FAMILY FUN GUIDE
GREATER MIAMI CONVENTION & VISITORS BUREAU

2019 MEDIA KIT

Reach your target market with our results-oriented multimedia publishing program
Targeted to visiting and local families, the **GMCVB FAMILY FUN GUIDE** focuses on child-oriented activities and attractions throughout Miami. The publication is **POCKET-SIZED** and convenient for parents to take along and consult on the go.

**PUBLISHED IN JUNE**, your ad will be seen by **64,400 READERS** as they make plans for their summer vacation.
CUSTOM CONTENT & DESIGN

Feature Sections

Focusing on all there is FOR FAMILIES to see, do and experience in Miami, these guides boast ENTERTAINING CONTENT and INSIDER INFORMATION.

- Attractions
- Museums
- Arts & Culture
- Accommodations
- Transportation
- Calendar of Events
- Visitor Information Centers
MARKETING AMPLIFICATION

Print Distribution

1. MAILING
GMCVB MAILS COPIES TO PROSPECTIVE VISITORS UPON REQUEST. IN 2018, THE GMCVB MAILED 14,800 COPIES WORLDWIDE.

2. WELCOME CENTERS
DISTRIBUTED AT WELCOME CENTERS IN KEY SITES AND ATTRACTIONS:
   • Art Deco Welcome Center / Miami Design Preservation League
   • Coconut Grove Chamber of Commerce
   • Coconut Grove Village West Visitor Center
   • Coral Gables Visitor Center
   • Downtown Miami Welcome Center
   • Historic Overtown Visitor Center
   • Key Biscayne Chamber Of Commerce & Visitors
     • LGBT Visitor Center
     • Little Havana Welcome Center
     • Miami International Airport Tourist Information Counter
   • Sunny Isles Beach Visitor Center
   • Surfside Tourist Bureau
   • Tourist Hospitality Center
   (Miami Beach Latin Chamber of Commerce)
   • Tropical Everglades Visitor Association (TEVA)
     • Visit Miami Beach — Visitors Center
   (Miami Beach Chamber of Commerce)

3. MIAMI HERALD INSERTION
INSERTED INTO THE MIAMI HERALD IN JUNE AND DELIVERED TO SUBSCRIBERS IN THE FOLLOWING ZIP CODES:
   • 33028 Pembroke Pines
   • 33126 Miami/Doral
   • 33133 Coral Gables
   • 33143 South Miami/Coral gables
   • 33156 Coral Gables/Pinecrest/ Kendall
   • 33181 North Miami
   • 33196 Kendall
MARKETING AMPLIFICATION

Newspaper Promotion

Ads promoting the GMCVB Family Fun Guide and the digital edition are placed in the Miami Herald and the Miami Herald digital replica on mh.com, which receives 6.2 MILLION PAGE VIEWS PER MONTH.
DIGITAL

The flip-book style digital edition is available online at MIAMIANDBEACHES.COM as well as other websites that attract travelers and digital magazine readers. Best of all, this digital publication generates nearly 50,000 ANNUAL PAGE VIEWS. These digital editions are also promoted through email blasts, on social media and through various online tactics.

SOCIAL MEDIA

To further support the publication, HCP Media creates UNIQUE POSTS ON ITS SOCIAL MEDIA accounts, highlighting key editorial content and linking our followers to the digital edition.

Check out our social media pages:
Facebook: @HCP medialInc
Twitter: @HCPmedia_
Instagram: @HCPmedia_
YouTube: HCP Media
LinkedIn: HCP Media
IN NUMBERS

Fast facts detail the value of advertising in the Family Fun Guide.

- **20,000** copies printed
- **14,800** copies mailed worldwide by the GMCVB
- **64,400** readers*
- **15** key welcome centers distributing publication
- **6.7 MILLION** monthly page views of Miami Herald digital replica on mh.com, where newspaper promotion ads run**
- **50,000** annual page views of digital edition on miamiandbeaches.com
- **9,500** Miami Herald subscribers in key zip codes

*Readership estimated by copies multiplied by national average family size. Source: Claritas, 2017
**Source: Adobe Analytics, 2019
ADVERTISING RATES
Full page premium / Inside Back Page: $10,300
Full page: $6,180
Half page: $4,120
Quarter page: $3,090
Premium Positions:
Back Page: $12,360
Inside Front Page Spread: $23,690
Inside Back Page: $11,330

DEADLINES
Ad space closing: 4/5/19
Materials due: 5/19/19
Publication date: June 2019

INQUIRIES AND SPACE RESERVATIONS
Chris Bennett
Regional Sales Director
T: 305-376-2038
E: cbennett@hcpmedia.com

Diana Plata
Advertising Sales Executive
T: 305-376-2197
E: dpiata@hcpmedia.com

Rina Solorzano
Senior Advertising Sales Executive
T: 305-376-2107
E: rsolorzano@hcpmedia.com

AD MATERIALS SHOULD BE SENT TO
Elizabeth Rindone
Advertising Services Coordinator
E: erindone@hcpmedia.com
T: 305-376-5203 • F: 305-995-8108

PAYMENTS
Make checks payable to:
HCP Media
P.O. Box 510657
Livonia, MI 48151

FAMILY FUN GUIDE MECHANICAL SPECIFICATIONS

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-page trim**</td>
<td>5 5/16”</td>
<td>8 1/4”</td>
</tr>
<tr>
<td>Full-page bleed</td>
<td>5 9/16”</td>
<td>8 1/2”</td>
</tr>
<tr>
<td>Half-page horizontal</td>
<td>4 1/2”</td>
<td>3 5/8”</td>
</tr>
<tr>
<td>Quarter page</td>
<td>2 1/8”</td>
<td>3 5/8”</td>
</tr>
</tbody>
</table>

**Hold live matter 3/8” from trim on all sides.

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.