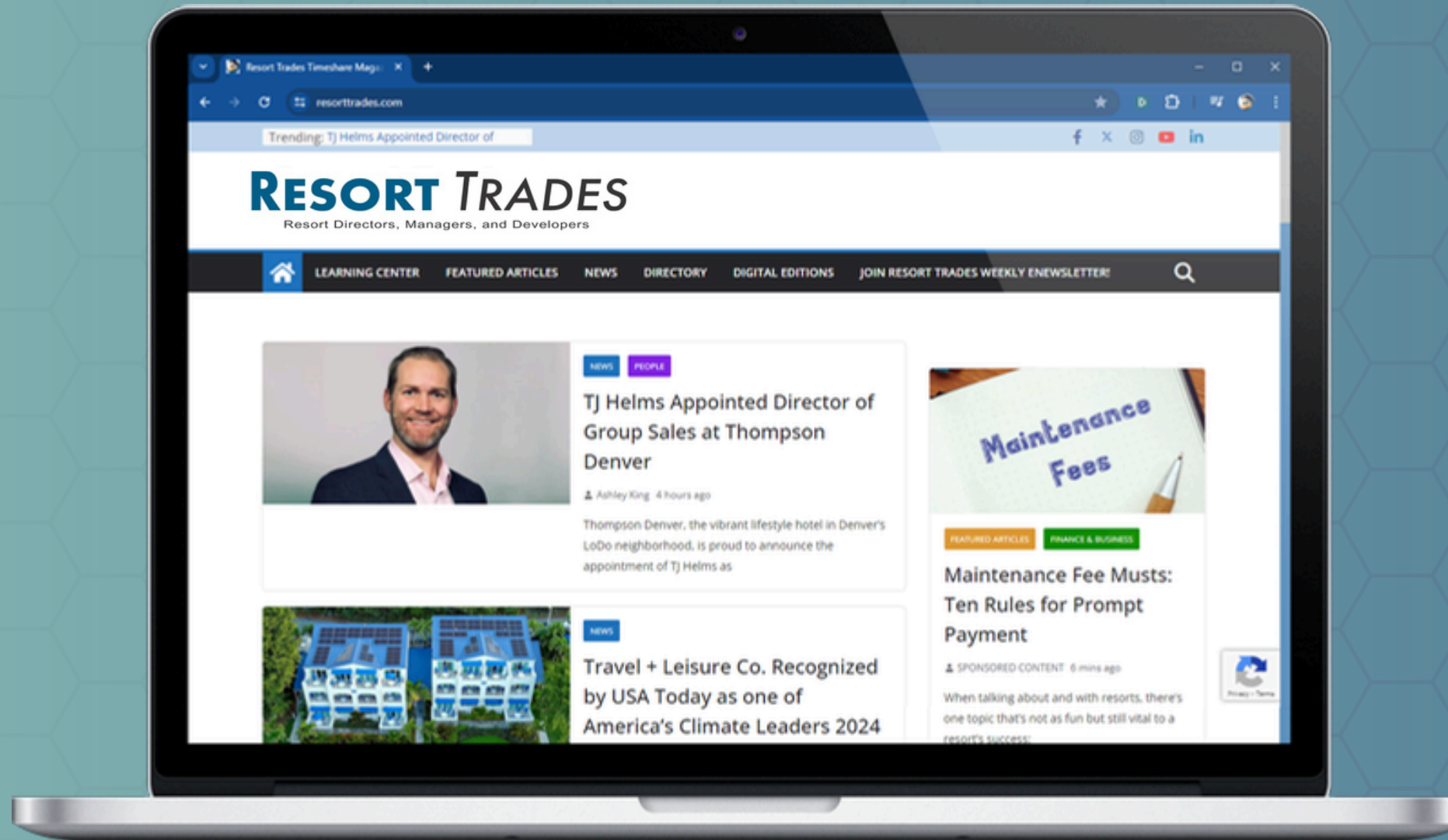
The Resort Trades Online Resource Directory gives suppliers unlimited exposure and lasting visibility, connecting them directly with timeshare professionals anytime.

\$90

Additional Listing Billed Annually



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RESORTTRADES.COM

**CONTINUOUS
DIGITAL VISIBILITY**

ResortTrades.com serves as a central hub for industry news, insights, and vendor discovery—providing ongoing exposure beyond traditional advertising cycles.



WEBSITE SIDEBAR BANNER

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

\$550 A MONTH

HIGH-ENGAGEMENT DIRECT ACCESS

With open rates significantly above industry averages, Resort Trades Weekly delivers your message directly to an engaged audience of professionals actively involved in industry decisions.

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](#)

TRADES TALK VIDEO

Build Authority Through Video

Video interviews position your brand and leadership as trusted voices within the industry –creating deeper engagement and long-term visibility.

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.

\$2,330
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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INFLUENCE THROUGH THOUGHT LEADERSHIP

Native content allows your brand to educate, inform, and influence decision-makers—building trust and credibility beyond traditional advertising.

\$1,250

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

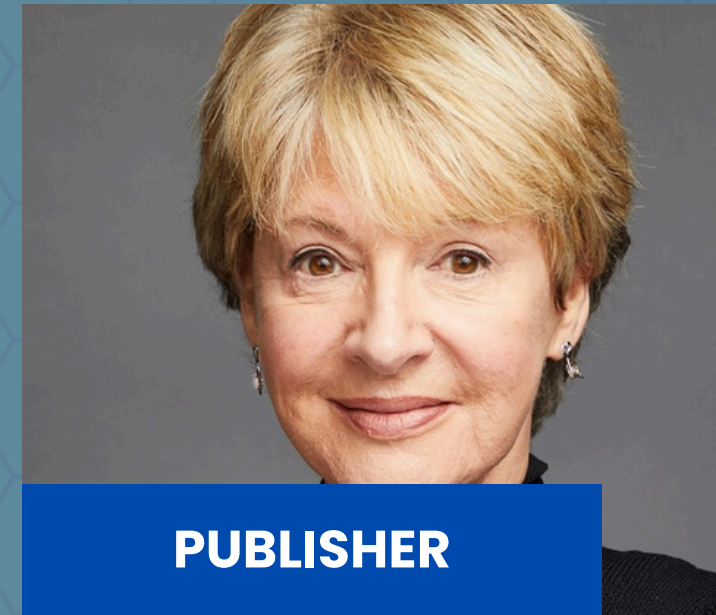
Resort Directors, Managers, and Developers



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.

OWN YOUR POSITION IN THE INDUSTRY

The vacation ownership industry is driven by relationships, trust, and consistent visibility. Resort Trades provides the platform to ensure your brand remains at the center of that conversation.

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Number Phone

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E-Mail

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