



FAMILY FUN GUIDE

GREATER MIAMI CONVENTION
& VISITORS BUREAU

2019
MEDIA KIT



*Reach your target market with our
results-oriented multimedia publishing program*

Targeted to visiting and local families, the **GMCVB FAMILY FUN GUIDE** focuses on child-oriented activities and attractions throughout Miami. The publication is **POCKET-SIZED** and convenient for parents to take along and consult on the go.

PUBLISHED IN JUNE, your ad will be seen by **64,400 READERS** as they make plans for their summer vacation.



CUSTOM CONTENT & DESIGN

Feature Sections

Focusing on all there is FOR FAMILIES to see, do and experience in Miami, these guides boast ENTERTAINING CONTENT and INSIDER INFORMATION.

- Attractions • Museums • Arts & Culture • Accommodations
- Transportation • Calendar of Events • Visitor Information Centers

MUSEUM FUN

LEARN AND EXPLORE

Museums in Greater Miami and the Beaches explore every imaginable theme, from the marvels of space and tech, to the wonders of our planet and the richness of our cultural tapestry...all catering to curious young minds.

Take Your Kids
Miami offers the chance to ponder the galaxy's secrets in the 13th-century ancient Spanish Monastery. It's also possible to get a hands-on look at the technology of the Philip and Patricia Frost Museum of Science in the afternoon. Kids can experience the thrill of sailing on a ship aboard the USS Intrepid, and the top of Miami's newly revised Bayside is full of the excitement of the Florida Museum and Gardens to planter. In the nearby South Beach, there's more than one place offering kids a fascinating glimpse of the past while learning from the future.

Art & Adventure
Miami art scenes are everywhere. The Miami Children's Museum is a great place to start, with its interactive exhibits and hands-on experiences. For a more traditional museum experience, visit the Art Museum of the Americas. The newly renovated Art Museum of the Americas is a great place to start, with its interactive exhibits and hands-on experiences. For a more traditional museum experience, visit the Art Museum of the Americas.

Edison Trip
There's nothing a budding inventor's imagination will find at the Edison Museum. Located in the heart of Miami, the museum is a tribute to the life and work of Thomas Edison. Kids can see the original light bulb, the first phonograph, and the first motion picture camera. The museum also features a variety of interactive exhibits and hands-on experiences.





OUTDOORS

YOUR BEACH WITHIN REACH

Miami is a natural water sports haven where families ride the waves on Jet Skis, sailboats, speedboats and catamarans. Or they can take the day and drift along blue Atlantic waters, looking for game fish. Closer to the sparkling shoreline, kayaking and stand-up paddle boarding take "family beach day" to the next level.

Jet Ski Fun
There are thrill, fun and something to be learned in Greater Miami and the Beaches. Jet Skiing is a fun and exciting way to spend the day. Kids can experience the thrill of riding a Jet Ski on the water. There are many Jet Ski rental companies in Miami, and kids can find a Jet Ski that is just what they need. Jet Skiing is a fun and exciting way to spend the day.

The Fishing Party
From fishing to boating and kayaking, Everglades National Park has many adventures for all ages. Everglades National Park is a great place to go for a family day. Kids can experience the thrill of fishing, boating, and kayaking. There are many activities to do at Everglades National Park, and kids can find something to do for everyone.

Spook Fun
Two days World's Scariest Escape the Miami, Miami, from the 1980s Miami "Miami Heat" and the NFL is a great place to go for a family day. Kids can experience the thrill of escaping the Miami, Miami, from the 1980s Miami "Miami Heat" and the NFL. There are many activities to do at the Miami, Miami, from the 1980s Miami "Miami Heat" and the NFL.



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MARKETING AMPLIFICATION

Print Distribution

1

MAILING

GMCVB MAILES COPIES TO PROSPECTIVE VISITORS UPON REQUEST. IN 2018, THE GMCVB MAILED 14,800 COPIES WORLDWIDE.

2

WELCOME CENTERS

DISTRIBUTED AT WELCOME CENTERS IN KEY SITES AND ATTRACTIONS:

- Art Deco Welcome Center/
Miami Design Preservation League
- Coconut Grove Chamber of Commerce
- Coconut Grove Village West Visitor Center
 - Coral Gables Visitor Center
- Downtown Miami Welcome Center
- Historic Overtown Visitor Center
- Key Biscayne Chamber Of Commerce & Visitors
 - LGBT Visitor Center
 - Little Havana Welcome Center
 - Miami International Airport
Tourist Information Counter
 - Sunny Isles Beach Visitor Center
 - Surfside Tourist Bureau
 - Tourist Hospitality Center
 - (Miami Beach Latin Chamber of Commerce)
- Tropical Everglades Visitor Association (TEVA)
 - Visit Miami Beach — Visitors Center
(Miami Beach Chamber of Commerce)

3

MIAMI HERALD INSERTION

INSERTED INTO THE *MIAMI HERALD* IN JUNE AND DELIVERED TO SUBSCRIBERS IN THE FOLLOWING ZIP CODES:

- 33028 Pembroke Pines
- 33126 Miami/Doral
- 33133 Coconut Grove
- 33143 South Miami/Coral gables
- 33156 Coral Gables/Pinecrest/ Kendall
 - 33181 North Miami
 - 33196 Kendall

MARKETING AMPLIFICATION

Newspaper Promotion

Ads promoting the *GMCVB Family Fun Guide* and the digital edition are placed in the *Miami Herald* and the *Miami Herald* digital replica on mh.com, which receives 6.2 MILLION PAGE VIEWS PER MONTH.

TROPICAL LIFE
New cookbook revamps Jewish classics to focus on healthful eating.

SPORTS
Heat beats Raptors, 90-89; punches thrown, players ejected.

MIAMI HERALD

ENVIRONMENT
Florida dropped from offshore drilling plan

After a short meeting Tuesday between Sen. Mark Leno and U.S. Interior Secretary Ryan Zinke, the Florida administration said it had scaled its drilling bid off and get off the coast of Florida.

LEGISLATIVE SESSION OPENS AMID TURMOIL

Facing the end of the term, Sen. Mark Leno delivered an impassioned plea to the state address on the first day of the legislative session Tuesday. The Republican governor addressed legislative priorities, including \$22 billion in right-to-work issues.

Two South Florida lawmakers admit affair and apologize

Two Florida legislators admitted Tuesday morning they had an affair, and one of them has a child. The lawmakers are Sen. Dan Claitor and Rep. Dan Claitor.

TRUMP SUGGESTS 2-PHASE DEAL FOR 'DREAMERS'

President Donald Trump on Tuesday suggested a two-phase deal for undocumented immigrants who arrived in the United States as children.

MIAMI FOR FAMILIES

The Greater Miami & the Beaches Family Fun Guide is Miami's favorite "grab-and-go" guide to top attractions, dining, shopping and neighborhoods. This softcover fun-sized guide is the reliable, know-it-all companion you need for your next Miami adventure.

The **GMCVB Family Fun Guide** ends up in the hands of more than 192,000 visitors every year. Pick up a copy at more than 117 locations and visitor centers throughout Greater Miami, or upon request. Don't want to wait? You can also download right now at:

GMCVBFAMILYFUNGUIDE.CUSTOMTRAVELMAGS.COM

HCPmedia

MARKETING AMPLIFICATION

Digital & Social Media Promotion



DIGITAL

The flip-book style digital edition is available online at MIAMIANDBEACHES.COM as well as other websites that attract travelers and digital magazine readers. Best of all, this digital publication generates nearly **50,000 ANNUAL PAGE VIEWS**. These digital editions are also promoted through email blasts, on social media and through various online tactics.

SOCIAL MEDIA

To further support the publication, HCP Media creates **UNIQUE POSTS ON ITS SOCIAL MEDIA** accounts, highlighting key editorial content and linking our followers to the digital edition.



Check out our social media pages:

Facebook: @HCPmediaInc

Twitter: @HCPmedia_

Instagram: @HCPmedia_

YouTube: HCP Media

LinkedIn: HCP Media

IN NUMBERS

Fast facts detail the value of advertising in the *Family Fun Guide*.

20,000
copies printed



9,500
Miami Herald subscribers
in key zip codes

14,800
copies mailed
worldwide by the
GMCVB



64,400
readers*

15
key welcome
centers distributing
publication



6.7 MILLION
monthly page views
of *Miami Herald* digital
replica on mh.com,
where newspaper
promotion ads run**

50,000
annual page views of
digital edition on
miamiandbeaches.com

*Readership estimated by copies multiplied by national average family size. Source: Claritas, 2017
**Source: Adobe Analytics, 2019

SPECIFICATIONS & RATES

ADVERTISING RATES

Full page premium	
/ Inside Back Page:	\$10,300
Full page:	\$6,180
Half page:	\$4,120
Quarter page:	\$3,090
Premium Positions:	
Back Page:	\$12,360
Inside Front Page Spread:	\$23,690
Inside Back Page:	\$11,330

DEADLINES

Ad space closing:	4/5/19
Materials due:	5/19/19
Publication date:	June 2019

INQUIRIES AND SPACE RESERVATIONS

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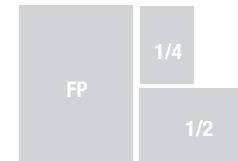
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PAYMENTS

Make checks payable to:
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P.O. Box 510657
Livonia, MI 48151

FAMILY FUN GUIDE MECHANICAL SPECIFICATIONS

Ad Size	Width	Height
Full-page trim**	5 5/16"	8 1/4"
Full-page bleed	5 9/16"	8 1/2"
Half-page horizontal	4 1/2"	3 5/8"
Quarter page	2 1/8"	3 5/8"



**Hold live matter 3/8" from trim on all sides.

1. Electronic files are to be sent in Macintosh format only. Accepted programs include Adobe Photoshop, Adobe Illustrator and Adobe InDesign. Include all PostScript and screen fonts. Include all images as EPS, JPEG or TIFF in high resolution (at least 300 DPI at 100 percent) as CMYK. If files are not provided as CMYK, then we will be forced to convert the color and we cannot guarantee an exact match of color on press. PDF/X-1a files are preferred.
2. A color proof must accompany each ad for all formats, otherwise HCP Media will not accept liability for files that do not print correctly.*
3. Live material not intended to bleed must be kept at least 3/8" from all sides to allow for trim.
4. Double-page spreads: Perfect alignment of type or design across the gutter of two facing pages is not guaranteed.
5. Live matter in the facing-page subject cannot be closer than 1/8" to the gutter.

*If a high-quality color proof/Matchprint such as Kodak Approvals or Epson (or similar analog proofs with a color control bar) are not provided, then we cannot guarantee color. Please note that all proofs must be made according to SWOP standard. Proofs that do not meet these criteria cannot be used for color matching.