



PARTNERSHIP

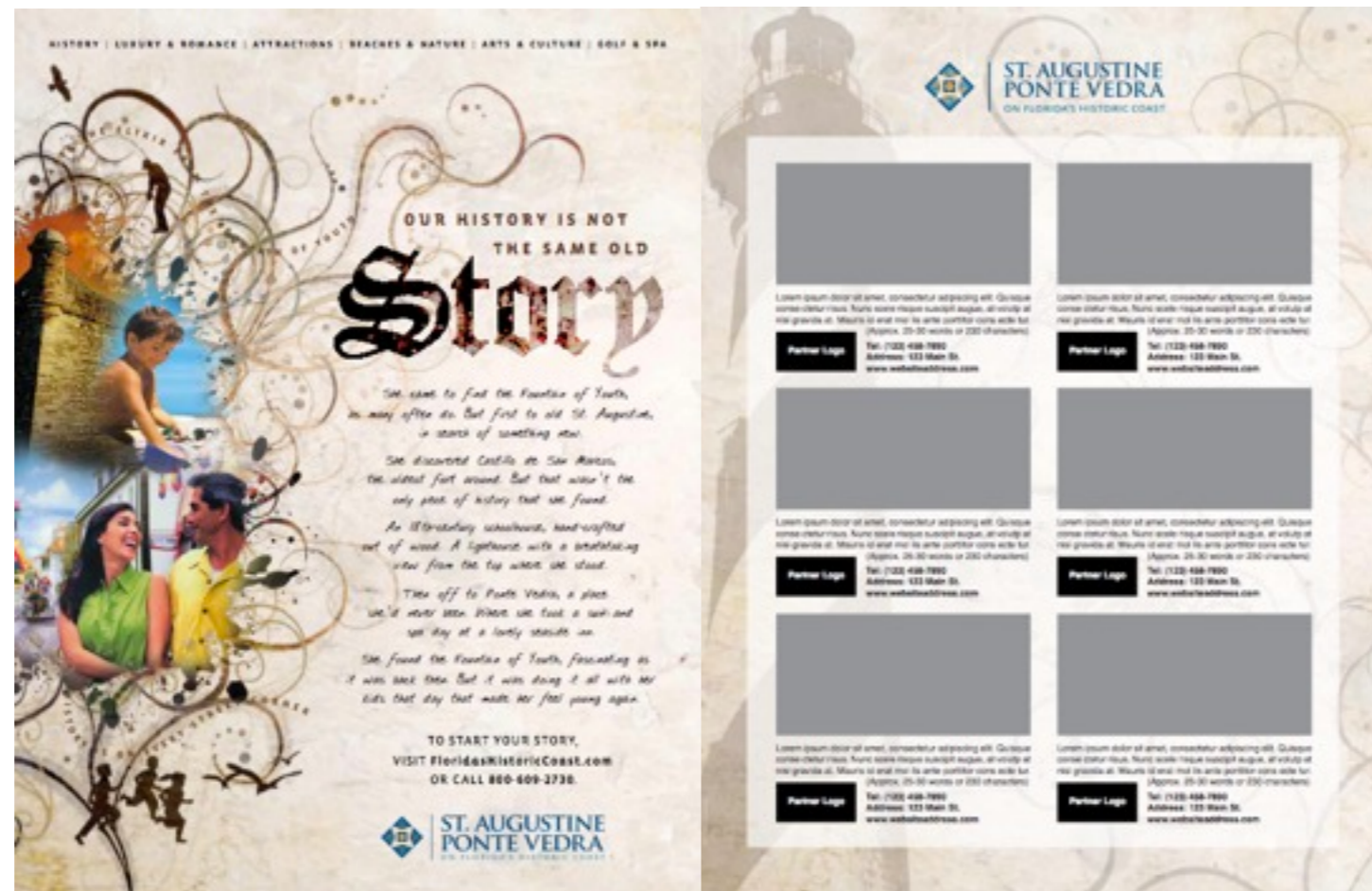
St. Augustine|Ponte Vedra on Florida's Historic Coast

FY 2010-2011 Summer Co-Op Opportunities

PRINT

What We Need From You

- ▶ Description of your property in 25 to 30 words or 250 characters (including spaces)
- ▶ Property phone number, address and URL
- ▶ Property photo in minimum size of 4"w x 2"h, 300 dpi high resolution in either TIF or JPG file format
- ▶ Property logo in four-color EPS file format
- ▶ **Orders to participate must be placed by Wednesday, May 4, 2011**



Orlando Wedding Magazine

- ▶ Orlando Wedding is a bridal magazine published by Orlando Magazine. Through its existing distribution network, Orlando Wedding provides the only wedding publication available on newsstands that is specific to Central Florida.

Orlando Wedding focuses on the Orlando bride for planning the event as well as enjoying the planning process of the event. This sophisticated bridal survival guide helps readers find the best venues, honeymoon destinations, wedding planners, cake designers, caterers, stationers, florists and bridal gown boutiques.

- ▶ **Your Audience** (Demographics)
 - ▶ Newsstands sales in Orlando
 - ▶ Only magazine focusing on Orlando Bride

- ▶ **Your Vehicle** (Program Details)

- ▶ Fall/Winter Issue
- ▶ Published June 15, on newsstands July-December
- ▶ 4 color spread
- ▶ Annual circulation: 20,000 per issue

- ▶ **Your Cost**

- ▶ 6 partners min/max
- ▶ **Just \$100**
(a \$236 value!)

- ▶ **Materials due to Ypartnership:
May 9, 2011**



WildBird Magazine

- ▶ WildBird is America's leading birding magazine, and is larger than the three other birding publications combined. Their bimonthly collection of articles brings readers the latest news, products and species profiles. It educates and entertains readers with useful details about North American birds and birding — in readers' back yards and the entire Western Hemisphere.
- ▶ **Your Audience** (Demographics)
 - ▶ Average readership age: 61
 - ▶ 61% women
 - ▶ Average HH total net worth: \$676,560
 - ▶ 84% will travel out of their home state for unique travel and birding experience
 - ▶ 77% pass along bimonthly issues to other readers
 - ▶ 60% saved an ad for future reference
 - ▶ 77% visited an advertiser's website

- ▶ **Your Vehicle** (Program Details)
 - ▶ September Issue
 - ▶ Four color spread
 - ▶ 83,365 circulation
- ▶ **Your Cost**
 - ▶ 6 partners min/max
 - ▶ **\$500** (a \$1,215.50 value!)
- ▶ **Materials due to Ypartnership: May 13, 2011**



Inside Polk Magazine

▶ Inside Polk is an entertainment magazine for Polk County residents and visitors who want to keep up with local people, places and events. It provides local articles featuring the arts, people, events, social happenings, trends, homes, places, and lifestyles inside Polk County.

▶ **Your Audience** (Demographics)

- ▶ 56% Female / 44 % Male
- ▶ Ages 35-54: 32%
- ▶ 55+: 32%
- ▶ 75,000+ HH Income: 36%
- ▶ \$50,000: 57%
- ▶ 48% have children present in HH

▶ **Your Vehicle** (Program Details)

- ▶ July 20 Issue (Travel & Tourism)
- ▶ Four color spread insert
- ▶ Distribution Total: 45,000 copies

▶ **Your Cost**

- ▶ 6 partners min/max
- ▶ **\$250** (a \$325 value!)

▶ **Materials due to Ypartnership:
June 3, 2011**

