

## YOUR TRAVEL INSIDER

YTI is a digital publishing company specializing in travel newsletters and database marketing. Your Travel Insider is a bi-weekly themed newsletter. Content is written by YTI editors with direction from destinations. Greater Fort Lauderdale will buy three special edition advertorials and will offer four partners participation

### Demographics

- Average Age: 46
- Average HHI: \$110,000
- 85% are planning a trip in the next sixth months

**Run Dates:** May 2012 - Family  
June 2012 - Luxe  
September - Spa/Resorts

**Distribution** 500,000

**Net Cost:** \$2,000 (Package cost)  
**Value:** \$4,500

**Space and material:** April 2012

### Specifications:

Up to 25 words of copy, offer (From Rate is recommended),click thru- url is needed. One horizontal image (high res). No logo --just property name.

### Reserve space, send check and ad materials to:

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**Checks payable to Starmark International.**