

MEDIA PLANNER

FALL 2017

Florida's #1 Visitors Guide

DESTINATION FLORIDA™

**FANTASY
FEST®**

*Complete
Event Schedule*

WineDine

*Month-Long Food
Extravaganza!*

ion

**Randy Roberts
& the
HEADDRESS
BALL**

FLORIDA KEYS & KEY WEST

DESTINATIONTM FLORIDA

Florida Keys & Key West

*Strategically designed
to aggressively
promote and
cross-promote your
business to the Keys'
lucrative visitors market*



Do you know that the Visitors Market is 30x greater than our local market?

*If Keys' visitors are your customers, then the new **DESTINATION Florida Keys & Key West** is where your business belongs. Specifically designed for the Keys' lucrative Visitors Market, **DESTINATION Florida Keys & Key West** connects you with travelers from around the world who have massive buying power and who spend **OVER \$10 BILLION** every year! Everything in this new strategic Visitors Guide is designed to promote and cross promote your business.*

- + Portable, reader-friendly guide that visitors take with them and KEEP with them
- + Short, snappy copy engages readers and quickly delivers informative, useful information
- + 25,000 Copies Published Quarterly
- + Strategically placed in 9,700+ hotel rooms and vacation rentals from Key West to Key Largo
- + Distributed at high traffic areas throughout the Keys
- + On average over 11 people per guest room will see your ad in DESTINATION Florida Keys & Key West and refer to it and average of 3x during their stay
- + Read by approximately 100,000 people per issue

DESTINATION Florida Keys & Key West P.O. Box 1233 Key West, FL 33041 305.304-2100
info@destinationfloridakeys.com | DestinationFloridaKeys.com

DESTINATION FLORIDA

Florida Keys & Key West

Florida's #1 Visitors Guide



Local Marketing

Keys' Visitors get the 411 on

- Special Events & Local Happenings
- Popular Attractions
- Top Restaurants including Mini-Reviews, Sample Menus and Chef/Recipe features
- Cool Places To Shop
- Local Real Estate Listings
- Recommended Lodging Properties



DESTINATION Florida Keys

& Key West reaches thousands of additional followers utilizing popular social media networks like Facebook, Twitter, Pinterest and Instagram to keep you in the limelight and promote your special events & happenings on demand.



The global online edition of **DESTINATION Florida Keys & Key West** includes active links to your site. Our mobile-reactive website is rich with search engine-friendly content that puts you front and center to a world of new prospective customers and provides quick, easy access to travelers on the fly. Check it out at DESTINATIONfloridakeys.com.



Don't wait to turn our hundreds of thousands of well-heeled followers into your new customers. Reserve today at 305-304-2100 | info@destinationfloridakeys.com

DESTINATIONTM FLORIDA

Florida Keys & Key West

*Targeted distribution
with placement in
9,700+ lodging
property guest rooms*



UPPER KEYS

Amara Cay Resort
Bayside Inn
Breezy Palms Resort
Caloosa Cove Resort
Casa Morada
Cheeca Lodge & Spa
Chesapeake Beach Resort
Coconut Cove Resort
Courtyard By Marriott
Creskide Inn
Days Inn
Dove Creek Lodge
Hampton Inn
Harbor Lights
Holiday Inn & Marina
Islander Resort
Islander Bayside
Kon-Tiki
La Siesta Resort
Marina Del Mar Resort
& Marina
Marriott Key Largo Beach Resort
Matecumbe Resort
Ocean Pointe Suites
Pelican Resort & Marina
Pines & Palms Resort

Postcard Inn At Holiday Isle
Sunset Cove Beach Resort
Sunset Inn
The Caribbean Resort at Sea Isle
The Moorings

MIDDLE/LOWER KEYS

Banana Bay Resort
Bayview Inn
Blackfin Resort
Bonfish Bay Resort
Coco Plum Beach & Tennis Club
Coconut Cay
Continental Inn
Courtyard Marriott Marathon
Glantz Ocean Beach Club
Gulfview Waterfront Resort
Holiday Inn Express & Suites
Hyatt Place At Faro Blanco
Key Colony Beach Motel
Kingsail Motel
Lime Tree Inn Bay Resort
Looe Key Reef Resort
Rainbow Bend Resort
Ramada Inn - coming soon
The Hammocks
Sea Dell Motel

Sea Shell Beach Resort
Seascape Resort
Sombrero Resort
Sugarloaf Lodge
White Sands Inn
Yellow Tail Inn

Also strategically distributed
at vacation rental properties &
high traffic locations from Key
West to Key Largo and read by
approximately 100,000 people
per issue

Additional distribution at high traffic
areas throughout Monroe County
including:

- Key West Chamber Of Commerce
- Key West Business Guild
- Lower Keys Chamber Of Commerce
- Marathon Chamber Of Commerce
- Islamorada Chamber Of Commerce
- Key Largo Visitor Center

Member of the Lodging Association
of the Florida Keys.

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Florida Keys & Key West

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KEY WEST

Alexanders Guest House
Alexander Palms Court
Almond Tree Inn
Ambrosia
Andrews Inn
An Island Oasis
Angelina Guesthouse
Authors Guesthouse
Avalon Bed & Breakfast
Azul
Best Western Hibiscus
Best Western Key Ambassador
Blue Marlin Motel
Cabana Inn
Casa 325
Cayo Hueso Resort
Coco Plum Inn
Coconut Beach Resort
Conch House
Courtney's Place
Courtyard By Marriott
Crowne Plaza La Concha
Curry Mansion Inn
Douglas House
Duval Gardens
Fairfield Inn & Suites
Fairfield Inn Key West by Marriott
Frances Street Bottle Inn
Galleon Resort & Marina

Garden House
Gardens Hotel
Grand Guesthouse
Heron House
Historic Hideaways
Hyatt Beach House Resort
Hyatt Windward Point
Inn At Key West
Key West Bayside Inn & Suites
Key West Bed & Breakfast
Key West Marriott
Beachside Resort
Key West Vacation Rentals
Last Key Realty Vacation Rentals
Mango Tree Inn
Marrero's Guest House
The Mermaid & The Alligator
Ocean Breeze Inn
Old Town Manor
Old Town Suites
Orchid Key Inn
Palms Hotel
Paradise Inn
Pearl's Guesthouse
Pilot House
Preferred Properties
Vacation Rentals
Rose Lane Villas
Santa Maria Suites Resort
Seascape Tropical Inn

Simonton Court
Sheraton Suites
Southwinds Motel
Suite Dreams Inn
Sunrise Suites
Sunset Key Guest Cottages
Tropical Inn
Truman Hotel
Westin Key West
Resort & Marina
Weatherstation Inn
Westwinds Inn

Also distributed with Concierges at
The Reach Resort, Casa Marina,
Pier House Resort, Ocean Key House,
Southernmost Hotel, The Saint & La
Concha Hotel

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Florida Keys & Key West

AD GUIDELINES

ACCEPTABLE FILE TYPES FOR FINAL SUPPLIED ART:

High Resolution PDF file with embedded fonts preferred. 300 dpi at 100%.

High Resolution JPEG or Tiff also accepted. 300 dpi at 100%.

Please convert type to outlines if applicable.

Microsoft Publisher, MSWord or PageMaker Files will not be accepted.

Color Space: CMYK for Color Ads, Grayscale for Black & White Ads

E-mail file(s) to prepress@destinationfloridakeys.com

DESTINATION Florida Keys & Key West Document

The DESTINATION Florida Keys & Key West Magazine is produced in Adobe InDesignCC.

ALL pages in the document should be built to the same size as the final trim size.

Allow Full Page bleed ads to bleed off the page 0.25" with at least a 0.5" margin between the live image area and the trim.

