

VISIT FLORIDA SANCTIONED OPPORTUNITY
CONDÉ NAST TRAVELER – Florida’s Escapes Section
May 2011

Profile: **CONDÉ NAST TRAVELER** a monthly publication is edited and designed to provide the experienced, discerning leisure and business traveler with an array of distinctive travel experiences. Upfront columns offer inside tips, as well s the latest news on art, architecture, fashion, culture, cuisine, shopping and industry innovations from every corner of the globe.

Circulation: **300,000** (37% of total circulation covering AL, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV, DC, MD, NY Metro, East PA, South NJ)

Profile: 55% of readers are Female, Median Age: 48, Median Household Income: 105.9K (source: 2009 MRI)

CVB Added Value:

- Each advertiser will receive editorial equal to their ad unit size
- Each advertiser will receive one 25 word listing-per-insertion on *Travelscape*, CNT’s in-magazine and Online reader service program
- Advertisers running a ½ page or more will receive 1,000 Database names (targeted by geography and demographics)

Partner Added Value:

- Advertorial copy to include Partner mentions

Cost Overview

Partner Cost to Participate	\$4,017
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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