

**VISIT FLORIDA SANCTIONED OPPORTUNITY
COASTAL LIVING
April 2011**

Profile: *COASTAL LIVING* published ten times per year reflects the happiest memories, family traditions, and dreams of the good life. Every issue provides readers with an escape to the coast, and puts them in the know about the best havens, hideaways, and hangouts. The magazine enriches readers' lives through good design, artisanal foods, and adventure by the sea—whether going in the spirit, for the weekend or a lifetime.

Circulation: 450,000 (East of the Mississippi)

CVB Added Value:

- Reader service listing for lead generation, in-book and online
- BRC listing in-book with online component.
- Mini co-op to run in May issue
- Exposure on an email blast sent to Coastal Living subscribers.

Cost Overview

Partner Cost to Participate	\$2,968
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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.

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

www.paradisecoast.com/coop