

Prevue Meeting & Incentive Planner Package 2025 VISIT FLORIDA JAN/FEB SPECIAL SECTION

Share your Meeting & Incentive story with planners throughout the year



The Prevue brand reaches meeting & incentive planners digitally and in magazine; and showcases destinations of all sizes, hotels/resorts, convention centers and venues. Prevue's Visit Florida special section focuses on each of Florida's three (3) regions: North, Central and South, and includes interviews with key destination officials. Prevue highlights unique group experiences throughout each region: facilities, beautiful beaches, incredible venues and unlimited activities.



Publication & Digital Audience Reach:

- › **Publication:** 37,800* (X 3.6 readers per copy + 40,000 additional sends = 176,080 total readership)
- › **Newsletter/E-blast Impressions:** 40,000 opt-in subscribers
- › **Website:** 77,154 average monthly page views
- › **Meeting & Incentive Planners:**
 - 82% plan corporate meetings
 - 14% plan association meetings
 - 56% plan incentives
- › Domestic U.S., with approximately 60% east of the Mississippi

Prevue Meeting & Incentive Planner Package

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VISIT FLORIDA PACKAGE INCLUDES:

PUBLICATION: Each package participant receives bonus matching advertorial to further showcase their destination, property, convention center or venue in Prevue's Jan/Feb VISIT FLORIDA Special Section.

ADDED VALUE: Prevue promotes the VISIT FLORIDA section throughout the year. Each participant receives bonus matching sponsored content and digital added value to promote themselves in Q1 and Q2. Digital added value included by package: Dedicated e-blast to 40,000 opt-in planners, 300x250 newsletter banner and/or a bonus lead-generating webinar sponsorship with meeting planner leads.

Prevue Packages	Package Estimated Impressions	Non-Partner Rate	VF Partner Discount	VF Partner Rate	Package Value
1/2-Page	216,000	\$7,730	27%	\$5,600	\$19,960
Full-Page	256,000 + leads	\$11,890	28%	\$8,500	\$33,780
2-Page Spread	256,000 + leads	\$17,595	27%	\$12,700	\$45,190

TOTAL PACKAGE VALUES (*Display Ads + Added Values*):

1/2-Page Package

- › 1/2-Page display ad - \$7,730 value
- › 1/2-Page advertorial - \$7,730 value
- › Dedicated e-blast to 40,000 opt-in planners - \$4,500 value
- › **Total Package Cost: \$5,600 | Total Added Value: \$12,230 | Total Package Value: \$19,960**

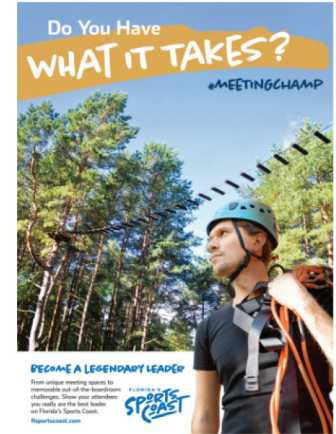
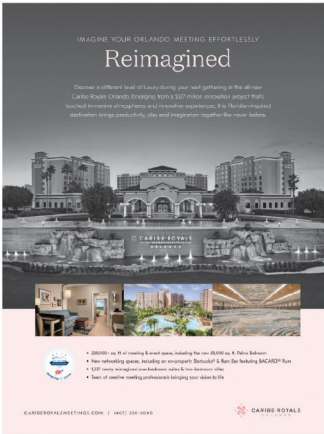
Full-Page Package

- › Full-Page display ad - \$11,890 value
- › Full-Page advertorial - \$11,890 value
- › Dedicated e-blast to 40,000 opt-in planners - \$4,500 value
- › 300x250 newsletter banner sent to 40,000 opt-in planners - \$1,500 value
- › Lead-generating webinar sponsorship/industry report – Florida-focused webinar generated leads with accompanying report for additional thought leadership exposure - \$4,000 value
- › **Total Package Cost: \$8,500 | Total Added Value: \$21,890 | Total Package Value: \$33,780**

2-Page Spread Package

- › 2-Page display ad - \$17,595 value
- › 2-Page advertorial - \$17,595 value
- › Dedicated e-blast to 40,000 opt-in planners - \$4,500 value
- › 300x250 newsletter banner sent to 40,000 opt-in planners - \$1,500 value
- › Lead-generating webinar sponsorship/industry report – Florida-focused webinar generated leads with accompanying report for additional thought leadership exposure - \$4,000 value
- › **Total Package Cost: \$12,700 | Total Added Value: \$27,595 | Total Package Value: \$45,190**

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Publication Date & Added Values:
January 2025 + Q1 & Q2 2025

Program Promotion:
January 2025 through December 2025

DEADLINE:
Space – 12/2/2024
Materials – 12/11/2024

FOR MORE INFORMATION PLEASE CONTACT:

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