



Cooperative Advertising with Visit Florida Fiscal Year 2008-2009

Official Florida Vacation Guide

The Official "Visit Florida" Vacation Guide will be produced in December 2008 and is distributed through vacation requests received by Visit Florida. Annual circulation is 350,000

Special VSPC Rate to partners: \$900.00 – 24 display ads available
Material Due Date: August 15, 2008 – Display Ad (Issue Date: December 2008)

Floridian Getaways – Volume I and Volume II

This magazine is for the "Floridian" who vacations in Florida. Focus is on "insider information," weekend getaways, events and other vacation ideas for the Florida resident.. These getaway guides are distributed through newspaper insertions and requests made to Visit Florida for information on vacationing in their own backyard! Reader profile: Adults 25-54 with head of household income \$60,000+; they like researching, booking online, package deals, weekend vacations and prefer to travel in the U.S. rather than abroad.
Circulation: 350,000 per issue.

Special VSPC rate to partners: \$800.00 – Volume 1 (Issue Date: October 2008)
Material Due Date: August 15, 2008 – Display Ad – 12 display ads available

Special VSPC rate to partners: \$800.00 – Volume II (Issue Date: April 2009)
Material Due Date: August 15, 2008 – Display Ad – 12 display ads available

Family Getaways

This guide helps families plan the ultimate Florida vacation. With features and photography covering everything from wildlife to wild rides, this magazine presents Florida for what it is – the greatest family destination in the world! It's a one-stop route to reach this visitor-rich market.
Circulation: 400,000

Special VSPC rate to partners: \$800.00 - 12 display ads available
Material Due Date: August 30, 2008 – Display Ad (Issue Date: February 2009)

Special Interest Publication – Beach Getaways

The Beach Getaways guide covers the beachfront from Pensacola to the Florida Keys, with enticing photography and travel features designed to lure the reader to Florida for a memory-making beach vacation.

Circulation: 250,000

Special VSPC Rate to partners: \$455.00 – 12 directory listings available

Material Due Date: August 15, 2008 – Directory Listing (Issue Date: January 2009)

Outdoor Getaways

The star attraction for Florida is the weather and being outside is part of the appeal. No matter the age, today's traveler wants to be active, whether birding, water-skiing, kayaking, sailing or fishing. Through stunning photography and first-rate travel writers, Outdoor Getaways speaks to the visitor planning their next outdoor adventure.

Circulation: 100,000

Special VSPC rate to partners: \$455.00 – 12 directory listings available

Material Due Date: August 15, 2009 – Directory Listing (Issue Date: March 2009)