


2010 CARIBBEAN GETAWAYS

Special Advertising Section ■ November/December

Special Advertising Section Caribbean Getaways

▶ DESTINATION: PARADISE



Caribbean Getaways Special Advertising Section



▶ Bahía Beach Resort & Golf Club

Masterfully Planned, Naturally Perfect

Bahia Beach is one of the Caribbean's finest residential and resort destinations. Bahía Beach is a 400-acre of prime coastal palm and water features from within 20 minutes driving distance of St. John. The community boasts a magnificent beachside view of sandy beach, a challenging 20-hole golf course designed by Robert Trent Jones, Jr. and beachside dining.

World renowned St. Regis® Hotels & Resorts will operate the historic St. Regis, St. Regis Bahia Beach, Puerto Rico, which will include an ultra-luxurious hotel and residences. It is a stellar center of excellence that will be open in 2010. Available for those residents seeking a magnificent Bahía Beach experience will be a variety of homes including luxurious St. Regis Residences, Los Cabareños estate homes, smart residences, golf and ocean view villas and beachfront townhomes.

Bahía Beach is strategically situated along the coast in northeastern Puerto Rico, bounded by the majestic El Yunque National Park and two scenic views along Route 287 at Kilometer 4.2 in the city of Río Grande. This resort community is the first in Puerto Rico to be awarded with a Gold Audubon International Signature Sanctuary Certificate for its environmental practices.

Scheduled to open in Fall 2010, the St. Regis Resort promises the highest levels of service and luxury. The resort's accommodations will feature spectacular views from private open terraces of the sparkling sea to the north or the mountains to tropical forestland to the south.

In keeping with St. Regis' unparalleled standards of hospitality, the resort will feature the signature St. Regis Butler and St. Regis® Concierge, a world-class Bahía Beach Spa and Fitness Center, a 270-seat Chef Jean-Georges Signature Restaurant as well as 60 world-class St. Regis Restaurants, retail shops and beachfront pool facilities for adults and kids.

For more information please contact Scott Cochran, Sales Director of Bahia Beach Resort & Golf Club at 808.282.0800 or email at scott@bahiaresort.com or visit www.bahiaresort.com.

Caribbean Getaways Special Advertising Section



▶ Christophe Harbour, St. Kitts

Undiscovered. Destined to be unsurpassed.



A vibrant new Caribbean port of call is emerging on St. Kitts. By yacht, by jet, those who can... will be here. Christophe Harbour features dramatic peaks rising above turquoise seas and quiet beaches—a serene contrast to the bustling energy of the planned mega-yacht harbour and marina village.

Christophe Harbour Peak Estate has recently announced its latest property release—the Bungalows at Sandy Bank Bay, the first built-for-sale product of Christophe Harbour. In this very limited offering, only 14 elegant, hillside, set upon the hillside and along the beach at Sandy Bank Bay are available for purchase. The Bungalows at Sandy Bank Bay will feature distinctive architecture and creature comforts including a private plunge pool, exquisite furnishings, and brilliant views. Just a few steps away, owners and guests will revel in the dining, pools, activities, and exceptional services of the exclusive Beach Club, which will soon be under construction.

In addition, Christophe Harbour owners and guests will enjoy some of the Caribbean's finest amenities, including the mega-yacht marina that will be the centerpiece of this elite community. The marina village will be a lively gathering place with chic waterside cafes and stylish visitors strutting the promenade, taking in the sights and sounds of a world of sophisticated choices—restaurants, boutiques, nightspots, and hotels—will fringe the harbor's edge. Tom Fazio's mud-play course will thrill golfer's with incredible views of the Atlantic, Caribbean, and nearby Nevis.

A world-renowned team led by Kiawah Development Partners, known for its resort/real estate community of Kiawah Island, South Carolina, and The Lodge at Doonbeg Golf Club in Ireland, brings its formidable expertise to Christophe Harbour's development. Together with Fazio Golf Course Designers and leading hotel, hospitality, environmental, engineering, and design firms, this team is creating a new breed of destination that offers a world of ownership possibilities.

Be among the first to discover Christophe Harbour, St. Kitts, and to explore these opportunities, which range from marina slips to oceanfront residences and hillside homesites.

Visit www.christopheharbour.com to request your Christophe Harbour Guide, or contact 866.791.3895 or info@christopheharbour.com

As seen in Departures, November/December 2009

Caribbean Getaways, where luxury meets the sea. Affluent global nomads in search of the most exclusive Caribbean resorts and properties turn to Departures Magazine's annual section for inspiration. It's the premier winter getaway guide for over 1 million* Platinum Card® and Centurion® members from American Express who desire the best of everything in the Caribbean and beyond.

DEPARTURES
www.departuresmediakit.com

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CUSTOMIZED ADVERTORIAL

Match your ad with custom advertorial to promote destinations, spa and wellness properties to affluent buyers. To participate in **Caribbean Getaways**, simply provide copy points and images; *Departures* will create a custom advertorial that describes the details and amenities of your property, sized to match and enhance your advertisement.

ONLINE INTEGRATION

Caribbean Getaways will appear on *Departures.com* in conjunction with the November/December 2010 issue. The section will be exclusively available on the site for Platinum Card® and Centurion® members for two months. Thereafter, the section will be available to all visitors on *DeparturesUltimatelyConnected.com*, *Departures'* promotional website. Each advertiser's section will contain a link to the property's website.

READY TO TRAVEL*

- The Caribbean ranks #2 in travel destinations outside the U.S. planned for the next 12 months
- 80% of readers plan to travel outside the U.S. for vacation/leisure in the next 12 months
- 6% of *Departures* reader households have purchased real estate while traveling, while 8% are likely to do so in the next 12 months

READER PROFILE**

Median Age	53
Married/Partner	79%
Graduated College +	77%
Professional/Managerial	97%
Avg. HH Income	\$565,000

COMMITMENT AND ADVERTORIAL MATERIAL CLOSING

August 26, 2010

AD MATERIAL CLOSING

September 9, 2010

2010 ADVERTISING RATES GROSS (4/C)

Full Page	\$83,500
1/2 Page	\$50,100

All rates are gross and agency commissionable. Contractual provisions of *Departures* standard rate card apply. No cancellations will be accepted after commitment and advertorial material closing date due to efforts needed to write and design the advertorial. For ad specifications for full and 1/2 page units, please refer to the *Departures* specifications sheet available online at *DeparturesMediaKit.com*.

REQUIRED MATERIALS

- Hi-res (total dot density of 300) jpeg or tiff file(s) for 2 to 3 images
- Press kits and/or press materials

SEND PRODUCTION/PRESS MATERIALS

Departures Magazine / Erin Nappi
1120 Avenue of the Americas, 11th Floor
New York, NY 10036
Phone: 646.366.8603 / Fax: 212.827.6413
Email: erin.l.nappi@aexp.com

FOR MORE INFORMATION

Contact Your *Departures* Sales Representative or

Madelyn A. Roberts	Karen J. Uzel
Lifestyle Advertising Director	Luxury Advertising Director
Phone: 212.827.6407	Phone: 212.382.5781

Email: mediainfo@departures.com

NATIONAL CIRCULATION 1.1 Million***

*SOURCE: DEPARTURES LUXURY ADVISORY BOARD, 2008 TRAVEL SURVEY

**SOURCE: DEPARTURES READERSHIP SURVEY, 2006

***SOURCE: DEPARTURES JUNE 2009 BPA PUBLISHER'S STATEMENT