

## CONDÉ NAST

# *Visit Florida* | 2025–2026

Condé Nast knows how important it is for our Visit Florida partners to tell their story with efficiency and scale. Which is why we've created a special package to help spread the love from the premium pages of our issues to the inboxes of our loyal audiences. The following opportunities provide engaging offerings designed to promote your Florida resort or destination to our engaged and ready travelers.

#### Influence Across Platforms

Bon Appétit Print Readers 6.1M	Condé Nast Traveler Print Readers 3.5M
Digital	Digital
7.7M	6.4M



- Reaching Florida Travelers
  - o CNT: 240 Index | BA: 165 Index
- Beach Vacationers
  - o CNT: 218 Index | BA: 262 Index
- Traveler Influentials
  - o CNT: 196 Index | BA: 128 Index

#### **CNT READERS LOVE FLORIDA**

- 85% agree Florida would be a great place to take a family vacation
- 81% agree Florida would be a memorable vacation spot
- 78% agree the ads in CNT are helpful in planning a trip to Florida

#### **CIRCULATION**

- Bon Appétit: 805,943
- Condé Nast Traveler: 712,343

# CONTACT FOR MORE DETAILS: HEATHER STOLL DE ARMAS

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# PRINT OPPORTUNITIES *Visit Florida* | 2025-2026

## CONDÉ NAST

#### Condé Nast Traveler

In a special Visit Florida section we'll highlight stories of beaches, hotels, and coastal charm to inspire our discerning travelers to take their next trip to Florida. As domestic travel continues to trend, there is no better audience to reach than CNT's loyal readers.

#### **Custom Advertorial**

Participating partners will receive an advertorial equal to the size of a supplied ad in our Visit Florida section. Your supplied assets will be curated in a special template that is consistent with CNT's signature style & voice. VF logo included on advertorial page.

#### **CNT National Page Rates**

Full page + Advertorial: \$52,214 net
 1/2 page + Advertorial: \$40,582 net
 1/3 page + Advertorial: \$20,096 net

### Bon Appétit

Bon Appetit features the best of the foodie lifestyle, with features on great culinary getaways, inspiration, recipes and a who's who of food innovators. With vibrant inbook opportunities, we'll introduce readers to the Food of Florida, spotlighting the local dining scene and partners.

#### **Custom Advertorial**

BA will align Visit Florida co-op partners with premium in-book food + travel content in select issues, creating an advertorial that motivates readers to experience the state. Visit Florida logo included.

#### **BA National Page Rates**

Full page + Advertorial: \$48,061 net1/2 page + Advertorial: \$28,513 net

#### \*\*SPECIAL COMBINATION RATE \*\*

- CNT Dec 2024 + BA Dec/Jan 2024/25: \$90,000 net
- CNT May/June 2025 + BA April 2025 \$90,000 net

#### **ADDED VALUE**

#### Full Page (per brand)

- (1x) 1/6 Listing in CNT/BA In-Book Section
- (1x) Dedicated Email to 15,000 Subscribers
- (lx) Custom Research Question for Advertorial Page

#### 1/2 page (per brand)

• (lx) Dedicated Emails to 15,000 Subscribers

#### **CONDÉ NAST | ISSUE DATES**

#### Condé Nast Traveler

December 2025: Winter Sun

- o Advertorial Commitment Due: 7.22.25
- o Brand Ad Due: 9.11.25
- o On Sale: 11.4.25

#### May/June 2026: The Hot List

- o Advertorial Commitment Due: 1.8.26\*
- o Brand Ad Due: 2.27.26\*
- o On Sale: 4.23.26\*

#### **Bon Appétit**

December 2025/January 2026: Holiday

- o Advertorial Commitment Due: 8.14.25
- o Brand Ad Due: 10.01.25
- o On Sale: 11.25.25

#### April 2026: Travel Issue

- o Advertorial Commitment Due: 12.3.25\*
- o Brand Ad Due: 1.23.26\*
- o On Sale: 3.18.26\*

#### Contact us for deadline extensions.

\*Issue dates and themes subject to change. 2026 information based on 2025. Note: Materials due date to coincide with close date.



