

2010 RENEW YOUR SPIRIT

Special Advertising Section ■ March/April

Special Advertising Section

RENEW your SPIRIT



It's been said, "long for heaven, tranquility." These days, but so elegant retreats rejuvenate and is greater than Welcoming you offer the perfect in beautiful settings satisfying experience vast array of you

DEPARTURES' RE YOU TO THE NEW ENJOY, ALL THIS SIMPLY A QUEST MOST PRECISELY

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CANYON ranch

THE GOLD STANDARD IN HEALTHY VACATIONS
At Canyon Ranch, you'll find everything you expect from a great destination resort: serene, inspiring natural settings; award-winning, balanced, gourmet cuisine; state-of-the-art gyms and outdoor activities; world-class pampering — plus incomparable hospitality and an unmatched richness and depth of possibility. With resorts in Tucson, Arizona, and Lenox, Massachusetts, and a new community and hotel opening this spring in Miami Beach, Canyon Ranch is the savvy traveler's choice for the vacation of a lifetime.

THE LUXURY OF CHOICE
A stay at Canyon Ranch in the serene Sonoran Desert of Southern Arizona or the lush Berkshire Mountains of Massachusetts will allow you to explore your self, your life, and your health in a comfortable, supportive, undisturbed environment. Enjoy a scenic hike through the woods or canyons, try a dance or cooking class, indulge in delightful gourmet spa cuisine or unwind during a relaxing massage. Fine-tune your workout with the help of an expert, get your annual physical or indulge in a delicious body treatment or facial — at Canyon Ranch, the choice is yours. Tens of thousands of guests — most of whom return again and again — have found a healthier, more vital way of life, and, of course, an incomparable getaway. You've never been anywhere where every moment belongs so completely to you.

CANYON RANCH & MIAMI BEACH

CANYON RANCH AND MIAMI BEACH — A BEAUTIFUL FUSION
Opening this spring in a stunning city, Canyon Ranch Miami Beach is the latest expression of Canyon Ranch's unique devotion to pleasure, natural beauty, luxury and health. With oceanfront dining, more than 700 feet of unspoiled white beach, a classic, fully remodeled building, exquisite spa services and 150 luxury suites, this is a hotel where you'll save every hour. Among your practically endless choices — Aquasana™, North America's most complete suite of European-inspired thermal experiences, complete integrative health and healing services: surfing, kayaking, beach walks and golf; and the countless pleasures of one of the world's most vibrant cities.

VISIT CANYONRANCH.COM OR CALL 800-742-9000 FOR MORE INFORMATION.




As seen in *Departures*, March/April 2009

FINDING BALANCE—while spa techniques may be as old as time, the spa experience continues to evolve. And *Departures'* annual spa section helps readers pinpoint the destination spas, hotel spas, and day spas that best suit their lifestyle. Whether our readers are looking for a new fitness regimen, total relaxation, natural healing, or innovative ways to enrich body, mind, and soul, this motivational guide is their trusted resource. Showcase your spa services to today's most sought-after luxury consumers—over 1 million* Platinum Card® and Centurion® members from American Express.

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 **Renew Your Spirit**, 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

Renew Your Spirit will appear on *Departures.com* in conjunction with the March/April 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 on *DeparturesUltimatelyConnected.com*, *Departures'* promotional website. Each advertiser's section will contain a link to the property's website.

WHY DO DEPARTURES READERS LOOK SO GOOD & FEEL SO GREAT?*

- 50% say *Departures* influences their cosmetics/skin care purchasing decisions
- 50% plan to visit a spa 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

December 18, 2009

AD MATERIAL CLOSING

January 13, 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
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FOR MORE INFORMATION

Contact Your *Departures* Sales Representative or

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Lifestyle Advertising Director	Luxury Advertising Director
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NATIONAL CIRCULATION 1.1 Million***

*SOURCE: 2007 & 2008 DEPARTURES LUXURY ADVISORY BOARD SURVEYS
** SOURCE: DEPARTURES READERSHIP SURVEY, 2006

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