

**VISIT FLORIDA SANCTIONED OPPORTUNITY
UNDISCOVERED FLORIDA MAGAZINE**
Annual Guide – Published May 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 runs in select copies of National Geographic Traveler and Recommend Magazine and is also distributed at the Official Florida Welcome Centers, CVB's, Chamber of Commerce's, 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, CVB's Chambers of Commerce

CVB Added Value:

- Promotional Coverage on new official publication website featuring the publications 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

Cost Overview

Partner Cost to Participate	\$1,710
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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.

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