

2017 OFFICIAL VISIT FLORIDA VACATION GUIDE/VISIT FLORIDA MAGAZINE Package

A multi-million dollar marketing campaign and widespread distribution network puts **VISIT FLORIDA Magazine** in the hands of travelers, right when they are in the moment of planning and making their decision to travel.

VISIT FLORIDA Magazine is sent by request directly to highly qualified travelers who are actively planning a Florida vacation – most often a long one. The Visitors Guide is also distributed at the Florida Welcome Centers and at other businesses and visitor information resource points throughout Florida, influencing those travelers who are already in Florida and making decisions about where to spend their time and money.

Highlights of the 2017 Edition:

- Photo-focused features
- Expert travel authors share inspirational vacation ideas
- Iconic images highlight the beauty, attractions and people of Florida
- Coverage of Beaches, Family, Culture & Heritage, Arts & Entertainment, Dining, Outdoors & Nature, Boating & Fishing and Golf

Complete trip-planning resources:

- Spotlights on North, Central and South regions
- Detailed maps and drive-times
- Regional must-see lists

Added Value: 2017 Advertisers also receive:

- A highlighted listing with “ad on page #” direction in the **VISIT FLORIDA Magazine’s** planning section
- Inclusion in eBook version of the magazine placed throughout VISITFLORIDA.com, which receives more than 8 million visits a year
- Presence in the print and online Reader Response Card program that generates ready-to-go leads and is accessible 24/7
- Optional “Featured Photo Listing” in the directory with an additional 10% discount

Partner Benefits:

- Greater Fort Lauderdale CVB is covering 50% of cost
- Visit Florida Partners enjoy a 5% discount
- Only 6 spaces available, increasing share of voice

Circulation: 600,000

Issue date: Mid-December 2016

Max # of partners: 6

Unit Size: 1/6 pg. 4c Formatted ad

Net Cost: \$2,000

Value: \$3,165

Results: GFLCVB has generated over a 1,000+ leads in previous years

Space & materials deadline: September 15, 2016

To reserve space contact:

Mark Neujahr, Miles Marketing Destinations, Mark.Neujahr@milespartnership.com or 407.413.4171.

To upload your materials, please visit gflcvb.starmark.com, find this program and follow directions to upload materials.

Specifications: Property picture, logo, address, phone numbers, tractable URL and 25 words of copy (Including a From \$XX rate or value offer that will be featured for your property). All Copy should be submitted in a Word document.

Miles Marketing Destinations will handle the billing.