2019 VISIT FLORIDA
Official Florida Vacation Guide

Media Kit

Ad Reservation Date: Sept 14, 2018
Materials Due: Sept 28, 2018
Tourism Is Florida's #1 Industry

**116.5 MILLION VISITORS ANNUALLY** (+3.6%)
DOMESTIC: 102.3 MILLION | OVERSEAS: 10.7 MILLION | CANADIAN: 3.5 MILLION

**$111.7 BILLION** IN VISITOR SPENDING
SUPPORTING 1.4 MILLION JOBS

**Florida Visitor Profile**

**VISITOR VOLUME BY FAMILY COMPOSITION**

- **32%** FAMILY VISITORS
- **68%** NON-FAMILY VISITORS*
  *VISITORS WITH NO CHILDREN IN THE HOUSEHOLD

**AVG. HOUSEHOLD INCOME OF VISITORS**

- **$110,400**
- 43% ABOVE $100K
- 40% UNDER $75K

**VISITOR VOLUME BY GENERATION**

- **25%** 18-34 MILENIAL
- **32%** 35-54 GEN X
- **37%** 55+ BOOMER

**TOP 6 CITIES BY VISITOR VOLUME**

1. New York
2. Atlanta
3. Chicago
4. Philadelphia
5. Washington, D.C.
6. Boston

**TOP 6 DMA’S**

1. Georgia
2. New York
3. Ohio
4. Texas
5. Pennsylvania
6. North Carolina
7. New Jersey
8. Alabama
9. Illinois
10. Tennessee

102 MILLION DOMESTIC TRAVELERS
How Important Is Print 
FOR FLORIDA VISITORS?

51% OF FLORIDA VISITORS 
used print in their travel planning process.

54% OF FLORIDA VISITORS 
were influenced by VISIT FLORIDA marketing efforts.

MILLENNIALS ARE MORE LIKELY TO USE PRINT resources than any other age group, but all age groups are avid consumers of print.

TOP 5 THINGS Florida Visitors Look For 
IN ENGAGING PRINT AND DIGITAL CONTENT

- FUN THINGS TO DO
- ACCOMMODATION COSTS
- RESTAURANTS & DINING
- DISCOUNTS/SPECIAL OFFERS
- FAMILY-FRIENDLY OPTIONS

From Destination Analysts - The Florida Travel Edition (2017)

Free Tourism Resources
Free Tourism Research & Resources at www.milespartnership.com/how-we-think
VISIT FLORIDA’s Official Florida Vacation Guide

The official fulfillment publication for VISIT FLORIDA’s national and international media, PR and direct-sales efforts, the Official Florida Vacation Guide invites visitors from around the world to come and explore the Sunshine State.

Packed with inspirational and trip-planning content, the magazine provides Florida tourism partners with unmatched access to an incredibly qualified audience who are using the guide to both pre-plan their trips and make in-market decisions on what to see and do when they’re here.

400,000 PRINT CIRCULATION

1.26 MILLION TOTAL GUIDE REACH*

*Includes digital extension and pass-along readership

Print Distribution

1 BY DIRECT REQUEST
Guide is sent to travelers to fulfill requests by website, email and phone

2 WELCOME CENTERS
Available at FIVE OFFICIAL FLORIDA WELCOME CENTERS

3 AAA OFFICES NATIONWIDE

2.75 MILLION (+2.7%) WELCOME CENTER VISITORS ANNUALLY

Electronic Distribution

Extend Your Reach Digitally IN THE E-GUIDE

Promoted on VISITFLORIDA.COM

13.54 million visits to VISITFLORIDA.COM in 2017 (+24%)

Your ad links directly to your website.

E-GUIDE STATISTICS

859,482 PAGE VIEWS

AVERAGE TIME SPENT 6:30 MINUTES VIEWING E-GUIDE
The print and online Reader Response program generates ready-to-go leads and is accessible 24/7.
Listings

Comprehensive listings serve as a helpful planning resource for the Guide’s 1.26 million readers. Enhancing your listing is an easy and affordable way to help your business stand out and be noticed by our highly qualified audience of travelers.

FEATURED PHOTO LISTINGS

Showcase your business with a featured presence that includes a photo and expanded copy in the highly utilized planning section.

HIGHLIGHTED LISTINGS

These listings are FREE for Advertisers, and include “see ad on page #” direction in the Guide’s planning section.

FOR ADVERTISERS ONLY
## Important Dates

**Ad Reservation Date:** September 14, 2018  
**Materials Due:** September 28, 2018

### Ad Sizes

<table>
<thead>
<tr>
<th>Ad Sizes</th>
<th>Non-Partner Rates</th>
<th>Visit Florida Partner Rates (Save 5%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>$30,595</td>
<td>$29,065</td>
</tr>
<tr>
<td>Full Page</td>
<td>$17,475</td>
<td>$16,601</td>
</tr>
<tr>
<td>Half-Page</td>
<td>$10,920</td>
<td>$10,374</td>
</tr>
<tr>
<td>Third-Page</td>
<td>$7,275</td>
<td>$6,911</td>
</tr>
<tr>
<td>Sixth-Page</td>
<td>$3,740</td>
<td>$3,553</td>
</tr>
<tr>
<td>Attractions Co-Op (1/6-page, formatted)</td>
<td>$2,495</td>
<td>$2,495*</td>
</tr>
<tr>
<td>Places to Stay (1/6-page, formatted)</td>
<td>$2,495</td>
<td>$2,495*</td>
</tr>
<tr>
<td>Featured Photo Listing</td>
<td>$1,399</td>
<td>$1,329</td>
</tr>
</tbody>
</table>

*Not eligible for discounting*

### Premium Positions & Advertorial

<table>
<thead>
<tr>
<th>Premium Positions &amp; Advertorial</th>
<th>Non-Partner Rates</th>
<th>Visit Florida Partner Rates (Save 5%)</th>
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</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$25,995</td>
<td>$24,695</td>
</tr>
<tr>
<td>Inside Covers, page 1, TOC</td>
<td>$20,795</td>
<td>$19,755</td>
</tr>
<tr>
<td>Advertorial Spread</td>
<td>$31,745</td>
<td>$30,158</td>
</tr>
<tr>
<td>Advertorial Full Page</td>
<td>$18,620</td>
<td>$17,689</td>
</tr>
</tbody>
</table>

### Are You a Visit Florida Partner?

Visit Florida Partners automatically receive a 5% discount on most official advertising programs.

### Get a 10% Discount

Purchase multiple ads and get a 10% discount off Non-Partner Rates (excl. Co-Ops).

### What It Means to Invest in Print:

*It drives your brand*  
*It drives direct searches to your website*
Advertising Essentials

Great advertising usually includes 4 elements that drive travelers’ decisions.

**Awareness**
- Stands out and captures attention

**Interest**
- Draws travelers in and creates engagement

**Desire**
- Connects with the traveler’s emotions

**Action**
- Encourages response through a clear call to action

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**4 Tips for Developing Effective Print Ads**

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01

**Have a Clear Purpose**
- Build awareness or drive immediate action.

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02

**Be Consistent**
- Make your print and digital ads tightly integrated.

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03

**Use Engaging Images**
- Photography is at the heart of the best advertising.

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04

**Recognize Good Copywriting and Design**
- Size and design quality create a connection with the traveler.

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To Participate in the 2019 Program

Contact Your Sales Team

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