


2022 VISIT FLORIDA Official Florida Vacation Guide

Opportunity Overview: VISIT FLORIDA Official Florida Vacation Guide is a high-end lifestyle magazine format with short, engaging copy to inform and inspire the reader to visit Florida. The magazine emphasizes short features on what makes Florida special – the beaches, family activities, golf, and more. The magazine is sent in response to requests for information on a Florida vacation received by VISIT FLORIDA.

To Participate: A 2-page spread destination-branded advertisement will run in the 2022 issue. VSPC partners who participate in this program will have their materials integrated within the destination creative to form a cohesive brand message. Partners will be asked to supply an image, 60 characters of promotional copy and a URL which will be designed to fit within the overall brand creative.

Time Period	Estimated Distribution	Cost
2022 Annual (Publishes 12/21)	250,000 Print Circulation	\$950

Sample creative. Actual creative may vary.



VisitStPeteClearwater.com | #LiveAmplified

**ST. PETE
CLEARWATER**

**IMMERSE ALL
YOUR SENSES,
ALL IN ONE PLACE.**

Along Florida's Gulf Coast in St. Pete/Clearwater, you can feel the warm sand between your toes. Smell the sizzle of fresh seafood in the air. Hear the wildlife calling as you kayak through the mangrove tunnels. Bring your senses to life in St. Pete/Clearwater.

**CO-OP
AD SPACE**

Magnuson Hotel Marina Cove
Explore, Dream & Discover relaxing on the sands of Tampa Bay.
MarinaCoveResort.com

The Don CeSar
Use promo code LEGENDARY for 15% off and a \$50 resort credit.
DonCeSar.com

TradeWinds Island Resorts
Explore 31 award-winning acres of everything under the sun.
JustLetGo.com/VISIT

DoubleTree Beach Resort by Hilton
Your view of paradise awaits at our award-winning beachfront resort.
DoubleTreeBeachResort.com

Sheraton Sand Key Resort, Clearwater Beach
Captivating, private 13-acre beachfront resort.
Marriott.com/tpsi

Alden Beachfront Resort
Wow! Overized suites located directly on St. Pete Beach.
AldenDella.com

St. Pete / Clearwater

Orlando
Atlanta
Tampa
Miami
South of Beaches

Limited to six partner opportunities for full year of support.