Editorial Overview

TrailBlazer is the recreational lifestyle magazine for the members and guests of the ELS family of resorts.

Every issue of TrailBlazer brings its readers a lively mix of travel, lifestyle and RV technical features, as well as resort profiles and up to date company news. Month after month the magazine provides our readers with timely topics and useful articles relevant to the RV lifestyle.

Our readers’ commitment to TrailBlazer was clearly demonstrated when the magazine changed from a free to paid circulation base. More than three quarters of our readers chose to continue to receive the magazine and opted to pay for the annual subscription. TrailBlazer’s circulation is nearly 70,000 nationwide. Additionally, the magazine is made available to the guests at the 300+ Equity LifeStyle properties throughout the U.S.

Our recent Readership Survey shows that TrailBlazer subscribers are active, affluent campers who regularly travel and enjoy the RV lifestyle.

Publishing, Editorial & Advertising Offices

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2010 Editorial Calendar

Articles are subject to change without notice

January/February
- Florida—Off the Beaten Path
- Fishing Adventure
- Solar and Wind Power for your RV
- Member News and Preserve Feature

March
- Texas—South Padre Island
- Bird Watching
- RV Climate Control: Heating and Air Conditioning
- Member News and Preserve Feature

April
- Blue Ridge Parkway
- Hiking Trails
- RV Intake and Exhaust Systems
- Member News and Preserve Feature

May
- Heartland Amish
- College World Series Tour
- RV Fire Safety
- Member News and Preserve Feature

June
- Wisconsin’s Door County
- Lake & River Fishing
- RV Batteries, Inverters and Converters
- Member News and Preserve Feature

July
- Scenic Train Rides
- Canoeing/Kayaking Trips
- World’s Longest Yard Sale (AL to OH)
- RV WiFi
- Member News and Preserve Feature

August
- South Oregon Wine Tour
- Geo-Caching
- Modern RV Electronics: Satellite TV, Phones and Computers
- Member News and Preserve Feature

September
- Monterey Bay: An Eco Paradise
- California Adventures: Mountain Biking, Surfing
- Pismo Beach Clam Festival
- RV Leveling Systems
- Member News and Preserve Feature

October
- Myrtle Beach: An RVing Mecca
- Golf in Myrtle Beach
- RV Generators
- Member News and Preserve Feature

November/December
- Member Photo Contest
- RV Holiday Gift Guide
- Member News and Preserve Feature
Web Site Ad Planner

Web Statistics (based on 2008 Readership Survey)
87% of Thousand Trails members own a computer.
88% of Thousand Trails members use the Internet.
70% of Thousand Trails members have purchased a product over the Internet in the past year.

Monthly Rates:
Full Banner ad (horizontal or vertical)

<table>
<thead>
<tr>
<th>Placement</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home Page</td>
<td>$1,000 net*</td>
</tr>
<tr>
<td>Rotating throughout the web site</td>
<td>$500 net*</td>
</tr>
</tbody>
</table>

| Button ad                  | $300 net*  |
| Rotating throughout the web site | $300 net*  |

*FREQUENCY RATES ARE AVAILABLE UPON REQUEST.

TrailBlazer advertisers can submit web site ads at no extra cost when they advertise in six or more issues during the year. Online ads can be submitted for the duration of one year.

Guidelines for TrailBlazer Online Ads
Ads can be e-mailed to Matt Grimes at matthew_grimes@equitylifestyle.com

Banners: 468 x 60px
Buttons: 120 x 60px

Format: gif or jpeg
Banner ads: maximum size of 64K; recommended size of 30K or less
Banner ads are rotated throughout the web site.

Web Site Traffic Statistics available upon request
Merchandising

REACH TRAILBLAZER READERS IN PERSON

On-Site Seminars
Your representatives or dealers are invited to exhibit products at the ELS family of resorts. Please contact us and we’ll help you arrange and plan your exhibit dates and events (subject to resort fee, availability and approval.)

Brochure Distribution
What a great way to put your sales literature to work for you! We’ll make your brochures available at our 10 highest volume preserves and resorts.

Video Library
We will make your product video available for viewing by our members and guests by placing it on each preserve or resort’s video library shelves.

Product Sampling
Showcase your products in person with our members and guests in a casual setting (subject to resort fee, availability and approval.)

“Silent Rally”
A marketing program through which your sales literature is presented to our members at designated preserves. It’s another effective way to reach our readers at no extra cost to you! Silent Rally will be held during the month of July.

Reader Response Provided
Advertisers who place a 4” or larger Marketplace ad will receive a Reader Service Number.

Web Site Link Provided
Advertisers who place a 4” or larger Marketplace ad will receive a web site link on our TrailBlazer web site free of charge.

Web Site Banner Ad Provided
Advertisers who advertise in six (6) or more issues per year will receive a free online banner ad.
Reader Profile

RV Ownership

Percentage of vehicle type owned

- 77% RV
- 40% Class A motorhome
- 30% fifth wheel
- 17% travel trailers
- 10% Class C motorhome
- 4% pop up
- 3% truck camper
- 2% van conversions
- 3% sport utility or toy hauler

Number of RVs Currently Owned

- 60.8% 1
- 22.0% None
- 7.9% 2 or more
- 7.3%

55% paid $20,000-$100,000 for their RV
25% paid $20,000-$49,999 for their RV
30% paid $50,000-$99,999 for their RV
11% paid $100,000-$149,999 for their RV
8% paid $150,000-$199,999 for their RV
6% paid $200,000 or more

Readership

Actions taken in the last year as a result of seeing an ad in TrailBlazer:
- 26% Saved an ad for reference
- 28% Visited an advertiser's web site
- 19% Purchased an advertised product
- 74% Read the last four issues of TrailBlazer.

Readers spend an average of 58 minutes reading each issue and refer to each issue an average of two times. There are 2.1 readers per copy and 58% save their issues for three months or longer.

TrailBlazer has been helpful to members in the following situations:
- 60% finding things to do in the area.
- 56% finding information on RV improvement projects.
- 48% planning vacations

Our members spent an average of $80,156 for their RV.

56% of RVs use gas
44% of RVs use diesel

90% of our readers have owned one or more RVs, and have owned an average of three in their lifetime.
Reader Profile

Lifestyle and Activities

87% own a computer
88% use the Internet
55% use a computer while traveling
65% access the Internet daily

Top Activities:
- 69% camping
- 68% walking
- 61% dining out
- 55% sightseeing
- 49% cooking
- 47% gardening
- 40% fishing
- 40% traveling with pets
- 34% photography
- 33% swimming
- 28% tailgating
- 24% biking
- 22% wildlife watching
- 20% boating
- 19% attending sporting events
- 18% golfing
- 15% hiking

General Statistics

14% purchased an RV in the last year
9% purchased a new RV
6% purchased a used RV
38% visited an RV dealership in the last year
3% attended an RV show
34% purchased a product they first saw in TrailBlazer.

Duplication Figures

Our readers subscribe to or regularly read the following publications:

- Highways: 42%
- Trailer Life: 26%
- Motorhome: 17%
- Family Motor Coaching: 15%

42% of our readers read ONLY TrailBlazer.

RV Accessories Currently Owned

This data represents opinions of respondents to a scientifically valid, self-administered TrailBlazer readership survey conducted by ResearchUSA, Inc. in July 2008.
Reader Profile

Demographics

Male: 76% • Female: 33%
85% are married • 95% are homeowners

Age:
- Average age: 64
- 83% are 55+
- 17% are under 55

Education:
- 73% some college
- 12% completed college
- 21% postgraduate work
- 24% high school only

Income:
- Average household income: $77,340
- 85% earn in excess of $35,000 per year

Vacation Preferences

Our readers took an average of five RV trips in the past year and visited an average of four states and 87% took one or more vacations the past year.

Our readers spent an average of 61 days RVing in the past year and drove an average of 3,149 miles; 33% travel year-round in their RV.

Seasons when they travel in their RV:
- 68% Spring
- 84% Summer
- 72% Fall
- 50% Winter

Lodging used when staying at TTN Preserve:
- Own RV 83%
- Rental 16%
- Cabin 17%
- Tent 6%
- Day Use Only 14%

69% of our respondents visited a preserve in the past year and spent an average of 20 days at the preserve.

Vehicle Ownership

- 75% own a car.
- 67% own a pickup
- 37% own an SUV
- 15% own a van
- 12% own a motorcycle

Readers own an average of 3 vehicles
- 61% purchased a new vehicle
- 56% use their car or truck to tow an RV

Membership

Readers have been members an average of 16 years.
- 93% TT members
- 56% NACO members
- 38% RPI members
- 27% Leisure Time Resorts members
- 3% Outdoor World
About Our Company

As the industry’s leader in RV Resorts, Campgrounds & Membership Preserves, Equity LifeStyle Properties, Inc. (ELS) boasts a portfolio of over 300 properties across the United States and British Columbia. Our more than 110,000 sites are in highly desirable vacation and retirement destination locations and offer our customers high-quality, resort-style amenities, including golf courses, tennis courts and clubhouses. Our sought-after destinations, featuring properties set along oceans, lakes, rivers and beaches, nestled among mountains or overlooking scenic desert landscapes, provide our customers the opportunity to enjoy our resorts while pursuing the active ELS LifeStyle.

ELS is proud to welcome over 750,000 customers annually who find the Equity LifeStyle experience to be one that is unparalleled in this industry.

For over 40 years, the membership camping business consisting of Thousand Trails, Outdoor World, Mid-Atlantic, NACO and Leisure Time, has provided generations of families the opportunity to enjoy private and secure preserves around the country. The cornerstone of our communications, TrailBlazer magazine, serves as a conduit of information to over 60,000 paid subscribers. Scores more enjoy the monthly publication through purchase or while relaxing in our on-site libraries and reading rooms. With the acquisition of Thousand Trails, ELS is aggressively expanding our readership to provide even greater visibility of TrailBlazer and all it offers. The additional exposure of TrailBlazer to the retail RV locations is sure to increase readership and our subscription base as we introduce and highlight even more destinations, LifeStyle and opportunities for our customers to experience.