A high quality, perfect-bound magazine, The Travel Guide to Florida is published annually and is a road map to the Sunshine State and its abundant merits as a vacation destination. Aimed at both the American domestic market and the Canadian market, it is filled from cover to cover with stimulating and informative feature stories written by some of Florida's top travel writers. Created to inspire and guide travelers, it covers each of Florida's eight distinctive regions together with a selection of special features on topics such as family vacations, golf, spa life, beaches, art and culture, ecotourism, water sports and theme parks. All stories are supported by high-quality, eye-catching photography. A section with useful information including comprehensive charts, maps and fundamental travel information makes it easy for readers to access valuable resources for planning a rewarding Florida vacation.

The Travel Guide to Florida covers all the bases on what to see and do across the state and is the most in-depth travel guide available. It is currently being sold in over 15,000 retail newsstands in the United States, Canada and in several other countries around the world and is supported by a comprehensive website. It is also sold in digital format on zinio.com, the iTunes store and pocketmags.com.

Group Publisher: Joe Turkel  •  Email: joe@globelitemedia.com
Editor: Donna Vieira  •  Email: donna@globelitemedia.com
ADVERTISING RATES
ALL RATES ARE NET IN U.S. DOLLARS

PRINT ADS

<table>
<thead>
<tr>
<th>STANDARD</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$5,950</td>
</tr>
<tr>
<td>Half Page</td>
<td>$3,950</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$2,950</td>
</tr>
<tr>
<td>Double page spread</td>
<td>$8,950</td>
</tr>
</tbody>
</table>

COVERS & PREMIUM POSITIONS

<table>
<thead>
<tr>
<th>COVER</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Page Spread (IFC plus page one)</td>
<td>$11,900</td>
</tr>
<tr>
<td>Inside Front Cover or page one</td>
<td>$8,950</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$8,950</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$6,950</td>
</tr>
</tbody>
</table>

*Insert opportunities are available. Please contact us for a quotation.*

DIGITAL

Website advertising on www.floridatravelguide.travel and www.floridatravel.com is offered at discounted rates to advertisers in the Travel Guide to Florida. Please contact your account manager for the most current online advertising opportunities.

CLOSING DATE & MATERIAL DEADLINE

<table>
<thead>
<tr>
<th>CLOSING DATE &amp; MATERIAL DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>BOOKING SPACE CLOSING DATE:</td>
</tr>
<tr>
<td>MATERIAL DUE DATE:</td>
</tr>
<tr>
<td>DISTRIBUTION DATE:</td>
</tr>
</tbody>
</table>

CIRCULATION

RETAIL NEWSSTAND DISTRIBUTION: 90,000 copies

The 2020 Travel Guide to Florida will be sold in over 15,000 retail locations in the USA, Canada and several other countries around the world.

The Travel Guide to Florida is on sale at fine retailers including Barnes & Noble, Hudson U.S. airport and commuter locations, Books-A-Million, CVS, Publix, Safeway, Kroger, Target, Walmart, Chapters/Indigo, Shoppers Drug Mart stores and many other retail chains and locations in the USA and Canada.
AD DIMENSIONS

FINAL TRIM SIZE: 8-5/16” x 10-7/8”
ALL BLEED SIZES INCLUDE 1/8” BLEED ON ALL SIDES

FULL PAGE ADS

1/2 PAGE ADS

1/3 PAGE ADS

ACCEPTABLE MEDIA

E-mail, FTP, CD, DVD
(Please contact us for FTP login)

ACCEPTABLE AD FORMATS

• PDF (PDF-X1a compliant)
• HI-RES TIFF, EPS
• QuarkXPress 2017*
• Adobe InDesign CC2018*
• Adobe Illustrator CC2018**
  * Please supply fonts and linked images
  ** All fonts outlined and images embedded

PLEASE ENSURE

• Correct bleeds (1/8” on all sides)
• Include crop marks (.167 offset)
• Safety: Keep important text and graphics at least 1/4” away from trim line

AD DESIGN & MAKE-UP CHARGES

Sizes up to and including 1/2 Page: $ 195
Sizes larger than 1/2 Page: $ 295
We require good quality images, logos and all text.

SUBMIT MATERIALS TO:

Joe Turkel, Publisher
The Travel Guide to Florida
Tel: 1-888-700-4464
E-mail: tigc@rogers.com

FLORIDA:
401 E. Las Olas Blvd., Suite 130-446,
Fort Lauderdale, FL 33301
Tel: 1-888-700-4464 Fax: (416) 497-0871
E-mail: tigc@rogers.com

CANADA:
3 Bluffwood Drive, Toronto, Ontario M2H 3L4
Tel: (416) 497-5353, 1-888-700-4464
Fax: (416) 497-0871
E-mail: tigc@rogers.com