



2019 DEPARTURES Partnership

DEPARTURES, a luxury magazine, is the ultimate resource for one-of-a-kind experiences, featuring the world's best for travel, hotels, shopping, fashion, culture helping an affluent audience look their best, experience the world, improve their well-being and live their most interesting and fulfilling life.

The Savannah/Hilton Head International Airport and the Hilton Head Island-Bluffton Chamber of Commerce will partner with *DEPARTURES* to complement our inaugural efforts, April 2019 edition, to ensure a robust print partnership. Our continued efforts will allow for a constant drumbeat of our brands to a key demographic that allows for us to build awareness and ultimately generate demand for travel into this market.

Their Readership at a Glance:

- \$ 4.3 million, Total Net Worth
- \$ 474,000, Household Income
- 3.6, Properties Owned
- 31%, Company Owner / Partner
- 19 years, American Express Membership
- 11 trips, Leisure Trips per Year
- 8 trips, Business Trips per Year
- 56 years, Average Age
- 52% / 48%, Readership M/ F
- 3.5, Readers per Copy
- 453,800 copies, Ttl Circulation
- 1.59 million readers, Ttl Readership
(projected to exceed 2M by EOY 2019)

Serving as the reliable and trusted source of inspiration for those on the quest for extraordinary experiences and superlative items, DEPARTURES' network of over 120 editors, correspondents and journalists scour the globe for the unique, the new and the remarkable. The result — print lifestyle companions to which readers regularly and actively turn when planning their next trip, purchase or investment opportunity

- 95% rate their American Express magazine as enjoyable to read
- 83% take inspiration from their magazine for their next travel destination
- 80% have read each of the last four issues
- 79% view their magazine as a valuable benefit of their American Express membership
- 44 Minutes spent reading each issue

Strategy and Partnership

Overview:

Savannah/Hilton Head International Airport and Head Island will shine with custom content noting convenient access and inspiring travel to this very special barrier island in South Carolina. The DEPARTURES campaign will highlight the amazing opportunities that make the island one of the most buzzed-about destinations, and how seamless it is to travel to the destination via the Savannah Hilton Head International Airport.



HILTON HEAD ISLAND-BLUFFTON
CHAMBER OF COMMERCE



Print Details:

September Edition

- 30th Anniversary Issue
- Top Seven Market (700,000 Circ)
- Brand Page+Plus Adv

October Edition

Partnership Investment:

- **\$93,000**

- Annual Destination-California Issue
- East of the Mississippi
- Full Page

November/December Edition

- Winter Escapes Section
- Circ NYC Metro/Florida (450,000)
- Brand Page+Plus Adv

Agreed to and Accepted by:

Stephen S. Green
Chairman
Savannah Airport Commission

Agreed to and Accepted by:

William G. Miles
President & CEO
Hilton Head Island – Bluffton
Chamber of Commerce