As the official annual publications of the Greater Miami Convention and Visitors Bureau, the Greater Miami & the Beaches Vacation Planner, Travel Planner and Visitors Guide are Miami’s definitive travel guides.

Each captivating publication showcases Miami’s diverse and unique attractions, restaurants, nightlife, shopping and multicultural neighborhoods to help visitors plan an unforgettable Miami experience.
15.9 Million Visitors 2017

Expenditures by Type
Total Visitors, 2017

- Lodging: $6,558.92
- Meals: $5,793.44
- Transportation: $1,651.54
- Entertainment: $3,421.14
- Shopping: $8,511.96

Type of Expenditure

- Total Overnight Visitor Expenditures

<table>
<thead>
<tr>
<th>Type of Expenditure</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lodging</td>
<td>$149.01</td>
</tr>
<tr>
<td>Meals</td>
<td>$131.02</td>
</tr>
<tr>
<td>Transportation</td>
<td>$37.35</td>
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<tr>
<td>Entertainment</td>
<td>$77.37</td>
</tr>
<tr>
<td>Shopping</td>
<td>$192.50</td>
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</tbody>
</table>

Total: Avg. Daily $ Per Party $587.25

Divided by: Avg. Party Size $2.17

Avg. Daily $ Per Visitor $270.62

Multiplied by: Length of Stay (median # of nights) $6.05

Total: $/Person/Visit $1,637.26

Multiplied by: Total Visitors (000) $15,860.00

Total Overnight Visitor Expenditures (in Billions) $25,967.00

Distribution of Total Overnight Visitors by Area of Lodging, 2017

- The Beaches: 74.7%
- Art Deco District/South Beach: 76.7%
- Lincoln Road: 54.2%
- Bayside Marketplace: 38.8%
- Downtown Miami: 37.3%
- Aventura Mall: 27.8%
- Dolphin Mall: 24.7%
- Coconut Grove: 16.9%
- Wynwood: 16.8%
- Key Biscayne: 13.9%
- Coral Gables: 12.9%
- Little Havana: 12.8%
- Bal Harbour Shops: 12.5%
- Miami Seaquarium: 11.8%
- Dadeland Mall: 9.7%
- Everglades National Park: 7.8%
- Zoo Miami: 7.8%
- Watersports/Activities: 6.8%

* Source: Ipsos Loyalty
3 PUBLICATIONS FOR THE PRICE OF 1

Plus English and Spanish Digital Editions

**Visitors Guide**
Our premier guide to Greater Miami and the Beaches, this efficient, highly targeted in-room vehicle reaches visitors as they decide where to shop, dine and sightsee.
**Distribution:** In-room guide at 226 hotels, 52,622 rooms throughout Miami  
**Circulation:** 50,000 copies  
**Frequency:** Annually (Dec.)

**Vacation Planner**
Recipient of prestigious awards among the nation’s top visitor publications, this comprehensive guide is seen by tourists before they arrive on our shores.
**Distribution:** GMCVB mails publication to prospective visitors when they request online and via phone  
**Circulation:** 10,000 copies  
**Frequency:** Annually (Dec.)

**Travel Planner**
The Travel Planner is the travel professional’s go-to guide for planning a client’s trip.
**Distribution:** GMCVB shares with travel professionals at trade shows and workshops, plus is distributed by GMCVB offices around the world, including: California, New York, Toronto, Quebec, Argentina/Paraguay/Uruguay, Brazil, Barbados, Costa Rica, Chile, Colombia, Mexico, Venezuela/Bolivia/Ecuador/Peru, France/Belgium, Germany/Switzerland/Austria/Netherlands, Italy, Scandinavia, Spain, United Kingdom, Israel, Bahrain/Kuwait/Oman/Qatar/Saudi Arabia/UAE, China and India.  
**Circulation:** 7,500 copies  
**Frequency:** Annually (Dec.)
Ads promoting the Greater Miami & the Beaches Vacation Planner, Travel Planner and Visitors Guide and the digital editions frequently run in the Miami Herald throughout the year.
MARKETING AMPLIFICATION

Digital Distribution

The flip-book style digital editions of both English and Spanish versions of the guides are available online at MiamiandBeaches.com and HCPmedia.com. These digital editions are also promoted through email blasts, on social media and through various online tactics.

WELCOME TO DISCOVER USVI

The official site of the U.S. Virgin Islands Hotel & Tourism Association’s in-room publication

As you are sure to discover the U.S. Virgin Islands offer four unique islands in one appealing destination. Cultural St. Croix, idyllic St. John, cosmopolitan St. Thomas and tranquil Water Island each have their own special personality. Between these four main islands and nearly 50 islets and cays, there is a multitude of amazing things to see and do. Each island boasts its own unique and captivating personality, guaranteeing you an individually tailored vacation.

ACCOMMODATIONS    THE ISLANDS    ACTIVITIES    SHOPPING    DINING    EVENTS
MARKETING AMPLIFICATION

Social Media Promotion

To further support the GMCVB suite of publications, HCP Media creates unique posts on its social media accounts, highlighting key editorial content and linking our followers to the digital editions.

Check out our social media pages:
Facebook: @HCPmediaInc
Twitter: @HCPmedia
Instagram: @HCPmedia
LinkedIn: HCPMedia
YouTube: HCP Media
Press releases announcing new editions are sent out to nearly 19,000 public relations agencies, media outlets and GMCVB members every year.
New Issue Release Events

All advertisers are invited to attend a special Issue Release Event celebrating new editions. Together with the GMCVB and its members, the event offers a first look at the publications and a wonderful opportunity to network with fellow business owners throughout Miami.

These events are also promoted in the Miami Herald’s widely read “South Florida Album Page” section.
Feature Sections

Focusing on all there is to see, do and experience in Miami, these guides boast stunning photography, entertaining content and insider information.

Neighborhoods
Attractions
Arts
Shopping
Nightlife & Craft
Breweries
Dining
Spas
Sports
Sightseeing & Tours
Transportation
Visitor Services & Resources
Medical Tourism & Services
Accommodations

FOODIE PARADISE

No matter the mood, craving or budget, Miami never runs out of new and exciting options to tempt your palate with more than just delectable cuisine. Take a seat and dive into inspired establishments that are definitely out to impress with unexpected ambiances and unmatched multisensory delights.
1. Electronic files are to be sent in Macintosh format only. Accepted programs include Adobe Photoshop, Adobe Illustrator and Adobe InDesign. Include all PostScript and screen fonts. Include all images as EPS, JPEG or TIFF in high resolution (at least 300 DPI at 100 percent) as CMYK. If files are not provided as CMYK, then we will be forced to convert the color and we cannot guarantee an exact match of color on press. PDF/X-1a files are preferred.

2. A color proof must accompany each ad for all formats, otherwise HCP Media will not accept liability for files that do not print correctly.*

3. Live material not intended to bleed must be kept at least 3/8” from all sides to allow for trim.

4. Double-page spreads: Perfect alignment of type or design across the gutter of two facing pages is not guaranteed.

5. Live matter in the facing-page subject cannot be closer than 1/8” to the gutter.

*If a high-quality color proof/Matchprint such as Kodak Approvals or Epson (or similar analog proofs with a color control bar) are not provided, then we cannot guarantee color. Please note that all proofs must be made according to SWOP standard. Proofs that do not meet these criteria cannot be used for color matching.

### ADVERTISING RATES

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<tr>
<th>AD SIZE</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>$12,875</td>
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<tr>
<td>½ Page</td>
<td>$9,785</td>
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<tr>
<td>1/3 page</td>
<td>$7,275</td>
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<tr>
<td>1/4 Page</td>
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<td>1/6 Page</td>
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### Premium Positions

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<tr>
<td>Back Page</td>
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<td>Inside Front Cover Spread</td>
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<tr>
<td>Inside Back Cover Spread</td>
<td>$18,780</td>
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<td>2 page Spread</td>
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### PRINT DEADLINES:

- Ad Space: November 2, 2019
- Print Material: November 8, 2019
- Publication: December 2019

### INQUIRIES AND SPACE RESERVATIONS

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chris Bennett</td>
<td>Regional Sales Director</td>
<td>T: 305-376-2038 E: <a href="mailto:cbennett@hcpmedia.com">cbennett@hcpmedia.com</a></td>
</tr>
<tr>
<td>Diana Plata</td>
<td>Advertising Sales Executive</td>
<td>T: 305-376-2197 E: <a href="mailto:dplata@hcpmedia.com">dplata@hcpmedia.com</a></td>
</tr>
<tr>
<td>Rina Solorzano</td>
<td>Senior Advertising Sales Executive</td>
<td>T: 305-376-2107 E: <a href="mailto:rsolorzano@hcpmedia.com">rsolorzano@hcpmedia.com</a></td>
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### MECHANICAL SPECIFICATIONS

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<tr>
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<td>17 3/4”</td>
<td>10 7/8”</td>
</tr>
<tr>
<td>Full-page bleed</td>
<td>9 1/8”</td>
<td>11 1/8”</td>
</tr>
<tr>
<td>Full-page trim**</td>
<td>8 7/8”</td>
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</tr>
<tr>
<td>Half-page horizontal</td>
<td>7 3/4”</td>
<td>4 3/4”</td>
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<tr>
<td>Half-page vertical**</td>
<td>3 1/2”</td>
<td>9 7/8”</td>
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<tr>
<td>Third-page square</td>
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<td>4 3/4”</td>
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<tr>
<td>Third-page vertical</td>
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<td>9 7/8”</td>
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<tr>
<td>Quarter page***</td>
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<tr>
<td>Sixth page vertical</td>
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<td>4 3/4”</td>
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** Hold live matter 3/8” from trim on all sides.

* Not available where charts are the format for member listings.