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CONDÉ NAST

HILTON HEAD ISLAND

Condé Nast Reader's Choice Awards Partner Co-Op Program



For the third year in a row, Hilton Head Island was named the #1 Island in the U.S. by *Condé Nast Traveler* magazine. In partnership with *Condé Nast Traveler*, the Hilton Head Island Visitor and Convention Bureau plans to highlight Hilton Head Island as a cultural hot-spot for travelers of any age and entice users to experience Lowcountry living for themselves.

9M TOTAL AUDIENCE 61% FEMALE

\$105K+

GATEFOLD PRINTED PIECE

- Timed with the Reader's Choice Awards, Hilton Head Island and hotel partners can showcase their unique attributes & amenities through custom storytelling
- Custom designed pages can include supplied imagery, copy and logos of all partners ad unique call-to-actions per partner
- Gatefold runs within the Reader's Choice Awards editorial section and includes three (3) custom-designed ad pages and one (1) editorial page



E-NEWSLETTER

Traveler Hilton Head Island Motoring Festival: Destination d'Elegance

Hitton Head Maind is renowned for its prisine beaches, premier resorts, impeccable golf courses and one-of-a-kind Lorecourtry experiences. Come the first excellent in November (Nov. 3-S), when the natural beauty of the Lowecourtry takes a "back sea" is as some of the world's premier automobile collectors dain center stage for the Hitton Head Island Motoring Festival & Concours of Elegance. Fail on Hitton Head Island Island is slight. The weather perfection and the versit skill ris high gave. "Hitton Head Island provides the perfection set where which kind in high gave." Hitton Head Island provides the perfection and the versit skill ris high gave." Hitton Head Island provides the perfection and the versit skill ris high gave it flows the support of the very set of the perfection and machine. Here, he bett, the brights and the most passionate automotive and aeronaudic dreams of yesterday, today, and tomorrow come to life right before your eyes.

Book your vacation now hiltonheadisland.org/concours

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- 100% SOV messaging in CNT's daily e-newsletter, The Daily Traveler deployed to 750,000 engaged opt-in subscribers
- Includes headline, 25 words of copy, 1 image and link to partner website
- Run dates include:
 - Mid September
 - Fnd of October

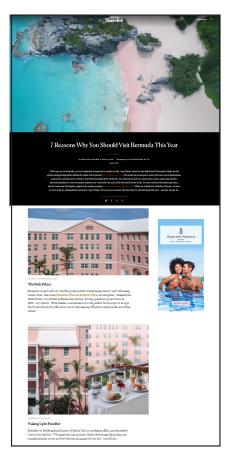
ADDED VALUE

Opportunity to promote via the Hilton Head Island VCB Channels to provide further exposure to your brand.

One (1) dedicated organic social post on Hilton Head Island VCB Facebook



NATIVE ARTICLE



- CNT will create two (2) custom articles that provides a cohesive guide to Hilton Head Island-from what to see, where to stay, and things to do plus restaurants you can't leave without visiting.
- Launches Fall 2018
- Opportunity to include & tout co-op partners such as museums, hotels, etc. Each article will crosspromote two other articles with text links. providing a cohesive user experience

