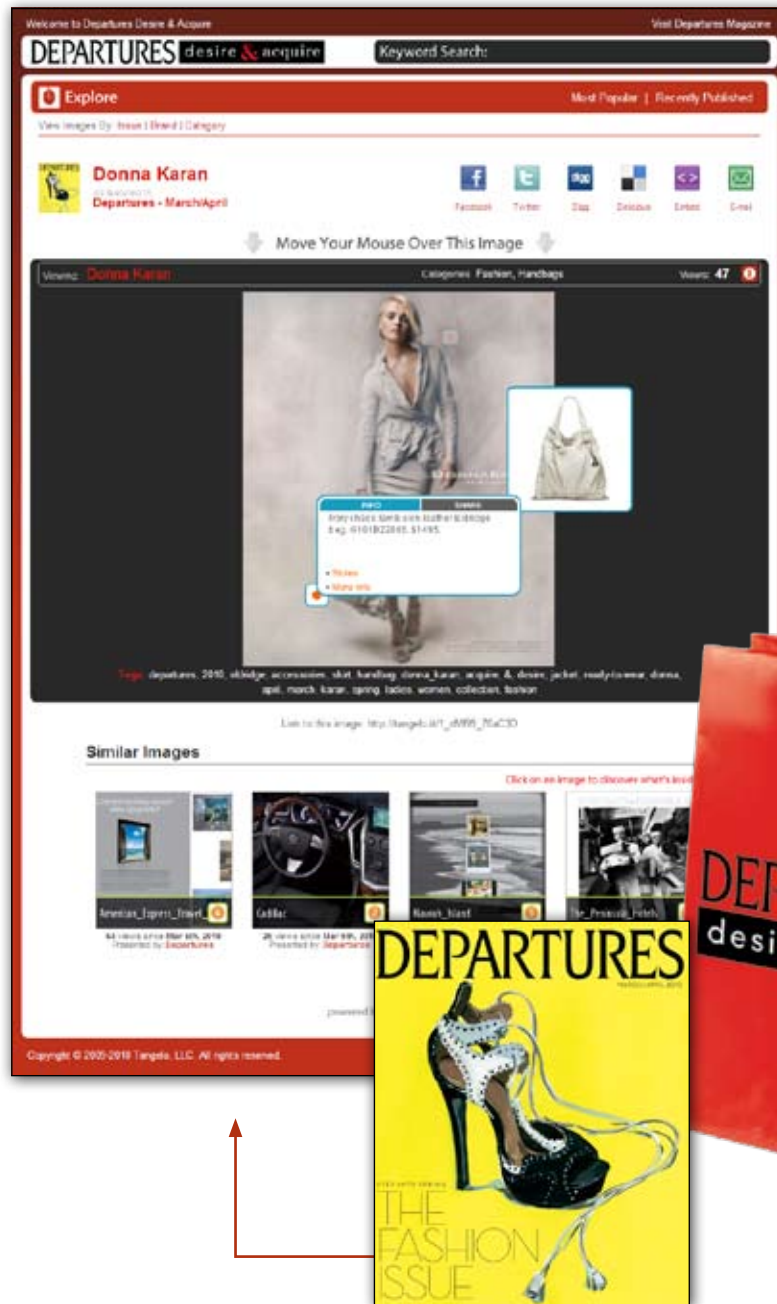


2010 DESIRE & ACQUIRE

An Online Shopping Experience for the Luxury Consumer



SOCIAL NETWORKING & VIRAL CAPABILITIES DELIVER THE NEXT GENERATION OF ONLINE SHOPPING

Over 1 million* discerning, passionate, and affluent readers look to *Departures* as a resource for products and experiences of the highest quality. With enhanced features, the next generation of **DeparturesDesireAndAcquire.com**, the ultimate luxury resource, allows Platinum Card® and Centurion® members from American Express, and other like-minded consumers, to not only acquire what they desire but also share their finds through viral marketing and social networking capabilities. It's an unprecedented opportunity to extend your brand awareness and showcase your luxury goods and to services like-minded luxury consumers, prequalified, proven high-spending consumers, brand-loyal customers, and, most importantly, credit worthy individuals. With increased brand exposure on Facebook and Twitter, blogs, websites, and email, **DeparturesDesireAndAcquire.com 2.0** creates a robust marketing communication channel.

DEPARTURES
www.departuresmediakit.com

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DEDICATED LUXURY RESOURCE MICROSITE

A stand-alone microsite, **DeparturesDesireAndAcquire.com** showcases print ads alongside featured goods and services of participating *Departures*' advertisers. The next generation of **DeparturesDesireAndAcquire.com** offers partners enhanced online interactivity with users and increased viral buzz via social media sites. The updated browser offers smart navigation, allowing *Departures* readers and like-minded consumers to effortlessly search for advertisers by category, brand, or magazine issue. Newly featured flash technology and drive-to-purchase links allow for a deeper consumer experience with participating brands.

COMPONENTS CAN INCLUDE:

- Detailed descriptions and pricing of the products/services showcased in your print ad
- Immediate online purchasing (if available)
- Interactive catalogues
- Virtual tours and videos
- Special-offer opportunities
- Links to your website
- Directions to your nearest retail location
- One click directs links to social media sites Facebook and Twitter
- Ability to embed images on blogs and websites or email to other like-minded consumers

PROMOTION

- Promotional ads in select 2010 issues of *Departures*
- Links on *Departures.com* and the magazine's promotional site, **DeparturesUltimatelyConnected.com**

ADVERTISER BENEFITS

- Extension of *Departures*, recognized as the luxury lifestyle sourcebook for today's most discerning and sophisticated consumers
- Drives Platinum Card® and Centurion® members—the highest-spending consumers from American Express—and other like-minded consumers directly to your products
- Immediate purchasing options boost online traffic and sales
- Product action links that direct the user from the brand image to the branded website are now part of the initial interactivity
- A robust online marketing program that allows luxury consumers the ability to share their passions and interests on key social media sites
- Participation will correspond with the *Departures* issue in which your ad is featured and will remain online during the full issue period

2010 ISSUES

January/February
March/April
May/June
July/August
September
October
November/December

MATERIAL DUE DATE

November 30, 2009
February 1, 2010
March 29, 2010
June 1, 2010
July 30, 2010
August 30, 2010
October 1, 2010

COMMITMENT

- Advertisers running a minimum of two full national pages are invited to participate in **DeparturesDesireAndAcquire.com**
- ALL advertiser categories are eligible

FOR MORE INFORMATION

Contact Your *Departures* Sales Representative or

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Lifestyle Advertising Director
Phone: 212.827.6407

Karen J. Uzel
Luxury Advertising Director
Phone: 212.382.5781

Email: mediainfo@departures.com

SEND PRODUCTION MATERIALS

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