

# OWNLY *in* DEPARTURES<sup>SM</sup>

HOLIDAY ONLINE FLIP BOOK

**T**imed with the November/December "How to Shop Now" issue, *Ownly in Departures*<sup>SM</sup> holiday magalog will act as an ultimate online gift-giving and holiday travel resource. The program will provide concentrated exposure to a highly affluent audience made up of *Departures* readers who are Platinum Card® and Centurion® members of American Express, like-minded luxury consumers, and Platinum Card and Centurion Concierge who will use the flip book as inspiration when providing gift recommendations to Platinum Card and Centurion members.

*Ownly in Departures* is an online flip book featuring the finest in holiday gift ideas through striking photography of our advertisers' products and services, alongside curated picks by *Departures* Luxury Advisor Bob Beauchamp.

**DEPARTURES READERS SPENT \$109 BILLION OVERALL  
ON THEIR AMERICAN EXPRESS CARDS ALONE IN 2009.<sup>1</sup>  
CAPTURE YOUR FAIR SHARE.**

**DEPARTURES**  
www.departuresmediakit.com



HOLIDAY ONLINE FLIP BOOK

## ADVERTISER BENEFITS

### ONLINE INTEGRATION:

- Gift-Giving Resource: From fashion and travel to jewelry/watch and consumer electronics, *Ownly in Departures*<sup>SM</sup> will allow users to instantly find what they are shopping for
- Viral Marketing: Opportunity to spread the word via direct links to social media sites, including Facebook and Twitter, creating a viral buzz and a vast marketing vehicle
- Location: Will live on [DeparturesUltimatelyConnected.com](http://DeparturesUltimatelyConnected.com) and will be promoted on [DeparturesDesireAndAcquire.com](http://DeparturesDesireAndAcquire.com)

### PROGRAM ELEMENTS:

- Advertiser will have the opportunity to feature 2-3 images and copy

### OWNLY IN DEPARTURES PROMOTION:

- In-Book Promotional Ad: *Departures* November/December issue
- *Noteworthy*: Program unit included in in-book promotional page
- *Departures Link*: Program communicated through a dedicated email blast to like-minded luxury consumers from *Fortune*, *Money*, and *Golf* with a household income of \$125,000+

### BONUS DISTRIBUTION

#### PLATINUM CARD AND CENTURION CONCIERGE SERVICES:

- The holiday online flip book will act as a source of inspiration when Platinum Card and Centurion members call Concierge for gift-giving ideas
- November/December issue distribution to nearly 100 dedicated Platinum Card and Centurion Concierge Service representatives
- Cover stickers included on the issues will create awareness among Concierges and encourage usage

### COMMITMENT & MATERIAL DUE DATE:

SEPTEMBER 9, 2010

### DEPARTURES WILL:

- Manage the overall program, including the creation and execution of the design template
- Collaborate with advertiser to construct layout as well as manage creative and content approval

### ADVERTISER WILL:

- Supply copy points, imagery, and any click-thru coding or hyperlinks

### FOR MORE INFORMATION:

Contact your *Departures* Sales Representative or:

Madelyn A. Roberts  
Lifestyle Advertising Director  
Phone: 212.827.6407

Karen J. Uzel  
Luxury Advertising Director  
Phone: 212.382.5781

Email: [mediainfo@departures.com](mailto:mediainfo@departures.com)

### SEND PRODUCTION MATERIALS

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<sup>1</sup> 2009 AMERICAN EXPRESS U.S. CARDMEMBER DATA

DEPARTURES READERS ARE DEFINED AS PLATINUM CARD®, BUSINESS PLATINUM CARD®, CENTURION®, AND BUSINESS CENTURION® MEMBERS FROM AMERICAN EXPRESS, AS WELL AS OTHER CARDMEMBERS WHO ELECT TO RECEIVE DEPARTURES MAGAZINE.

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