

UNDISCOVERED FLORIDA 2025

Official VISIT FLORIDA Co-Op



Promote your Nature-Based, History/Heritage, Art/Cultural or Culinary experiences with the **UNDISCOVERED FLORIDA 2025 PROGRAM**

Program includes: Print/digital annual publication issue
+ web exposure on undiscoveredflorida.com
+ e-newsletters
+ e-newsletter banners
+ leads

5.6+ million total program impressions

The 2025 Undiscovered Florida program is a high-impact, integrated digital/print initiative that reaches an affluent audience and inbound travelers. The editorial format of Undiscovered Florida highlights the very best experiences that Florida has to offer.

> **Target Audience:** Well-traveled readers seeking art/cultural, culinary, nature-based, historical/heritage experiences and authentic getaways.

> **Target Markets:** In-state and drive markets as well as states east of the Mississippi River and the domestic U.S.

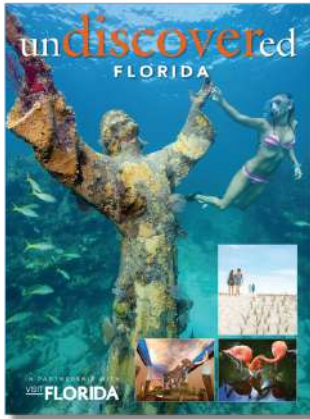
97% of our readers desire **authentic travel experiences** to “taste” local history, art, culture and cuisine.



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VISIT FLORIDA®

undiscovered
FLORIDA

UNDISCOVERED FLORIDA 2025



ABOUT OUR AUDIENCE:

Those that seek Florida travel interests, activities and experiences: cultural/landmark/historical sites, art museums, cultural experiences, botanical gardens parks, road trips, small town experiences, beach/water activities, dining & local cuisine, wildlife/birdwatching, adventure sport (hiking, biking, paddling, etc).

- › 97% want to experience the best of what makes a destination unique
- › 97% enjoy authentic travel experiences; cultural immersion; enjoy new destinations on and off the beaten path; and desire to “taste” local history, art, culture and cuisine
- › 91% say experiences tied to culture are often vacation highlights
- › 89% of Recommend’s audience book Florida travel
- › 78% are interested in cultural centers
- › 70% are interested in museums
- › Median HHI: \$84k+
- › 2+ Domestic vacation trips annually



PUBLICATION AND DIGITAL PROGRAM SCHEDULE DATES

4/1/2025 – 3/31/2026

Space Deadline: January 17, 2025 • **Material Deadline:** January 22, 2025

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undiscovered
FLORIDA

Smithsonian
MAGAZINE

recommend
helping travel advisors sell travel

UNDISCOVERED FLORIDA 2025

CO-OP PROGRAM OVERVIEW:

Circulation: Display ads in Undiscovered Florida publication are distributed print/digitally with Smithsonian and Recommend magazines; as well as year-round at VISIT FLORIDA Welcome Centers.

- ▶ 390,000+ total issue subscribers
- ▶ 1.2+ million total issue readers/users

Included Added Values (depending on package):

- ▶ Undiscovered Florida e-newsletter inclusion
– 40,000 each e-newsletter
- ▶ 300x250 Banners in Recommend's e-newsletter
- ▶ Online listing year-round on undiscoveredflorida.com
- ▶ Leads from Undiscovered Florida Sweepstakes entries



Example of Undiscovered Florida E-newsletter

NON-PARTNER & VF PARTNER PACKAGE NET RATES

Packages w/Display Ad Sizes	Package Added Value	Package Impressions	Non-Partner Rate	VF Partner Discount	VISIT FLORIDA Partner Rate
1/12-Page	1x e-newsletter banner	1.2+ million	\$2,175	25%	\$1,630
1/6-Page	1x e-newsletter banner + listing + leads	1.2+ million	\$5,595	25%	\$4,700
1/3-Page	1x e-newsletters + 1x e-newsletter banner + listing + leads	1.3+ million	\$10,785	25%	\$8,070
1/2-Page	1x e-newsletters + 1x e-newsletter banner + listing + leads	1.3+ million	\$14,525	25%	\$10,950
Full-Page	2x e-newsletters + 2x e-newsletter banners + listing + leads	1.4+ million	\$20,840	25%	\$16,100
2-Page Spread	2x e-newsletters + 3x e-newsletter banners + listing + leads	1.45+ million	\$37,380	25%	\$27,965