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TheVacationSaver.com Does It Backwards

By Jackie Moniot

TheVacationSaver.com Does It Backwards by Jackie Moniot

January 19, 2005, Norfolk, VA - This month, TheVacationSaver.com is expanding to the print arena with TheVacationSaver.com magazine, which shall contain full-page ads for a small number of resorts. TheVacationSaver.com magazine will complement the website and is scheduled to hit stores later this month. A recent Webtrends statistic from January 2005 shows that TheVacationSaver.com website has already been visited by over 80,000 unique visitors . Those numbers are expected to increase upon the advent of TheVacationSaver.com magazine.

TheVacationSaver.com magazine will be distributed in over 250 Wal-Marts and other select retailers throughout the eastern U.S. With an average weekly walk-through rate of more than 119,000 shoppers with an average household income of \$62,500, Wal-Mart offers resort managers the largest lead base of high quality prospects. TheVacationSaver.com website and magazine together will strive to uphold the positive image and degree of success that is expected of every other Trader Electronic Media company.

For the first time ever, Trader Electronic Media (TEM) has initiated a website before the publication of its corresponding magazine. Trader Publishing's magazines have always been springboards for Internet websites like CycleTrader.com, ForRent.com and HarmonHomes.com. However, TheVacationSaver.com is starting with a different approach. This business is swimming against the current by debuting TheVacationSaver.com magazine after the launch of the website.

TheVacationSaver.com recently launched in August 2004 as a website that connects resort managers to prospective timeshare buyers by advertising inexpensive vacation specials. This website's vacation deals were originally featured on a subsidiary page of TimeShareSaver.com, which TEM launched in 2003. Due to the enormous response of visitors to this page, it was discovered that advertising vacation offers is a lucrative business and the decision was made to create a business to accommodate those online travelers.

According to Henry Yates, the Business Development Manager of TheVacationSaver.com, "it's ground-breaking that we're starting a process that is unorthodox compared to the way that Trader

Publishing and Trader Electronic Media establish each new business. Going against the norm is a bold move on our part, however, I have high hopes that the results will prove to be rewarding."

As a division of Trader Electronic Media, TheVacationSaver.com is part of a network of over 15 websites including ForRent.com, HarmonHomes.com, RoomSaver.com and RentJillsHouse.com, all accessible at TraderOnline.com. TraderOnline.com ranks in the top 200 most highly trafficked websites with over 7 million visitors each month. To view vacation offers, click on www.TheVacationSaver.com.

Trader Publishing Company, the nation's largest publisher of photo-classified publications, publishes 680 classified ad publications, which reach 80 percent of the U.S. population. These publications serve over 175 major markets and are distributed at approximately 200,000 points nationwide with a combined circulation exceeding 9 million per week. Such publications include Auto Trader, Boat

Trader, Harmon Homes, For Rent, Employment Guide magazines and more.

For more information on advertising your resort with TheVacationSaver.com magazine or website, contact 866-881-4860 ext. 4725 or via e-mail at thevacationsaver@traderonline.com.

Jackie Moniot is the Marketing Assistant for TheVacationSaver.com website and magazine, which are divisions of Trader Publishing Company, the nation's largest distributor of photo-classified ad publications.

Trader Electronic Media Takes a Vacation

By Brooke Garrity

Trader Electronic Media Takes a Vacation by Brooke Garrity

Norfolk, VA -Having successfully developed niche advertising for every type of industry from homes to boats to jobs, Trader Electronic Media and Trader Publishing Company are now taking on the travel industry with their three vacation dedicated sites: RoomSaver.com, RentJillsHouse.com and TheVacationSaver.com.

With ferocious competition already dominating the travel industry, Trader has developed their new businesses with a different angle in mind. Rather than adding yet another third-party booking engine to the endless list of Expedia, Orbitz and Travelocity, Trader's new businesses are portal sites. Designed to usher vacationers directly to the advertising property's own website or through direct phone calls, Trader hopes to offer advertiser's and vacationers new ways to book their vacations.

For vacationers searching the Internet for hotel deals Trader offers RoomSaver.com. RoomSaver.com provides travelers with a user-friendly way to browse over 11,000 hotel and motel listings and easily navigate the detailed results. Travelers can search all over the United States and Canada for discounted hotels and motels. Rather than booking online through RoomSaver.com, you will search your options and then link directly to the hotel of your choice to make your reservation. Eliminating the

TheVacationSaver.com Does It Backwards

third-party booking allows RoomSaver.com and the hotels to offer travelers more rooms at better prices!

Tapping an untouched industry, Trader launched RentJillsHouse.com as the premier online solution for locating vacation rental homes and properties. The website offers information on thousands of vacation rental houses in popular U.S. destinations ranging from the Outer Banks of North Carolina to Lake Tahoe. With its comprehensive database, user-friendly and technologically advanced site, RentJillsHouse.com offers a one-stop shopping for travelers, vacation property owners and Brokers.

In August of this year, Trader launched TheVacationSaver.com a website devoted to connecting travelers to unbeatable vacation package deals to resorts across the nation. Connecting travelers directly to the vacation package deals eliminates the middleman, allowing travelers to find more reasonable offers. The site also features lodging, complimentary tickets to nearby events or attractions and perks such as free meals or cash certificates.

As subsidiaries of Trader Publishing Company, the nation's largest publisher of photo-classified publications, RoomSaver.com, RentJillsHouse.com and TheVacationSaver.com are parts of a network of over 15 websites including ForRent.com, HarmonHomes.com and EmploymentGuide.com, all accessible at TraderOnline.com. Trader also publishes 680 classified ad publications, which reach 80 percent of the U.S. population. These publications serve over 175 major markets and are distributed at approximately 360,000 points nationwide with a combined circulation exceeding 9 million per week. Such publications include Auto Trader, Boat Trader, Walnecks, Parenthood, For Rent and Employment Guide magazines. RentJillsHouse.com, TheVacationSaver.com and RoomSaver.com are all featured in these publications as well as on the numerous Trader websites.

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Brooke Garrity is the Marketing Assistant for RoomSaver.com, a division of Trader Publishing Company.



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