

The Telegraph

ultratravel

CO-OP Initiative for the
UK Travel Consumer by

greater
FORT LAUDERDALE

HELLO SUNNY

sunny.org



The Telegraph

Innovation

is in our DNA. Ever since our launch in 1855, we have striven to deliver the latest technologies and messages to our customers.

Whilst we do not know what the future holds, our values will remain the same.



Audience

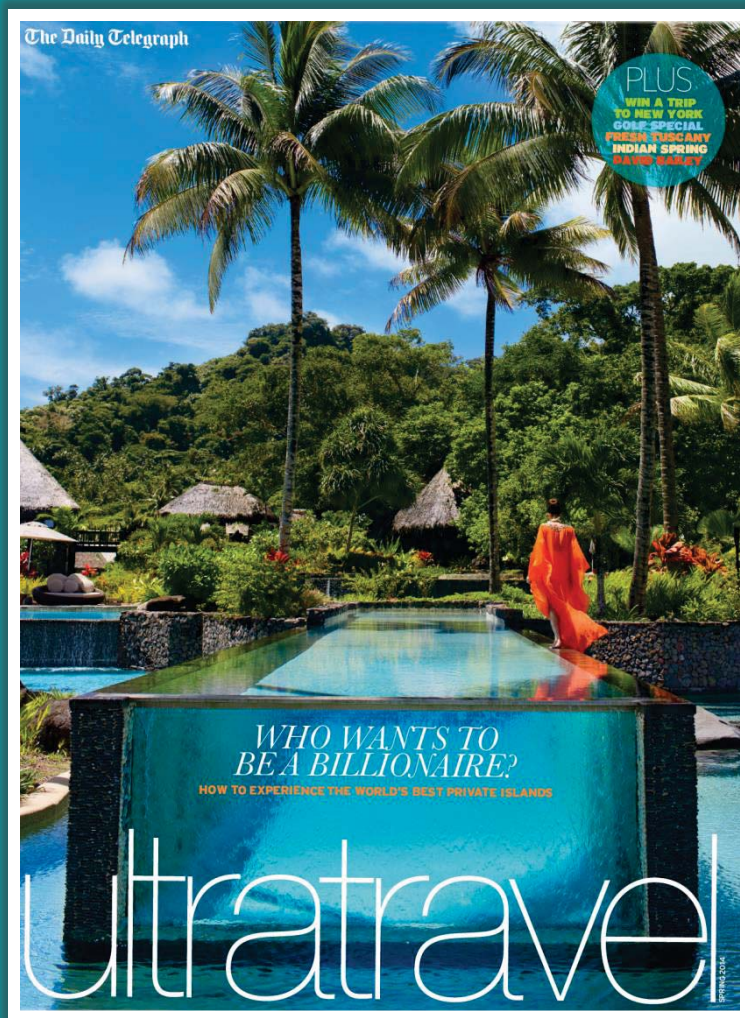
2.1 Million People

The Telegraph reaches an audience across a range of ages. Print & Online



The Telegraph

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ULTRATRAVEL UK EDITION

UK Print Circulation: **500,000**

UK Online: **600,000** unique users per month.

Total Reach: **1.1 MILLION** UK Travelers.

THE HIGHEST CIRCULATION LUXURY TRAVEL MAGAZINE IN EUROPE

The Daily Telegraph's Ultratravel Magazine is a unique product in the UK marketplace with a large format (TABLOID SIZE) and high production quality.

Luxury travel is about experiences, which is exactly what Ultratravel brings its readers.

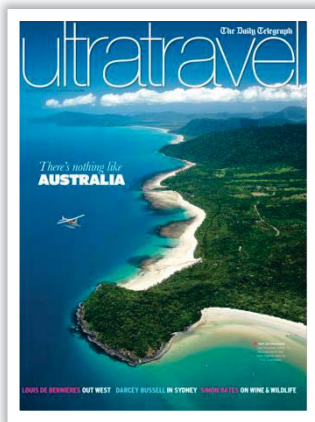
Our dedicated journalists travel the globe searching for the ultimate escapes that provide the true experience the modern traveler seeks — space, silence, simplicity and security.

Reach our affluent audience with a passion for luxury travel in an engaging and impactful environment.

More than 1 in 3 agree that magazine articles influence their holiday choices.

CO-OP INITIATIVE FOR THE UK TRAVEL CONSUMER

WINTER 2015/2016 ISSUE | ULTRATRAVEL UK



Publication Date: **November 15th**,
Distributed with the Daily Telegraph, the UK's best-selling upscale daily newspaper.

UK CIRCULATION:

Print: 500,000 | Online: 600,000 unique users per month | **Total Reach: 1.1 Million**

RELEVANT AUDIENCE:

- London, South East and major conurbations distribution
- On average, Telegraph readers have more than £109,000 in savings and investments
- More than 1 in 3 agree that the magazine articles influence their holiday choices

The **GREATER FORT LAUDERDALE CVB** purchased a **2-PAGE SECTION** and is offering the opportunities for **PARTNERS** to take a **¼ PAGE** on the adjacent page:

MAX # OF PARTNERS: 4 PARTNERS PER PAGE
PAGE SIZE: TABLOID PAGE 4C FORMATTED AD

AD SIZE: ¼ PAGE 4C

SPACE & PAYMENT DEADLINES: OCTOBER 16th, 2015
NET RATE: \$1,875 USD Net (Net Value: \$7,500 USD Net)

MATERIAL DEADLINE: OCTOBER 30th, 2015

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