

# Co-op Monthly

Your connection to VISIT FLORIDA's programs

**VISITFLORIDA** The Official Tourism Marketing Corporation for the State of Florida



## Headline News

### [GOLF.COM](#)

Be a part of the new VISIT FLORIDA hub on the Time, Inc. network! Starting mid-November 2016 through January of 2017. Delivering 10 Million impressions across the Time, Inc. platform including Golf.com, Time, Money, Fortune, Travel & Leisure, etc. **Only six (6) co-op Partners and a "Presenting Sponsor" will be featured.** \$25K net per Partner! First come first serve. Contact Tom Perlozzo, Florida Resort & Travel Manager at 443.783.1760 or [tom@flagstickmedia.com](mailto:tom@flagstickmedia.com).

### [ENDLESS VACATION](#)

The VISIT FLORIDA Weekend Warm Up with Sunshine multimedia program and section in the Spring issue of *Endless Vacation*® Magazine will provide access to avid affluent travelers spending almost 4 weeks annually on vacation. The program includes four key bonus elements: 1) matched branded content for each advertiser 2) inclusion in the *Endless Vacation*® Magazine coveted lead generation page in the magazine and online 3) the VISIT FLORIDA Co-op section will be included in the award-winning tablet edition and 4) the section will also be included as a microsite on [www.EndlessVacation.com](http://www.EndlessVacation.com). As the largest national circulation national travel magazine reaching more than 4.2 million readers, our readership includes all vital segments including vacations for families, cultural and outdoor adventure enthusiasts, romance travel and baby boomer audiences. For more information contact Alana L. Buffington at 404.381.1222 or email [alana@mandelmediagroup.com](mailto:alana@mandelmediagroup.com). The deadline to participate is **December 23**.

### [MEREDITH WEDDINGS GROUP \(MARTHA STEWART WEDDINGS & MY WEDDING.COM\)](#)

Advertise online across [Marthastewartweddings.com](http://Marthastewartweddings.com), (1.5MM unique visitors), and [mywedding.com](http://mywedding.com), (589K unique visitors). This 6-month package was created especially for Resort and CVB Marketing Partners. For more information contact Deborah Russell at 954.941.9663 or email [deborah@russellreps.com](mailto:deborah@russellreps.com). The deadline to participate is **October 15**.

### [BOSTON GLOBE MAGAZINE](#)

The VISIT FLORIDA Advertorial co-op section in the *Globe Magazine* Winter Travel Issue will feature the variety that a Florida vacation has to offer including sun, fun and adventure. A perfect escape for Bostonians looking for a getaway. For more information contact Lori Peter at

## Start Planning Here >>

[VISITFLORIDA.org](http://VISITFLORIDA.org)

## Upcoming Deadlines

#### [Bon Appetit](#)

Starts at \$19,995  
Deadline: October 3

#### [Atlanta Magazine](#)

Starts at \$1,365  
Deadline: October 7

#### [AFAR Magazine](#)

Starts at \$11,500  
Deadline: October 23

#### [AAA LIVING North](#)

Starts at \$5,797  
Deadline: October 21

#### [AAA NEW YORK C&T](#)

Starts at \$3,570  
Deadline: October 16

#### [O, THE OPRAH MAGAZINE](#)

Starts at \$9,795  
Deadline: October 14

#### [New York PLAYBILL Magazine](#)

Starts at \$13,750  
Deadline: November 1

#### [New Jersey Monthly](#)

Starts at \$2,915  
Deadline: November 18

954.680.4346 or email [lori.peter@globe.com](mailto:lori.peter@globe.com). The deadline to participate is **October 7**.

### **GARDEN & GUN**

Advertise in the December/January issue in a multi-page section consisting of 1/4 page formatted ad units designed by *Garden & Gun*. To learn more contact Maria Coyne at 305.756.1086 or email [mecoyne@mecoyneinc.com](mailto:mecoyne@mecoyneinc.com). The deadline to participate has been extended to **September 20**.

### **TORONTO STAR**

The *Toronto Star* will publish three VISIT FLORIDA Special Sections in October, November and January that will cover such topics as "What's Hot", "Vacation Fun" and "Great Getaways". *Toronto Star* is Canada's largest daily with a circulation of 419,236 engaged readers. For more information contact Lesley Hayes at 310.220.4289 or email [lhayes@media-corps.com](mailto:lhayes@media-corps.com). The deadlines to participate for each section: **October 8, October 28 and December 16**.

For more information about these programs and more, please go to [VISITFLORIDA.org/planner](http://VISITFLORIDA.org/planner).

## Kat's Corner



### **VISIT FLORIDA PROGRAMS**

#### **Video on Demand**

VISIT FLORIDA is giving Partners a low-cost opportunity to put their videos in front of over 160 million potential travelers. Your videos could be seen by all subscribers of Comcast (nationally) and Cablevision's News 612 (New York) as well as Digital TV's Florida Channel which is available on ROKU, Apple TV, Amazon Fire, & Google TV. Partners will receive monthly metrics on viewership on all platforms in addition to receiving names and addresses of those viewing their videos on Cablevision. For more information on this opportunity, [click here](#) or contact [AdSales@VISITFLORIDA.org](mailto:AdSales@VISITFLORIDA.org) or 850.205.3815.

#### **Interactive Kiosks In-State**

VISIT FLORIDA has a unique opportunity to engage with visitors on a whole new level through interactive touch-enabled kiosks in eleven (11) locations throughout Florida. This opportunity will reach both in-state and out-of-state travelers. User has the opportunity to experience your destination, property, or attraction through video, put themselves inside the experience through your branded photo overlay, and you receive the opt-in email list to grow

your own marketing database. To learn more [click here](#) or contact [AdSales@VISITFLORIDA.org](mailto:AdSales@VISITFLORIDA.org) or 850.205.3815.

### **Interactive Kiosk Illinois**

Grow the intent to travel in the Illinois market through VISIT FLORIDA's Interactive Kiosks in six (6) locations along the Illinois turnpike. Showcase your destination, property or resort through a :15 video then allow the potential visitor to immerse themselves in the experience through our engaging photo overlays. Participating Partners will also gain access to all opt-in emails collected during their campaign. To learn more [click here](#) or contact [AdSales@VISITFLORIDA.org](mailto:AdSales@VISITFLORIDA.org) or 850.205.3815.

### **B.E.T. MEDIA NETWORK**

Gain presence on one of the most recognized and influential brands within the African American community, BET Networks. This unique opportunity with VISIT FLORIDA gives Partners the opportunity to showcase their rich cultural history during Black History month through both video and digital components. For more information [click here](#) or contact [AdSales@VISITFLORIDA.org](mailto:AdSales@VISITFLORIDA.org) or 850.205.3815.

**Go to [VISITFLORIDA.org/planner](http://VISITFLORIDA.org/planner) to check out all available opportunities for 2016-17!**