

IMMEDIATE RELEASE

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**Contact:**

Caroline Andoscia / 212.286.7833 / caroline\_andoscia@condenast.com  
Mary Jane Orman / 212.286.4935 / maryjane\_orman@condenast.com

**CONDÉ NAST TRAVELER REPORTS RECORD-BREAKING ADVERTISING GAINS  
FOR THE SECOND HALF OF 2005**

(New York, NY) *Condé Nast Traveler* Vice President and Publisher Lisa Hughes announced today that the magazine closed the second half of 2005 with record-breaking numbers. The October, November and December 2005 issues closed with a total of 515 advertising pages, exceeding the same months in 2004 by 4.3%.

- The August 2005 issue – **biggest August in the history of the magazine** – was up by **25** advertising pages and **10.4%** over August 2004.
- The November 2005 issue – **biggest November in the history of the magazine** – closed with **240** advertising pages, exceeding November 2004 by **6.8%**.
- The December 2005 issue – **biggest December in the history of the magazine** - topped December 2004 by **21** advertising pages, up by **18.5%**.

"We are thrilled with the results of the second half of 2005," said Hughes. "*Condé Nast Traveler* is on a roll and going into 2006 with tremendous momentum."

*Condé Nast Traveler* attributes the record advertising gains to **100 new advertisers for the second half 2005 issues**, contributing to the total of **198 new advertisers for 2005**, totaling **367** advertising pages. Among the new advertisers are Paul Mitchell Systems, Michael Kors, Sothebys, Argentina Tourism, South African Airways, Tods, Lufthansa Airlines, Ralph Lauren Fragrances and many others.

A partnership with new advertiser Kahlúa resulted in a branded entertainment initiative – a television program: Kahlúa and *Condé Nast Traveler* present *Bring Home the Exotic*. The five-episode travel and home entertaining series aired on the Oxygen network in the fall of 2005.

December 2005 marks Hughes' 10th anniversary as publisher of *Condé Nast Traveler*. *Condé Nast Traveler's* advertising success is the direct result of Hughes' creative and innovative approach to advertising. In her decade-long tenure at *Condé Nast Traveler*, the magazine's advertising has increased by **380** pages, totaling **31%**. Hughes has also been named Condé Nast's Publisher of the Year twice, in 2000 and 2004.

Unlike many other travel publications, *Condé Nast Traveler* does not accept free travel and accommodations, and its correspondents, as far as possible, travel anonymously. The result is travel the way consumers experience it – good and bad, with reporting that is fair and honest. *Condé Nast Traveler* recently won its 6th National Magazine Award and is still the only travel publication to have won the highest honor in magazine publishing. *Condé Nast Traveler*, the 2005 Zagat Survey Best Travel Magazine, has a circulation of over 750,000 and is published by Condé Nast Publications, Inc.