

Mexico

The destination of choice for San Diego travelers

Of the 1.3 million San Diego adults who traveled outside the continental U.S. in the past three years, more than 860,710 visited Mexico. Don't miss this key opportunity to remind them why they continue to venture south of the border — and the joys that await when they arrange their next visit through your business.

Twelve Sundays in 2009 designed to help you reach your best prospects.

Twelve times each year, the Union-Tribune's Sunday Travel section focuses on Mexico. With its informative stories, photos and attractive banner, the Mexico Theme Page is the best place

for your ad to reach its audience — especially when you consider that a single Sunday issue of the U-T reaches 890,694 San Diegans. And with a median income of \$70,970, they can afford to travel.

Run more, and you'll save more.

Buy one ad (minimum 10"), and you'll save each time it runs: 2nd issue = 20% discount

- 3rd issue = 30% discount
- 4th issue = 40% discount. Discounts also apply to color.
- Individual contract rates apply or the national group rate, whichever is lowest.

2009 PUBLICATIONS	SPACE-RESERVATION DEADLINE	CAMERA-READY DEADLINE
Sunday, January 18	Monday, January 12	Tuesday, January 13
Sunday, February 8	Monday, February 2	Tuesday, February 3
Sunday, March 8	Monday, March 2	Tuesday, March 3
Sunday, April 12	Monday, April 6	Tuesday, April 7
Sunday, May 31	Friday, May 22	Tuesday, May 26
Sunday, June 14	Monday, June 8	Tuesday, June 9
Sunday, July 26	Monday, July 20	Tuesday, July 21
Sunday, August 16	Monday, August 10	Tuesday, August 11
Sunday, September 20	Monday, September 14	Tuesday, September 15
Sunday, October 25	Monday, October 19	Tuesday, October 20
Sunday, November 8	Monday, November 2	Tuesday, November 3
Sunday, December 6	Monday, November 30	Tuesday, December 11

The San Diego
Union-Tribune.

To advertise, call Don Sciascia (619) 293-1437
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