

FACT SHEET
VISITFLORIDA
UNDISCOVERED FLORIDA MAGAZINE
 Annual Guide: May – April 2011

Profile: *UNDISCOVERED FLORIDA* is an insert that is published annually and runs in select copies of *National Geographic Traveler* and *Recommend Magazine*. It covers Florida's natural, historical and heritage sites in rich detail with lavish color photography. This 40-page-plus annual guide targets affluent travelers, Florida-bound tourists and travel agents. It is also distributed at the Official Florida Welcome Centers, CVBs, Chambers of Commerce, etc.

- **Circulation: 285,000**
 206,000 National Geographic Traveler (NY, NJ, AL, IL, DC, VA, GA, FL)
 26,000 Recommend Magazines
 53,000 Official Florida Welcome Centers, CVBs Chambers of Commerce

CVB Added Value:

- Promotional Coverage on new official publication website featuring the publication's digital edition (with links for participants) will be added to Undiscovered Florida's 2010 program
- Digital Edition will be emailed to National Geographic's A-list of 180,000 subscribers and Recommend Magazine's 37,000 travel agents. Links will send prospects back to Undiscovered Florida's reader service page
- Newsletter will feature a section on Florida and highlight some of the great spots to visit. A special sponsor's section will link promotional copy leading the reader to Undiscovered Florida's reader service page
- A reader response listing and leads from National Geographic Traveler for all advertisers of 1/6 page or larger

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	\$1,840	\$3,842

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