

Visit St Pete-Clearwater
FY24 Media Plan

Fall-Winter Media Plan October '23-March '24	2023										2024																																																	
	September				October				November				December				January				February				March				April				May				June				July				August				September				October							
	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23	30	7	14

General Market (Consumer Travel)																																															
National / Regional																																															
Print Media:																																															
2024 Visit Florida Magazine • 2-Page Spread Placement • 300,000 Total Distribution Nationally (200,000 print, 50,000 post/flyer, 50,000 eGuide)																								2023 Annual - Placed and paid in FY22																							
																								2024 Annual																							
																								D: 9/1 (PLACED)																							
2023-24 Visit Tampa Bay Destination Guide • Full Page, 4C • 100,000 Total Distribution Nationally (Plus eGuide Distribution)																								2023-24 Annual																							
																								Placed FY23																							
Conde Nast Traveler Magazine • Visit Florida Co-op • Full Page, 4C + Full Page Advertorial (Spreadvertorial) • 708,748 Total Distribution Nationally																								November '23																							
																								D: 8/3 (PLACED)																							
Bon Appetit Magazine • Visit Florida Co-op • Full Page, 4C + Full Page Advertorial (Spreadvertorial) • 1,506,015 Total Distribution Nationally																								December '23																							
																								D: 10/2 (PLACED)																							
Garden & Gun Magazine • Visit Florida Co-op • Full Page, 4C + Full Page Advertorial • Circulation: 406,543 national																								December '23 / January '24																							
																								D: 9/11 (PLACED)																							
																								April / May '24																							
																								D: 1/8 (PLACED)																							
AFAR Magazine • Visit Florida Co-op • Full Page, 4C + Full Page Advertorial • Circulation: 293,038 national																								Winter '24 Issue																							
																								D: 10/2 (PLACED)																							
																								Spring '24 Issue																							
																								D: 2/13 (PLACED)																							
Magnolia Magazine (New Marketing Partner in FY24!) • Visit Florida Co-op • Full Page, 4C (Advertorial Section) - 139 Index • Circulation: 1,078,168 national																								November/December '23																							
																								D: 8/4 (PLACED)																							
																								February/March '24																							
																								D: 11/1 (PLACED)																							
New York Times: Sunday Magazine • Full Page, 4C • National Distribution: Over 60% outside city of New York • Circulation: 813,936																								9/24/23																							
																								11/12/23																							
																								T-Magazine "Winter Issue - Florida Travel"																							
																								D: 9/1 (PLACED)																							
																								3/24/24																							
																								Voyages Magazine "Spring Issue - Florida Travel"																							
																								D: 2/19 (PLACED)																							
Broadcast Media:																																															
Winter Co-op (Gold): Linear Television • Visit Florida Co-op > National linear TV (Advanced TV) + Auto content recognition + Mobile remarketing - Dedicated VSPC spot! • Target Markets: Atlanta, Boston, Chicago, New York, Philadelphia, Washington DC, Houston, Dallas, Louisiana, Alabama, Mississippi, Baltimore, Detroit, Indianapolis, • Estimated Impressions: 7.0M																								1/15/24-2/11/24																							
																								D: 12/22 (PLACED)																							
Adswerve, Inc. - Digital Monitoring/Reporting (Annual Contingency)																																															

Developmental Markets																																															
Broadcast Media:																																															
Broadcast Media: Linear Television-Cable • (30) second spots • Demo: Adults 25-64 • Daypart Mix: EM 25% / DT 5% / EN 25% / PA 5% / PT 8% / LN 25% / LF 7% • High indexing networks/programming: NBC, CBS, ABC, FOX, Cable (Zip Targeting)																																															
Chicago DMA • Cable Only: Hyper-zip targeted + Direct Response Technology • 14.8M estimated impressions																								Week of 9/4/23																							
																								VF National TV																							
																								100 GRPs / Week																							
Atlanta DMA • Cable Only: Hyper-zip targeted + Direct Response Technology • 11.2M estimated impressions																								Week of 9/4/23																							
																								VF National TV																							
																								100 GRPs / Week																							
Indianapolis DMA • Cable Only: Hyper-zip targeted + Direct Response Technology • 4.4M estimated impressions																								Week of 9/4/23																							
																								VF National TV																							
																								100 GRPs / Week																							
Developmental Markets																																															
Broadcast Media:																																															
Minneapolis DMA • Cable Only: Hyper-zip targeted + Direct Response Technology • 7.0M estimated impressions																								Week of 9/4/23																							
																								VF National TV																							
																								100 GRPs / Week																							

