

**VISIT FLORIDA SANCTIONED OPPORTUNITY  
SOUTHERN LIVING**

May 2011

**Profile:** *SOUTHERN LIVING* covers today's South. Through a comprehensive editorial package highlighting foods, travel, homes and gardens, it addresses the bond between the South's traditional and cosmopolitan attitudes. It is a lifestyle guide for the ever-changes, ever-expanding South.

**Circulation: 1,260,000**

- DE, DC, FL, GA, MD, NC, NJ, NY, PA, SC, VA

**CVB Added Value:**

- With ad placement in both the March and May VISIT FLORIDA sanctioned sections a 1/3 page ad in Best of Southern Living will be received as added value.

**Cost Overview**

<b>Partner Cost to Participate</b>	<b>\$7,300</b>
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***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)