

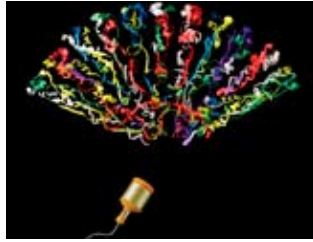
2010 NOTEWORTHY

In-Book and Online Promotional Page

Special Promotion

noteworthy

From luxury travel to elegant accessories, products that deserve your attention



MANDARIN ORIENTAL HOTEL GROUP

Perfectly located in the world's most prestigious destinations, our acclaimed collection of luxury hotels offer the ideal setting to celebrate any festive occasion. Call worldwide reservations toll free 866.526.6567 or visit mandarinoriental.com.



VDARA HOTEL & SPA

Directly connected to Bellagio in Las Vegas, Vdara is a sophisticated all-suite, non-smoking, non-gaming boutique hotel and spa with an international flair. Call 866.745.7767 or visit vdara.com.



ROLEX

The new 41mm Oyster Perpetual Datejust II makes an exquisite addition to the extensive selection within the Datejust family. It is a must-have for anyone who appreciates extraordinary timepieces. Available in stainless steel and 18kt white or yellow gold. Visit your Official Rolex Jeweler or rolex.com for more information.



MAXMARA ATELIER COAT

An opulent reinterpretation of the garment that made the brand, MaxMara's Atelier Coat Collection features 15 coats of impeccable fabrication and sophistication. For retail information call 1.866.MaxMara or visit maxmara.com.



NORWEGIAN CRUISE LINE

Beginning 2010, Norwegian Cruise Line's incredible new ship, Norwegian Epic, sails the Caribbean and is the next level of Freestyle Cruising®. Book today at epic.ncl.com or call your travel agent.

WORLDWISE

Register online to receive our monthly e-newsletter. WORLDWISE features exclusive offers, invitations to special events, and editorial previews of upcoming issues. Log on to departures.com. Enter your e-mail address to subscribe to WORLDWISE today.

DEPARTURES

Ultimately, connected.

departures.com

As seen in *Departures*, November/December 2009

Noteworthy is a sophisticated and compelling in-book promotional opportunity that will showcase select luxury brands and deliver special product messages to over 1 million* Platinum Card® and Centurion® members from American Express. Noteworthy is also available online on DeparturesUltimatelyConnected.com, *Departures'* new promotional web site.

Participation in Noteworthy is based on a minimum two-page run of book annual advertising commitment in *Departures*. Space availability per issue is on a first-come basis. Reserve early to complement your advertising schedule with increased frequency and seasonal programs between issues.

DEPARTURES

www.departuresmediakit.com

2010 **NOTEWORTHY**

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ONLINE INTEGRATION

Each **Noteworthy** will appear on DeparturesUltimatelyConnected.com. The section will be exclusively available for the Platinum Card® and Centurion® members in correlation to the current issue. Thereafter, the archive of the section will be available to all visitors to the website. Each advertiser's section will contain a link to the advertisers' website.

MATERIALS

The *Departures* creative team will edit and style all materials into a special page design.

- Send one (1) high resolution (300 dpi or greater) JPEG or TIFF file(s)
- Up to 30 words of copy. Include a web address and telephone information, and a call to action or an exclusive offer if applicable. No logos will be accepted

TO RESERVE SPACE CONTACT YOUR SALES REPRESENTATIVE

SEND PRODUCTION MATERIALS

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2010 ISSUES	MATERIAL DUE DATE
JANUARY/FEBRUARY SPA, CRUISE & WELLNESS	October 28, 2009
MARCH/APRIL SPRING FASHION	January 13, 2010
MAY/JUNE THE CULTURE ISSUE	February 17, 2010
JULY/AUGUST SUMMER TRIPS TO TAKE NOW	April 14, 2010
SEPTEMBER THE STYLE ISSUE	June 9, 2010
OCTOBER SPECIAL DESTINATION ISSUE: VENICE & BEYOND	July 14, 2010
NOVEMBER/DECEMBER HOW TO SHOP NOW	August 18, 2010

NATIONAL CIRCULATION Over 1 Million*

RATE BASE 840,000

MEDIA VALUE \$13,917 Net