

CONFIDENTIAL

# 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+**  
MEDIAN HHI

## 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



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## E-NEWSLETTER

**Hilton Head Island Motoring Festival: Destination d'Elegance**

Hilton Head Island is renowned for its pristine beaches, premier resorts, impeccable golf courses and one-of-a-kind Lowcountry experiences. Come this first weekend in November (Nov. 3-5), when the natural beauty of the Lowcountry takes a "back seat" as some of the world's premier automobile collectors claim center stage for the Hilton Head Island Motoring Festival & Concours d'Elegance. Fall on Hilton Head Island is idyllic. The weather is perfection and the events kick into "high gear." Hilton Head Island provides the perfect backdrop to showcase the century-old love story between man and machine. Here, the best, the brightest, and the most passionate automotive and aeronautic dreams of yesterday, today, and tomorrow come to life right before your eyes.

**Book your vacation now.**  
[hiltonheadisland.org/concours](http://hiltonheadisland.org/concours)

HILTON HEAD ISLAND  
 South Carolina  
 MOTING FESTIVAL & CONCOURS D'ELEGANCE

TO RENEW OR SUBSCRIBE TO CONDÉ NAST TRAVELER, PLEASE [CLICK HERE](#).

- 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
  - End 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

**7 Reasons Why You Should Visit Bermuda This Year**

**The Pink Palace**

**Waking Up in Paradise**

- 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 cross-promote two other articles with text links, providing a cohesive user experience

One (1) exclusive newsletter advertisement to Hilton Head Island VCB 141K+ insiders

**The Sea Pines Resort Escape Vacation Package**

Your Escape Vacation Package includes up to 20% off select home and villa stays; \$100 resort credit redeemable for golf, dining and activities; no reservation deposit due until 90 days prior to arrival, and more!

[Book Today](#)