

FACT SHEET
VISITFLORIDA
GOURMET MAGAZINE
March 2010

Profile: *GOURMET* is published monthly, and addresses the lifestyle interests of both epicurean and travel enthusiasts covering subjects from food and travel to cooking, restaurants and entertaining. It also provides information on worldwide destinations, reviews and criticisms, essays and reflections on the culture of food, wine and spirits, and personal style.

Circulation: **476,500** in NY, PA, MD, DC, OH, IL, MI, VA, NC, SC, TX, GA, and FL

CVB Added Value:

- Inclusion in advertorial program, 2.6 million impressions. Advertorial spec's follow:
 - ½ Page: Approx 125 words + 1-2 hi-res images
- In-book and online reader service- one month 5.8 million impressions, Value \$5,000
- Inclusion with link and logo on GourmetScoop.com Website (60,000 unique visitors per month) – one month- Value \$10,000
- Inclusion with link in customer e-newsletter sent to 60,000 opt-in subscribers 1X Value= \$7,500
- Email promotion to 3,000 subscribers, Value \$1,500

Scheduled Ad Size	Naples, Marco Island and the Everglades Partner Rate	Minimum Ad Cost
½ Page 4C	2" x 2 ¼ page formatted ad	
Cost Overview	\$4,242	\$7,040

Ad cost and size based on 3 participating partners. Naples, Marco Island, Everglades CVB reserves the right to change the overall ad size or forfeit this insertion.

Participation Agreement Deadline: September 15, 2009

Materials Deadline: September 15, 2009

Please provide the following materials for your ad: (you will see a proof prior to submission)

- A JPG photo via e-mail OR a TIFF or EPS in hi-res via CD (at least 3" x 2" at 300 dpi)
- 15 words of copy
- Name, city, phone and website of property

Please address all questions to Lauren Lewis at Lauren@paradiseadv.com.

Please go to the website below to sign up online and submit materials at:

www.paradisecoast.com/coop