

holiday getaways

SPECIAL ADVERTISING SECTION

— november 2012 CLOSE: 8/31 ON-SALE: 10/19

The Holiday Getaways special advertising section in our November issue highlights unique travel destinations to help readers plan their holiday 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 Holiday Getaways section with links to advertiser sites
- Holiday Getaways button included in a November e-newsletter linking to online section
- Bonus Reader Response listing—hyperlink, logo, and 30 words of copy



social media

- Holiday Getaways online section promoted via *Coastal Living'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

SPECIAL ADVERTISING SECTION

ho ho holiday getaways

From shore to shore these travel partners have lined up sunny escapes that will make your season (a little bit more) merry and bright. Start planning your holiday getaway today!

- 1 Only in Key West**
Whether you drive or fly into Key West, one thing is for sure: there's simply no place quite like it. An island city of palm-lined streets boasting Victorian homes, groggery, bread conch houses and mansions on the National Register. The moment you get on world-famous Duval Street, you do more than feel the ambiance. You become a part of it. Sure, Key West is dive shops, charter boats and glorious sunsets. But it's also a Bahamian Village, historic forts, lighthouses, theaters, museums, galleries, festivals, markets, sidewalk cafes, legendary pubs and even Truman's Little Whitehouse. Tour Key West by foot, bike or by trolley and mingle with some of the world's most fun-loving characters. Key West's unique and unspoiled atmosphere is a feast for your heart and soul. For more information call 800-LASTKEY or visit us at fla-keys.com/keywest.
- 2 Visit Pensacola**
Pensacola guarantees a white Christmas with miles of sugar-white beaches. And to see how St. Nick travels Florida style, take in our lighted boat parade. Downtown Pensacola is vibrant with shops to find the perfect gift and there's no better way to ring in 2012 than downtown's festive Italian Drop. 800-874-1234. visitpensacola.com
- 3 Lego Mar Resort & Club**
European sophistication. Tropical dress code. Nestled amid ten lush acres on the Atlantic Ocean. Rated one of the best resorts in Fort Lauderdale by Zagat. 800-LAGOMAR. lagomar.com
- 4 The Naples Beach Hotel & Golf Club**
Spend your holidays along 7 miles of white-sand beach and experience newly renovated rooms, refurbished golf course, new beachside pools, world-class spa and beachfront restaurants. 888-329-8804. naplesbeachhotel.com
- 5 Hampton Lake**
Discover America's Best private community and the most amenities-rich, lake lifestyle you'll find anywhere. Homesites - upper \$80s. Homes - mid-\$200s to \$800s. Bluffton, SC-Hilton Head Island Area. 866-875-LAKE. hamptonlake.com

COASTAL LIVING

you deserve a beautiful day

* 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). ** FP = 3,000 names; 1/2 = 1,500 names; 1/3 = 1,000 names