

**DISCOVER
CO-OP 2016**

NATIONAL & NICHE MARKETS

NATIONAL AFRICAN-AMERICAN LGBT ECO-TOURISM GOLF WEDDINGS



National & Niche Markets

NATIONAL TRAVEL

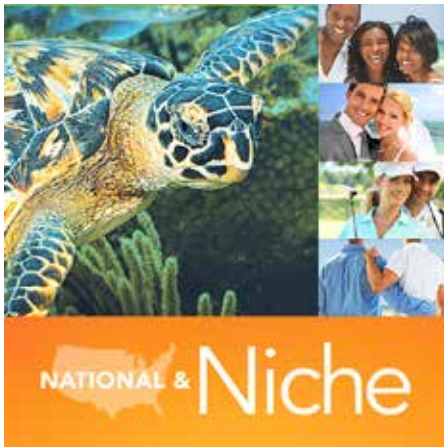
GOLF

ECO

AFRICAN AMERICAN

WEDDINGS

LGBT



Due to the higher cost of traditional national media, Discover focuses its nationwide investments where our partners and our destination will benefit most: Travel media and Niche Media. As “Florida’s Golf Capital” and an Eco-Tourist’s dream come true, The Palm Beaches drive visitors from everywhere. Not to mention, we provide a magnificent backdrop for the most important day in a couple’s life. Our niche offerings are driven by passions and deliver great results.



Visit Florida Official Consumer Magazine 2016

(CODE: NN1)

The Visit Florida Visitors ANNUAL Guide features Florida’s Beaches, Family Activities, Culture & Heritage, Arts & Entertainment, Dining, Outdoors & Nature, Boating & Fishing, and Golf.

Audience: General Market

Circulation: 500,000 – Sent by request to travelers who’re planning a Florida vacation. Also distributed at Florida Welcome Centers and other visitor information resource points throughout Florida. The guide is also distributed via an eBook edition.

Unit Size: Full-page

Insertion Date: January

Coverage Area: National

of Partners: Capped at 4

Value: \$19,760

Partner Benefits: Free link to your site in the digital version of the Guide.

Partner Rate: \$2,446 • **Non-Partner Rate:** \$2,813 • **EARLY CLOSING: OCT 10, 2015**



Visit Florida - Golf Magazine (CODE: NN2)

Golf Magazine is recognized for its cover-to-cover insight, including golf tips from America’s top instructors, new equipment, travel advice and the best places to play.

Audience: Median age 35, HHI \$100,000+

Circulation: 735,000

Unit Size: Full-page with editorial and photo

Insertion Date: February

Coverage Area: Northeast & Southeast

of Partners: Capped at 3

Value: \$140,000

Partner Benefits: Matching Edit/photos, Golf.com “VF” page - Photo gallery, (3 PER partner 1-yr) DTPB 3 (total 12), Golf.com YouTube embedded video (2 mins)

Partner Rate: \$6,226 • **Non-Partner Rate:** \$7,160



Visit Florida - Undiscovered Florida Insert (CODE: NN3)

Offers insight into the state's national and state parks, gardens, historic sites and monuments, cultural and Native American attractions, private attractions and resources.

Audience: Age: 25-54, HHI \$ 75,000+

Circulation: Smithsonian Magazine- 250,000. Recommend- 20,000 print, 30,000 digital. Florida Welcome Centers - 50,000.

Unit Size: Full-page ad

Insertion Date: April

Coverage Area: NY, TX, AL, IL, DC, GA, NC, TN, LA, MS, SC & FL

of Partners: Capped at 4

Value: \$18,000

Partner Benefits: Undiscovered Florida Insert, polybagged in Smithsonian and Recommend magazines. Distributed at Florida Welcome Centers.

Partner Rate: \$2,200 • **Non-Partner Rate:** \$2,530



Black Enterprise Magazine (CODE: NN4)

With only a 10% reader overlap with other financial publications, Black Enterprise is a direct line to an affluent educated audience. Each month, Black Enterprise connects on a personal level with African Americans who are serious about success, who depend on their expertise and who recognize that their coverage is about their lives, their challenges and their aspirations.

Audience: Male 51%, Female 49%, Median age 40, HHI \$102,000

Circulation: 500,000

Unit Size: Half-page

Insertion Date: May

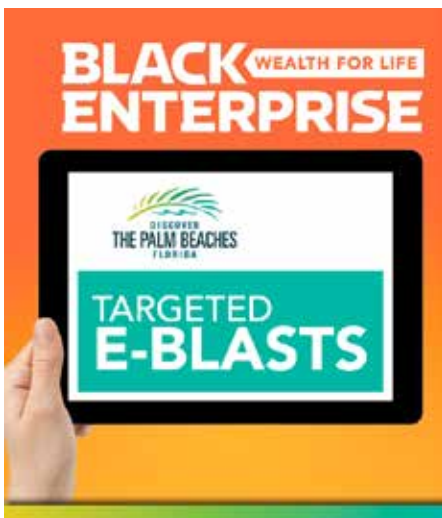
Coverage Area: National

of Partners: Capped at 2

Value: \$20,000

Partner Benefits: \$4,000 in negotiated savings.

Partner Rate: \$4,401 • **Non-Partner Rate:** \$5,061



Black Enterprise Email Blast (CODE: NN5)

With only a 10% reader overlap with other financial publications, Black Enterprise is a direct line to an affluent educated audience. Each month, Black Enterprise connects on a personal level with African Americans who are serious about success, who depend on their expertise and who recognize that their coverage is about their lives, their challenges and their aspirations.

Audience: Male 51%, Female 49%, Median age 40, HHI \$102,000

Total Impressions: 105,000 per blast

Unit Size: Half-page

Insertion Date: April 11 & June 13

Coverage Area: National

of Partners: Capped at 2

Value: \$6,000

Partner Benefits: Link to partner website.

Partner Rate: \$1,965 package • **Non-Partner Rate:** \$2,260 package

NATIONAL & NICHE



Visit Florida - BridalGuide.com (CODE: NN6)

The premier online source for couples planning their big day and their honeymoon destination.

Audience: Median Age 18-34 77%, Women, 18-34 66%, Male 13%, Female 87%

Total Impressions: 100,000 per program

Unit Size: 728 x 90 Honeymoon/Destination/ROS

Insertion Date: Program A – Jan/Feb/March/Apr ~ Program B – May/June/July/Aug

Coverage Area: National

of Partners: Capped at 2

Value: \$21,000

Partner Benefits: "Travel Deal of the Week" (2x): Promo Copy, Rate/package, 2 photos, logo
Featured on Homepage & Honeymoon section

Bridal Guide Pinterest FL Inspiration board: 4 Photos/4 months

4 Social Media Posts via: Bridal Guide website, FaceBook, Twitter & Pinterest

Partner Rate: \$2,259 package • **Non-Partner Rate:** \$2,598 package



New York Times (CODE: NN7)

The Sunday Styles section brings readers Weddings and Celebrations content that provides a comprehensive listing of wedding announcements as well as relevant wedding and celebrations features. Readers of the New York Times Sunday Newspaper are over 2.5X more likely than the average affluent U.S. adult to be part of the LGBT Community.

Audience: Male 50%, Female 50%, Median age: 53, HHI \$102,811

Circulation: 1,217,000

Unit Size: Quarter-page

Insertion Date: January 24 & March 13

Coverage Area: National

of Partners: Capped at 2

Value: \$ 65,885 per insertion

Partner Benefits: 55% negotiated savings.

Partner Rate: \$7,453 per insertion • **Non-Partner Rate:** \$8,571 per insertion



Here Media (CODE: NN8)

Out.com, OutTraveler.com and Advocate.com

Here Media is one of the most trusted resources among the LGBT community. We'll target this active market of frequent and affluent travelers with an annual program. Plus we will reach the LGBT wedding & honeymoon market for the first time.

Audience: Age 25 - 54, HHI \$105,000

Total Impressions: 7,000,000

Unit Size: Cross platform 728 x 90, 970 x 66, 300 x 600, 320 x 50, 300 x 250, wallpaper/skin, :15 & :30 video

Insertion Date: Quarterly – Jan/Feb/March, April/May/June & July/Aug/Sept

Coverage Area: Tri-state area (NY, NJ, CT)

of Partners: Capped at 4 per quarter

Value: \$75,000

Partner Benefits: Homepage, travel & wedding content, ROS, :15 & :30 video.
June Pride content

Partner Rate: \$3,041 per quarter • **Non-Partner Rate:** \$3,497 per quarter



Visit Florida - Out-of-State (CODE: NN9)

Newspaper insert plus digital banners, print leads and destination/hotel listings.

Audience: Females, ages 35 - 45, HHI \$125,000+

Total Impressions: 8,000,000 • **Circulation:** 500,000

Unit Size: Full-page & banners (programmatic) campaign

Insertion Date: Print Insert February 21, Digital Feb/March/April

Coverage Area: : Atlanta, Boston, Chicago, Philadelphia, Washington DC, In-State

Newspaper distribution include: Washington Times, Chicago Sun Times, Chicago Tribune, Boston Herald, Newark Star Ledger, Bergen County Record, Philadelphia Enquirer, Atlanta Journal Constitution and Wall Street Journal/FL edition

of Partners: Capped at 6

Value: \$34,750

Partner Benefits: Editorial content and listing in the printed guide. Link to partner website.

Partner Rate: \$2,997 • **Non-Partner Rate:** \$3,447

The VisitFlorida Out-of-State program offers hidden values.

This program offers coverage in 7 key winter & shoulder season markets with 500,000 newspaper inserts and web banners yielding 8,000,000 impressions at a very affordable price. Inserts pull even stronger than newspaper ads because they are colorful, large-format and targeted. In addition to excellent statewide coverage, VisitFlorida has even added bonus circulation in-state in the Florida Edition of The Wall Street Journal!

EARLY CLOSING ON VISITFLORIDA TRAVEL GUIDE: 10-10-15

Winter Deadline

Co-op Placements for Winter must be reserved by October 30, 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**