

summer escapes

SPECIAL ADVERTISING SECTION

— june 2012 CLOSE: 3/30 ON-SALE: 5/18

The Summer Escapes special advertising section in our June issue highlights unique travel destinations to help readers plan their summer coastal vacation.



print

- Display advertisers receive bonus advertorial copy and image within section*
- In-book Reader Response listing
- Leads generated through our Reader Response BRC



online

- Downloadable Summer Escapes section with links to advertiser sites
- Summer Escapes button included in a May e-newsletter linking to online section
- Bonus Reader Response listing—hyperlink, logo, and 30 words of copy



social media

- Summer Escapes online section promoted via CoastalLiving's Facebook and Twitter pages

CoastalLiving.com—Campaigns based on one month flight date and availability

\$5K—Comprehensive media program throughout CoastalLiving.com with 300x250 and 728x90 ROS ads
EST IMPRESSIONS: 333,333

\$10K—Exclusive Sponsorship of the Travel Channel Main Page with supporting media throughout CoastalLiving.com

or video pre-roll with 300x250 and 728x90 ROS ads and 170x30 logo
BONUS! Sponsorship of a travel-related eNewsletter distributed to 130,000+ subscribers

EST IMPRESSIONS: 480,000
\$15K—Exclusive Sponsorship of a travel-related editorial

package within the travel channel with supporting media throughout CoastalLiving.com with 300x250 and 728x90 ROS ads and 300x100 and 170x30 logo
BONUS! Sponsorship of a travel-related eNewsletter distributed to 130,000+ subscribers
EST IMPRESSIONS: 750,000

COASTAL LIVING

you deserve a beautiful day

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Are you looking to kick-start your summer with a beach retreat? Check out these unique travel destinations and treat yourself to the summer escape you've been waiting for!

- Garrett Realty Services, Inc.** Rent & relax along scenic 30-A near Destin, FL, between famous Seaside and Rosemary Beach for a great family beach vacation. Over 300 affordable to luxury condominiums and homes for any size budget. Call 800-537-5387 or book online at garrettrealty.com.
- Lago Mar Resort & Club** European sophistication. Tropical dress code. Nestled amid ten lush acres on the Atlantic Ocean. Secluded A-4 Four-Diamond resort in Fort Lauderdale offers the area's largest private beach, 204 luxurious rooms and suites, and full-service European spa. Rated by Zagat as "One of the Best Resorts in Fort Lauderdale." 800-LAGOMAR lagomar.com
- Marathon, The Florida Keys** There's no better place to abandon ship. Between boating, fishing, diving, snorkeling and playing on the beach, no family destination offers more activities than Marathon. And with deep-water marinas, boat rentals and more, everyone will be on board.
- The Palm Beaches and Boca Raton** - colorful resorts, matchless culinary delights, trendy shops and boutiques of world-wide fame, and a nightlife that thrives year-round. With 28 diverse cities and towns, 47 miles of pristine beaches, and a staggering collection of attractions and cultural venues, the possibilities are endless. palmbeachfl.com.
- Reynolds Plantation** Nearly twenty years ago, Reynolds Plantation began as one golf course and a small community of residents convinced that they were a part of something truly special—the vision and the fact that the community is surrounded by a 19,000 acre lake make it truly unique among developed communities. Today that vision has turned into 6 1/2 courses and more activities than one can imagine. However, the most unique and perfect aspect of Reynolds Plantation has always been consistent—a special sense of community. Hear Reynolds Plantation residents describe the community in their own words by visiting reynoldsplantation.com/moments.
- South County Tourism Council** Our scenic beauty will beguile you as you unwind along our 100 miles of coastline. Naturally South County awaits you. Free 2011 Southern Rhode Island Vacation Planner. 800-548-4662 southcountytvri.com.

TURN THE PAGE FOR MORE SUMMER ESCAPES →

To learn more about Summer Escapes step the Dig with your smart phone (download the free Mobile App at gettag.mobi) or visit coastalliving.com/makingitback.

* Copy length based on paging. FP = 100 words; Other display (1/2, 1/3) = 50 words; Directory advertisers (1/4, 1/6) = 30 words. Only FP and display advertisers receive an image (1.625"W x 1.2589"H).