

INTEGRATED MARKETING

2012 MERCHANDISING CAPABILITIES

IN-BOOK

- Onboard: Promotional Page
- T+L Explorer: Reader Service Listings

ONLINE

- Custom Dedicated Email
- Hot Deals Weekly Newsletter
- Vacationist
- Sweepstakes
- Check-In Promotion Site
- Social Media Outreach
- TLEXplorer.com

DATABASE

- American Express Cardmember Access
- Subscriber Direct Mail
- Elite Traveler

EVENT MARKETING

- **Platform Programs:** Travel + Leisure Global Bazaar, World's Best Awards, Design Awards
- **Epicurean Festivals:** Atlanta Food & Wine Festival, Pebble Beach Food & Wine

CUSTOM ADVERTISER EVENTS

- Issue Release Parties
- In-Store Events
- Travel Agent Dinners

HOSPITALITY ACCESS

- Hotel / Resort / Spa Programs
- Concierge Access
- Turndown Experiences

TRAVEL TRADE ACCESS

- **Experts:** Travel Agent Advisory Board (TAAB), Virtuoso, American Express Consumer Travel Network
- Database / Email
- Trade Shows
- Focus Group Series
- Incentive Rewards
- American Express Travel Concept Stores

STORES CROSS MEDIA

- CNN / CNN Airport
- LX TV
- Plum TV
- T+L Airport Stores
- Outdoor Advertising

PARTNERSHIP MARKETING / PRODUCTS DIVISION

- Subscription Programs
- AMEX Appointment Books
- Branded Books

RESEARCH

- Ambassador's Network
- MRI Admeasure Reports
- Custom