



Louisiana Integrated Magazine Insert Campaign

SPRING 2014

ENTICE LOUISIANA TRAVEL FROM KEY TARGET MARKETS

Supported by Louisiana Office of Tourism, this high-impact, advertorial-driven integrated insert reaches Louisiana's key target markets.

HOW IT WORKS

8-page inserts into *Food & Wine*, *National Geographic Traveler* and *O, the Oprah Magazine*

- 750,000 total circulation

Digital Components Extend Your Reach with 6.6 Million+ Total Impressions

- Interactive Digital Version hosted on Coverleaf.com e-newsstand with 2.4 million subscribers
- 250,000 marketing emails to affluent opt-in travelers drive readers to digital edition
- 5.3 million+ Facebook ad impressions
- 1 million banner display impressions to Louisiana air travel searchers

Promotional emails

- Two email blasts, promoting sweepstakes, sent directly to 50,000 registered travelers

Reach savvy travelers in 3 influential magazines with one strategic buy!





Louisiana Integrated Magazine Insert Campaign
SPRING 2014

ISSUE	April/May 2014
ON SALE DATE	March/Aprils 2014
SPACE RESERVATION	December 6, 2013
MATERIALS DUE	December 13, 2013

CIRCULATION	<i>Food & Wine</i> 200,000	<i>National Geographic Traveler</i> 150,000	<i>O, the Oprah Magazine</i> 400,000
MARKETS (vary by publication)	Washington D.C. Florida Illinois Michigan New York	Washington D.C. Florida Illinois Michigan Missouri Texas	Florida Missouri New York Texas

RATES	NET	GROSS
Full Page	\$25,577	\$30,090
Half Page	\$15,346	\$18,054
Quarter Page	\$8,952	\$10,532
Eighth Page	\$5,115	\$6,018



INFORMATION IS SUBJECT TO CHANGE.

**SPACE IS LIMITED.
 Reserve yours today!**



Danah Heye
 Regional Account Manager
 727-542-5462 (MOBILE)
 dhey@maddenmedia.com

FOR MATERIALS SPECIFICATIONS,
 PLEASE CONTACT:

Erin Kelly
 Account Project Coordinator
 520-232-2640 | 520-322-9438 (FAX)
 ekelly@maddenmedia.com

Natalie Bedolla
 Account Project Coordinator
 520-232-2641 | 520-322-9438 (FAX)
 nbedolla@maddenmedia.com

maddenmedia
 connecting people to places

