

TRAVEL & LEISURE/FOOD & WINE/TRAVEL & LEISURE FAMILY (AMEX COMBO BUY)

VISIT FLORIDA's sanctioned co-op with American Express will reach 1.5 million targeted subscribers through the pages of Travel & Leisure, Food & Wine and Travel & Leisure Family in March, April, and May issues. **Travel & Leisure**, published by American Express and managed by Time, Inc., is the world's leading travel magazine and foremost authority with the largest, most affluent audience of any travel magazine. **Travel + Leisure Family**, published in the spring and fall, is a special bound supplement featured in Travel + Leisure. The editorial is exclusively devoted to family travel, written for parents who consider traveling with their children (and multigenerational travel) to be the ultimate shared experience. **Food & Wine**, published monthly, has the largest, most affluent audience of any epicurean magazine. With trendsetting editorial and an award-winning brand, Food & Wine goes beyond mere eating and drinking, as seen in the annual May Travel Issue. The GFLCVB will purchase a page 4c unit with opportunities for hotel/attraction partners to participate at a substantial discount.

Issue Dates: Travel & Leisure Family - March 2012 - VISIT FLORIDA
Travel & Leisure - April 2012 - VISIT FLORIDA
Food & Wine - May 2012 VISIT FLORIDA

Circulation: Travel + Leisure: 450,000 (East of Mississippi + Chicago)
Travel + Leisure Family: 250,000 (Full Run)
Food & Wine: 400,000 (East of Mississippi + Chicago)

Unit Size: 1/6 pg 4c Formatted (maximum 3 partners)

Partner cost: **\$5,000**

Value: \$12,150

Partner Benefits:

- Preferential advertorial - Advertisers will be integrated proportionately within the advertorial content
- Advertorial will be available to view and download as a PDF with a link to each advertiser's website
- Advertisers will receive a one (1) month listing on T+L access or T+L Boutique, which includes a promotional branding message or tactical offer.
- In-book and online reader service listing.
- Text link in "The Dish", Food & Wine's twice weekly email newsletter.
- Each Marketing Partner can include a promotion offer that will live on All You Can Eat! on foodandwine.com online promotions and sweepstakes page.
- Partners enjoy a 50% discount.
- IPAD - Listing with a stay and play directory with links to each advertiser's URL.

Space Deadline: **November 1, 2011**

Send ad materials to:

Vanessa Serrano. Project Manager, Starmark International
210 S. Andrews Avenue, Fort Lauderdale, FL 33301
954.874.9000, vserrano@starmark.com

Specifications: Property picture, logo, address, phone numbers, trackable URL and 25 words of copy. All advertisers to provide images in 300 DPI, CMYK, TIF, EPS, or JPG files. All logos in EPS Vector file. Copy should be submitted in a Word document.

American Express Publishing will handle the billing