

**VISIT FLORIDA SANCTIONED OPPORTUNITY  
MIDWEST LIVING  
March/April 2011**

**Profile:** *Midwest Living* magazine is a regional publication that celebrates the richness of life in the Midwest. The magazine provides region-specific information and inspiration, focusing on travel and events, food and dining, a home and garden, as well as other editorial content categories.

**Circulation: 950,000**

**CVB Added Value:**

- Each advertiser will be featured in the Midwesterners Guide to Florida, a customized travel guide on Travelmeredith.cm
- National in-book reader service listing including leads sent via email
- Online reader service listing on TravelMeredith.com

**Cost Overview**

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|------------------------------------|----------------|
| <b>Partner Cost to Participate</b> | <b>\$4,836</b> |
|------------------------------------|----------------|

***Ad cost and size based on 3 participating partners. Naples, Marco Island, Everglades CVB reserves the right to change the overall ad size or forfeit this insertion.***

**Please go to the website below to sign up online and submit materials at:**

[www.paradisecoast.com/coop](http://www.paradisecoast.com/coop)