

**DISCOVER
CO-OP 2016**

INTERNATIONAL & THE TRAVEL PROS

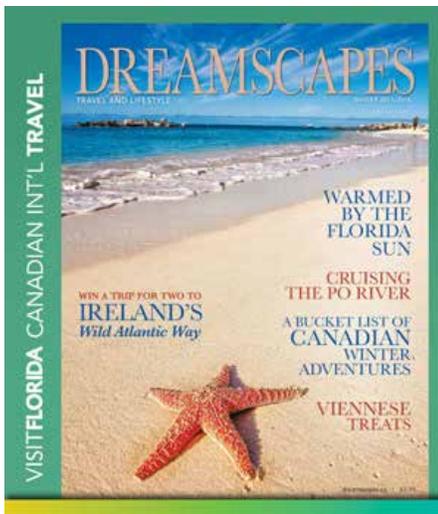
TRAVEL TRADE MEETINGS & GROUPS DOMESTIC & INTERNATIONAL



Winter Deadline

Co-op Placements for Winter must be reserved by November 6, 2015.
Available on a first-come, first-served basis so please act promptly.

**Order at DiscoverCoop.com or contact
James Goll: 1-800-226-9988**



Dreamscapes – Visit Florida Insert CODE: IC1A (Feb 10) • IC1B (Apr 6)

This publication is penned for the savvy and affluent traveler in search of exciting new experiences and opportunities. This special Visit Florida issue will drop in Canada's national newspaper, Globe & Mail, and feature bonus circulation at Air Canada lounges. It's an ideal way to reach those with the desire and means to indulge.

Audience: Median Age 50, HHI \$143,000

Circulation: 106,000

Unit Size: Full-page, four-color + editorial support

Insertion Dates: Wednesday, February 10, 2015 (Winter/Spring);

Wednesday, April 6, 2015 (Spring)

of Partners: Capped at 4

Partner Benefits: Inclusion in editorial support and within digital versions

Partner Rate: \$1,588 per insertion • Non-Partner Rate: \$1,826 per insertion



Toronto Life Magazine – Visit Florida CODE: IC2

Toronto life is a favorite monthly publication infused with the latest goings on in and around Toronto. Dining, nightlife, entertainment, fashion, and cultural items fill its pages. This special Visit Florida issue is an outstanding vehicle to reach those with an active interest in the experiences and attractions of The Palm Beaches.

Audience: HHI \$103,398 • 54% male, 46% female

Circulation: 87,929

Unit Size: Full-page, four-color

Issue Date: On sale December 17, 2015

of Partners: Capped at 4

Cost Per Partner: \$1,618

Partner Rate: \$1,618 per insertion • Non-Partner Rate: \$1,861 per insertion

MEETINGS



ASAE Associations Now – Meetings/ Destinations with a Difference CODE: MT1

Join Discover The Palm Beaches as we shine with a full-page, four color placement in this special edition dedicated to superior meetings destinations. As an added bonus, your brand will enjoy added exposure in matching advertorial content.

Audience: CEOs; 21,000 Association Executives and industry partners representing 10,000 organizations

Circulation: 21,000 bi-monthly

Unit Size: Full-page, four-color + matching advertorial content

Insertion Dates: September/October

of Partners: Capped at 4

Partner Benefits: Matching advertorial content

Partner Rate: \$1,474 per insertion • Non-Partner Rate: \$1,695 per insertion



ASAE Associations Now – Florida Destination Guide CODE: MT2

CODE: MT2

Association Executives know this magazine is a one-stop-shop for new ideas, expert insight and special offers. Packed with the latest and greatest happenings in the Association industry, it's a must-read among industry leaders. This program places you in their special Florida Destination Guide with dominant positioning in a compelling four-page insert.

Audience: CEOs; 21,000 Association Executives and industry partners representing 10,000 organizations

Circulation: 21,000 bi-monthly

Unit Size: Four-page insert, four-color

Insertion Dates: May/June

of Partners: Capped at 4

Partner Rate: \$2,392 per insertion • Non-Partner Rate: \$2,751 per insertion



Meetings & Conventions – Trifecta CODE: MT3

This renowned publication is widely considered to be the most trusted and influential way to connect with the \$263 billion meetings and incentives industry. Its award-winning content connects Meeting Planners and Meeting Owners with destinations, resorts, hotels, restaurants, and convention halls. Enjoy prime exposure in three high-profile editions: Visit Florida, Florida Guide and Salary Survey.

Audience: Corporate meetings and events planners spending an average of \$201,320 per meeting.

Circulation: 50,000 monthly

Unit Size: Full-page, four-color + matching advertorial content

Insertion Dates/Issues: February – Visit Florida + June – Florida Guide + August – Salary Survey

of Partners: Capped at 4

Partner Benefits: Matching advertorial content. Salary Survey issue lives online for a full year.

Partner Rate: \$3,388 per package • Non-Partner Rate: \$3,896 per package

MEETINGS



Meetings & Conventions – Palm Beach Destination CODE: MT4

This rare edition of the industry's acclaimed publication focuses specifically on The Palm Beaches. We're making the most of the opportunity with a sweeping two-page, four-color spread advertisement. For those looking to generate a big impression at an affordable rate, this program definitely delivers.

Audience: Corporate meetings and events planners spending an average of \$201,320 per meeting.

Circulation: 50,000 monthly

Unit Size: Four-color spread

Insertion Dates: March

of Partners: Capped at 6

Partner Rate: \$1,080 per insertion • Non-Partner Rate: \$1,242 per insertion



McMag.com – Custom Content & Landing Page CODE: MT5

CODE: MT5

Capitalize on the online real estate of Meetings & Conventions with this unique landing page opportunity. It begins with few lines of editorial about Discover The Palm Beaches that includes your brand. One click, however, and readers are sent to a vibrant landing page where your details appear in grand fashion. Capitalize on an active and searching audience with this new and exciting online addition.

Audience: Corporate meetings and events planners spending an average of \$201,320 per meeting.

Impressions:

Unit Size: Custom content and landing page

Insertion Dates: Two months TBD

of Partners: Capped at 2

Partner Rate: \$4,806 per package • Non-Partner Rate: \$5,527 per package



McMag.com – Destination of the Month CODE: MT6

Discover The Palm Beaches has secured two months as the featured Destination of the Month on the McMag.com homepage. This clicks through to a landing page where your brand will be displayed in vibrant photos and custom content. The program is supported by banner ads that click through to the landing page, as well.

Audience: Corporate meetings and events planners spending an average of \$201,320 per meeting.

Impressions:

Unit Size: Custom content and landing page

Insertion Dates: Two months TBD

of Partners: Capped at 2

Partner Rate: \$4,512 per package • Non-Partner Rate: \$5,189 per package

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PCMA Convene – Trifecta CODE: MT7

This is the official publication of the Professional Convention Management Association. It reaches high-level decision makers who are actively planning and sourcing big events, conventions and tradeshows. This program places you in three critical issues with a blend of editorial and full-page advertising.

Audience: PCMA Members nationwide

Circulation: 31,460 monthly

Insertion Dates, Issues & Units:

February – Convention Connections; two-page editorial profile

March – Visit Florida Supplement; Full-page, four-color ad + matching editorial

August – PCMA Annual Sites, Cities, Services; Full-page, four-color ad + matching editorial

of Partners: Capped at 4

Partner Rate: \$3,342 per package • Non-Partner Rate: \$3,843 per package



Successful Meetings – Trifecta CODE: MT8

Often considered the “how-to” guide for Meeting Planners, this magazine is loaded with insightful tips and outstanding resources to plan and execute all types of events. We’ve selected three issues where we know Discover The Palm Beaches and our partners will shine brightest, and we’ve secured matching advertorial, to boot.

Audience: Meeting planners across all industries

Circulation: Estimated 50,000 monthly

Insertion Dates, Issues & Units

January – New/Renovated; Full-page, four-color + matching advertorial

February – Florida East Coast; Full-page, four-color

May – Florida Meeting Planner & Incentive Guide; Full-page, four color + matching advertorial

of Partners: Capped at 4

Partner Benefits: Matching advertorial content.

Partner Rate: \$3,388 per package • Non-Partner Rate: \$3,896 per package

MEETINGS



SuccessfulMeetings.com – Custom Content & Landing Page CODE: MT9

Connect with the movers and shakers in the meetings and incentives universe with this exclusive online program. Discover The Palm Beaches will be highlighted on the website with our logo and impactful content. This clicks through to a full landing page where your brand will be featured in full-color and commentary as one of just two participants.

Impressions:

Unit Size: Custom content and landing page

Insertion Dates: Two months TBD

of Partners: Capped at 2

Partner Rate: \$4,806 per package • Non-Partner Rate: \$5,527 per package



SuccessfulMeetings.com – Destination of the Month CODE: MT10

Enjoy prime cyberspace on the SuccessfulMeetings.com homepage. Discover The Palm Beaches will be honored as the site's "Destination of the Month" for two full months. This popular feature clicks through to a landing page where two lucky partners will be promoted with insightful content and photos. The program is further supported by online banner ads.

Impressions:

Unit Size: Custom content and landing page with online advertising

Insertion Dates: Two months TBD, Two banners

of Partners: Capped at 2

Partner Rate: \$4,512 per package • Non-Partner Rate: \$5,189 per package

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Journal Panrotas – Visit Florida CODE: TT1

This is the Brazilian travel bible. It reaches a whopping 98% of all travel agents in the country, not to mention about 2,000 corporate firms looking for great opportunities. We're putting you in a special Visit Florida section four times over the year with matching editorial! Capture more of the money coming in from Brazil.

Audience: Brazilian travel trade

Circulation: 5,000 weekly, every Tuesday

Unit Size: Full-page, four-color + matching editorial

Insertion Dates: March 30, 2016 / April 27, 2016 / May 18, 2016 / June 15, 2016

of Partners: Capped at 4

Partner Rate: \$2,459 per package • Non-Partner Rate: \$2,828 per package



Journal Panrotas – Shopping Supplement CODE: TT2

Brazilians love to shop and we happen to have some of the best opportunities in Florida. They'll be showcased in this special Shopping Supplement with a four-color center spread that's sure to win the attention of the Brazilian travel trade. Of course, their clients will also be looking for great hotels, resorts, spas, golf, dining and more.

Audience: Brazilian travel trade

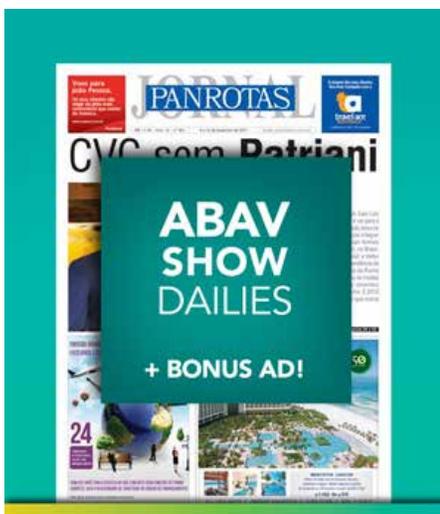
Circulation: 5,000 weekly

Unit Size: Four-color center spread

Insertion Dates: March (TBD)

of Partners: Capped at 4

Partner Rate: \$666 per insertion • Non-Partner Rate: \$766 per insertion



Journal Panrotas – ABAV Show Dailies CODE: TT3

Put your brand in the hands of Brazil's top travel agents during the most important trade show of the year. For four days, you'll share our full-page exposure in the daily publication distributed at the bustling ABAV Show. It's a great chance to connect with top decision makers at a time when they're actively seeking new and exciting travel destinations.

Audience: Brazilian travel trade

Circulation: 14,000 daily

Unit Size: Full page, four color

Insertion Dates: Daily (4x) at ABAV Show in September 2016

of Partners: Capped at 4

Partner Benefits: 4th ad is free adding up to \$7,340 in savings

Partner Rate: \$1,800 per package • Non-Partner Rate: \$2,070 per package



Journal Panrotas – Custom Palm Beach Supplement CODE: TT4

Showcase your resort, restaurant or attraction in an edition of Panrotas delivered with a special focus on The Palm Beaches. We've secured an impressive four-color center spread that's sure to make your brand top-of-mind among the Brazilian travel trade.

Audience: Brazilian travel trade

Circulation: 5,000 weekly

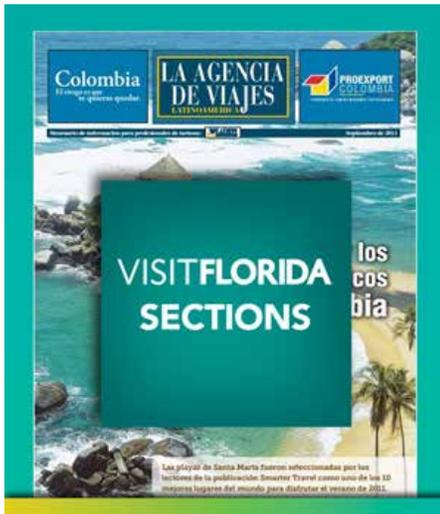
Unit Size: Four-color center spread

Insertion Dates: May (TBD)

of Partners: Capped at 4

Partner Benefits: 1,000 Overruns

Partner Rate: \$2,821 per insertion • Non-Partner Rate: \$3,244 per insertion



Ladevi: La Agencia de Viajes – Visit Florida CODE: TT5

Enjoy six months of targeted coverage in the publication Colombian travel planners consider their go-to source for reliable information on new destinations and hot spots. Appear each month in a special Visit Florida section where the Discover The Palm Beaches brand (and yours!) will enjoy prominence and plenty of repeat readership.

Audience: Colombian travel trade

Circulation: 4,500 weekly

Unit Size:

Insertion Dates: February / March / April / May

of Partners: Capped at 4

Partner Rate: \$1,104 per package • Non-Partner Rate: \$1,270 per package



Luxury Travel Advisor – Family Editions CODE: TT6

The first publication dedicated specifically to informing and educating high-end travel providers about the world's most exclusive destinations and accommodations. This is a magazine devoted to luxury travel and these special "family" editions are perfect for capturing those high-end agents whose clients share a perfect vacation formula: children + disposable income.

Audience: High-end U.S. travel trade

Circulation: 15,000 monthly

Unit Size: Full-page, four-color

Insertion Dates: January (Florida Family) / February (Family Adventures)

of Partners: Capped at 4

Partner Benefits: Total savings of \$2,030

Partner Rate: \$1,715 per package • Non-Partner Rate: \$1,972 per package



Luxury Travel Advisor.com – Emails & Online Banners

CODE: TT7

The online real estate of Luxury Travel Advisor plays host to many of the travel industry's most respected writers and editors. Content ranges from hotel openings to interviews with travel leaders to the latest happenings at featured destinations. This program, reserved for just two partners, delivers blanket coverage via 4 dedicated email blasts (2 each week) and online "takeover" banners with embedded video. A great way to reach the top producers in high-end travel.

Audience: High-end U.S. Travel Trade

Impressions: 17,000 opt-ins per email

Unit Size: Email x 4; ROS banner ads 160x600 with embedded video

Insertion Dates: Banners: April/May/June • Eblasts: March 8, 10, 22, 24

of Partners: Capped at 2

Partner Benefits: Total savings of \$2,030

Partner Rate: \$2,797 per package • Non-Partner Rate: \$3,217 per package



Travel Weekly

CODE: TT8A (MARCH 28) • CODE TT8B (APRIL 18)

CODE: TT8C (SEPTEMBER 19) • CODE: TT8D (JANUARY 25) • CODE: TT8E (FEBRUARY 29)

Travel Weekly is an industry mainstay recognized for its in-depth reporting, compiled travel data, and insightful commentary from the world's travel leaders. Enjoy insertions in four key issues – two focusing on Florida travel and two focusing on family travel. This is a rare opportunity to showcase your brand in this iconic publication for about a tenth of the going rate.

Audience: Travel Agents, Tour Operators, Travel Advisors

Circulation: 37,000 weekly

Unit Size: 40" Junior page, four-color

Insertion Dates: Florida Travel Section, March 28, 2016 / April 18, 2016 / September 19, 2016

Family Travel Section, January 25, 2016, February 29, 2016

of Partners: Capped at 4

Partner Benefits: Total savings of \$107,000

Partner Rate: \$1,093 per insertion • Non-Partner Rate: \$1,257 per insertion



TravelWeekly.com

CODE: TT9

Enjoy a position of dominance within the online presence of Travel Weekly. Their own expert writers will craft custom content on the site's popular "From Our Partners" section featuring Discover The Palm Beaches and our co-op partners. Enjoy a full year on the page on ongoing support via e-blasts and online banners.

Audience: Travel Agents, Tour Operators, Travel Advisors

Impressions:

Unit Size: Custom editorial content

Insertion Dates: March 2016-2017

of Partners: Capped at 4

Partner Benefits: Promoted via emails and online advertising. Total savings of \$1,500

Partner Rate: \$1,129 per insertion • Non-Partner Rate: \$1,298 per insertion