

COASTAL
LIVING
experts on the islands

SPECIAL
FEBRUARY
ISLAND
ISSUE!

Themed issue the island issue

— february 2012 CLOSE: 11/28/11 ON-SALE: 1/13/12

Join *Coastal Living* for our Island Issue in February—featuring romantic island getaways, dreamy island homes plus island cuisine, cocktails and more!

DESIGN AND DECORATING:

- Island Homes—We highlight beautiful island retreats in Jamaica, Hawaii and Key West
- Designer Q&A: Diane von Furstenberg
- Barware. Bar carts. Bar stools for the home
- What's the Difference? Ikat vs Batik
- Get the Look: Capri, Italy

BEAUTY AND STYLE:

- Can't-miss tropical fashion
- A look at the hottest swimwear for the season
- The best nail polishes for the season
- What's in Kristin Chenoweth's beach bag

COOKING AND ENTERTAINING:

- Tiki Cocktails—Polynesian cocktails you must try
- The wonders of Salt—The history of the spice plus how to use it in recipes

TRAVEL:

- Fabulous Fiji!
- Dream Town: Cruz Bay, St. John

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you deserve a beautiful day



Details subject to change.

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Special promotion the island issue

SPECIAL ADVERTISING SECTION

— february 2012 CLOSE: 11/28/11 ON-SALE: 1/13/12

To give our island advertisers **bonus exposure**, *Coastal Living* will feature **island destinations** and **travel packages** on a special *Destinations – Island Getaways* promotional page. Don't miss this unique, interactive opportunity that allows readers to explore your destination!



print

- Travel package/offer included in Destinations section— image, copy, phone and URL*
- In-book Reader Response listing
- Leads generated through our Reader Response BRC



online

- Destinations section featured online with links to advertiser URLs
- Bonus online Reader Response listing— hyperlink, logo, and 30 words of copy



social media

- Destinations 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

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island getaways

destinations snapshot

Activities in Aruba

Sharp geographical differences create a unique combination of land and sea activities. Calm, glittering turquoise waters fringed by marshmallow-soft ivory beaches neighbor a national park encompassing a wild windward coast and unsettled rugged interior. Quiet horseback rides and leisurely beach walks are good for the soul. Hikers can explore twenty rugged miles of trails in Arikok National Park. Golfing combines the challenge of constant trade winds and tropical sun with desert beauty and sweeping Caribbean views. Tour the island from the comfort of an air-conditioned motor coach or on a jeep safari. Visit aruba.com or call 000-000-000.



The Outer Banks of North Carolina

Spent your summer on the OBX? Examine the mystery of the missing 117 colonists at The Lost Colony Outdoor Drama. Climb the nation's tallest lighthouse. Cape Hatteras Lighthouse. Fish from North Carolina's newest pier. Jennette's

Renew Yourself on Kauai—Hawaii's Island of Discovery

From lush tropical foliage to the ocean's relaxing rhythm, Kauai will fill you with the sights and sounds of paradise. Renew your spirit on Kauai—Hawaii's Island of Discovery. For more information: kauaisholiday.com or call 1-262-1400.

Summer Adventure Beckons at Palmetto Bluff

Summer can be magic—in the right setting. At Palmetto Bluff, we have some strong ideas about how to make summer a magical time. Adventures beckon on the water, in nature, on the links and courts, and in the dining room. You feel it already, summer's sizzly call. Let us assist with your plans. Visit palmettobluffresort.com or call 866-706-6565.

Your Next Adventure Awaits...

Finest unexpected await guests in beautiful downtown Walla Walla, WA. Enjoy culinary adventures in The Mac Restaurant or savor regional wines in The Vineyard Lounge. Originally opened in 1908, the historic hotel offers 127 guest rooms and more than 100,000 square feet of meeting space. Discover your adventure in wine country. marcushiltonhotel.com 509-525-2200.



See more great travel ideas at coastalliving.com/marketplace

* Copy length based on paging. FP = 100 words; Other display (1/2, 1/3) = 50 words; Directory (1/4, 1/6) = 30 words. Only FP and display advertisers receive an image. Mock up is for illustrative purposes only and is subject to change.