

TRAVEL & LEISURE, FOOD & WINE, DEPARTURES DIGITAL CAMPAIGN - NEW

Departures, Food and Wine and Travel & Leisure presents a custom, integrated program that will raise the destination awareness and drive visitors to Fort Lauderdale. The AMG (Affluent Media Group) Design studio will showcase a series of digital custom units across Departures, Food & Wine and Travel & Leisure offering inspiration and actionable content directed towards audiences of affluent active travelers that make navigating the globe their quest in life.

Departures Readers: HHI \$843,520, Spend \$210 Billion annually on luxury lifestyle, Spend \$64 Billion on travel in 2015, 1.2MM have visited Florida in the last 12 months.

Travel & Leisure Readers: HHI \$240,000, \$1,688,000 average total net worth, 67% spend at least \$5,000 on vacation each year, 77% more likely to have visited Florida in the last 12 months.

Food and Wine Reader: HHI \$230,000, \$1,753,000 average total net worth, 34% more likely to have visited Florida in the last 12 months, 61% spend at least \$5,000 on vacation each year.

Impressions: 187,500 per partners (10-15% SOV)

Targeted: Displayed across T&L, F&W and Departures across all platforms.

Market: NY DMA, Dallas, Chicago, Boston and Philadelphia

Flight Date: November 2016 – January 2017 (3 months)

Max # of partners: 3

Net Cost: \$3,000

Value: \$7,500

Space, payment & materials Deadline: October 3, 2016 to Starmark International

For more information, please contact: Michael Fenkell, Digital Director, mfenkell@bluegroupmedia.com, 305.648.3338

Material specifications:

Please send: Banners 40K gif/jpg, max 3 loops, :15 seconds and URL

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

Billing will go directly through Starmark International.