



MEETING TRAVELER
2008-2009 MARKETING PROGRAMS

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TODAY'S BUSINESS WORLD requires innovative marketing programs and strategic implementation. With this in mind, we've developed a comprehensive Meeting Traveler Marketing Program with the strength to significantly impact group room nights at your property. Our program creates a synergy that maximizes your message through six vehicles: the Private Meetings Summit, *Meeting Traveler* magazine, article reprints, Meetings Preview digital brochures, e-newsletters, and MeetingTraveler.com.

Private Meetings Summit

As a participant in the Meeting Traveler Marketing Program, you are invited to meet face-to-face with the world's most valuable meeting and incentive planners at the next Private Meetings Summit, slated for the first quarter of 2009. Meeting Traveler selects an ideal balance of corporate, incentive, association, and third-party

PRIVATE MEETINGS SUMMIT

planners to attend. Then we prequalify them to ensure they meet the following criteria:

- History of booking at least two events at four- and five-diamond properties, verified by RGH
- Have business to book within the coming 12 months
- Schedule a minimum of 12 appointments at the Summit

Meeting Traveler Magazine

The 2008-09 edition of *Meeting Traveler* magazine will showcase a selection of the best places to meet worldwide. Your property appears in a professionally produced two- or four-page article—a detailed overview with emphasis on amenities designed for meetings, events, and incentive trips.



Print Distribution—100,000

The 2008-09 edition of *Meeting Traveler* magazine gives you direct exposure to your target audience—the industry's most sought-after planners and decision makers.

Meeting and Incentive Planners—75,000

The magazine goes out to our proprietary database of top corporate meeting and incentive planners throughout North and South America, Europe, and Asia—the key decision makers of this \$40 billion industry, including planners associated with MPI, SITE, PCMA, and ASAE, among others.

Travel Agents—20,000

We distribute copies to a highly targeted audience of carriage-trade travel agents associated with Virtuoso, ASTA, and other agencies specializing in meeting and incentive travel.

Trade / In-House Copies—5,000

We send 3,500 copies directly to Fortune 500 executives, members of the media, and the travel industry's top executives worldwide. The remaining copies will be used for industry events and promotion.

Distributed: July 2008



Article Reprints

Meeting Traveler's top-quality reprints feature your property on the cover and open to reveal your article. They offer your audience our third-person perspective while allowing you to target markets throughout the world, whether in English, Japanese, Spanish, German, French, Italian, Portuguese, Dutch, Russian, Chinese, or Korean.* Each Meeting Traveler Marketing

** Note: Add \$750 for most language translations.*

Program includes generous quantities of reprints free of charge. Additional reprints can be purchased at the following rates:

Quantity	2-Page Article	4-Page Article
1,000	\$1,540	\$2,420
2,500	\$2,695	\$3,850
5,000	\$4,290	\$5,500
10,000	\$6,380	\$8,740

Meetings Preview

Our new Meetings Preview, a digital brochure created especially for your property, transmits a powerful, image-driven message to viewers. Through a link from our Web site, planners and other potential customers take a virtual tour of your property through a sleek online vehicle.



E-Newsletter

Twice a month a custom newsletter goes out to our opt-in meeting planner database. Each edition contains timely specials and keeps your name in front of the most sought-after planners and decision makers.





MeetingTraveler.com

As a complementary benefit to boost your ROI, a unique Web address on your pages of the magazine directs planners to expanded coverage of your property on MeetingTraveler.com. Here viewers can learn more about you through an interactive photo gallery, special-offer listings, and a link to your own Web site.

Banner placement can increase your property's exposure.

At the same time, tools like "Send an E-Postcard" and "E-mail This to a Friend" encourage valuable word-of-mouth promotion. Requests for more information and group RFPs go directly to you.



MARKETING PROGRAMS

Level I Marketing Program—\$19,900

- Participation in the next annual Private Meetings Summit for one representative
- A two-page article in *Meeting Traveler*, distributed to 100,000 industry readers
- 1,000 feature article reprints
- A custom Meetings Preview e-brochure
- Inclusion in two newsletters e-mailed to our opt-in meeting planner database
- Expanded coverage on MeetingTraveler.com, complete with lead generation and group RFP functionality

Level II Marketing Program—\$32,900

- Participation in the next annual Private Meetings Summit for two representatives
- A four-page article in *Meeting Traveler*, distributed to 100,000 industry readers
- 3,000 feature article reprints
- A custom Meetings Preview e-brochure
- Inclusion in four newsletters e-mailed to our opt-in meeting planner database
- Expanded coverage on MeetingTraveler.com, complete with lead generation and group RFP functionality



DEADLINES & MATERIALS REQUIRED FOR YOUR ARTICLE IN MEETING TRAVELER

Commitment Deadline: May 31, 2008

Materials Deadline: June 1, 2008

For the design: Supply at least eight images per page, with an emphasis on meeting facilities, along with two or more “signature” shots in vertical format for your reprint’s cover. For captions, provide a shot list with detailed descriptions.

Original transparencies—Send to address below

- Size: 2¼" (120mm) or larger preferred

Digital images*—Send on CD to address below or post in a compressed folder on our ftp site

- Size: scanned at least 9" x 11" (230 x 279mm)
- Resolution: 300 dpi (118 pixels per cm)
- Mode: CMYK
- Format: EPS (binary encoding) or TIFF (Mac formatted)

For the text: Send a complete press kit, including all of the following:

1. Property brochures
2. Meeting information
3. History of property
4. Rate sheet
5. Fact sheet and list of amenities
6. Recent magazine and newspaper articles
7. Press releases
8. Locator map
9. Information on local attractions

To post to our ftp site using Fetch software:

Host: ftp.islands.com
User ID: ftpuser
Password: 4Islands
Please e-mail production@MeetingTraveler.com
with the file names after posting.

Ship material to:

Meeting Traveler
135 East Ortega Street, Santa Barbara, CA 93101
Attention: Production
production@MeetingTraveler.com
(805) 690-9816

** Please note that low-resolution Web site images and JPEGs are unsuitable for reproduction in Meeting Traveler.*



RGH CREATIVE

RGH Creative produces the images and marketing products for hundreds of the world's finest hotels and resorts. Services include:

- World-class photography in any style or format
- LiveBrochure online advertising
- Innovative Web and other online marketing media design

All this, plus distribution of your new media to our highly qualified database of buyers.

See what RGH Creative can do for you: www.RGHcreative.com.



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