

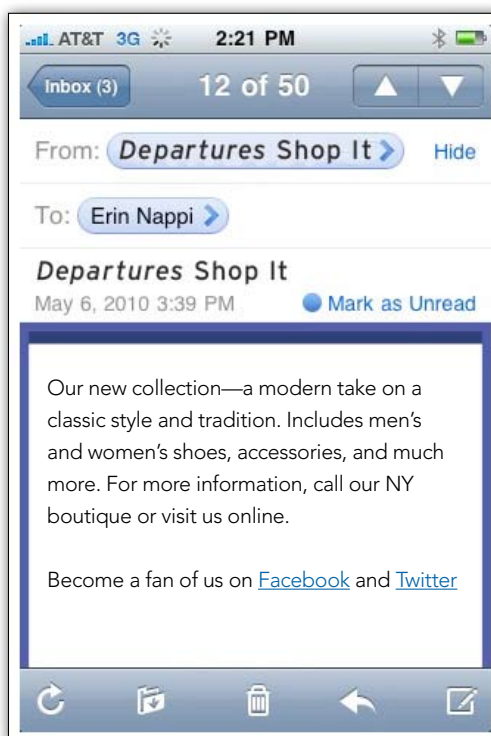
# SEE IT, SNAP IT, SHOP IT<sup>SM</sup>

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

CONNECT YOUR BRAND WITH DEPARTURES READERS—STYLE-SETTERS WHO ARE IN THE KNOW AND SHAPE THE WORLD WE LIVE IN.

**S**ee It, Snap It, Shop It<sup>SM</sup>— the new Departures mobile marketing program—is designed to drive intent-to-purchase by providing Departures readers instant information about your brand, personalized services, and offers—the ultimate in 1-to-1 customer service.

Readers will snap a picture of any advertisement in Departures and email or text it to [DeparturesShopIt@aexp.com](mailto:DeparturesShopIt@aexp.com) to receive an email with product information, how to buy, and the opportunity to connect with a personal shopper or customer service representative.



DEPARTURES  
[www.departuresmediakit.com](http://www.departuresmediakit.com)

# SEE IT, SNAP IT, SHOP IT<sup>SM</sup>

**95% OF DEPARTURES READERS  
CURRENTLY HAVE A  
CELL/MOBILE PHONE OR SMARTPHONE  
(INCLUDING PALM TREO, BLACKBERRY, IPHONE, ETC.)  
WITH INTERNET ACCESS.<sup>2</sup>**

#### 2010 ISSUES

September

October

November/December

#### MATERIAL DUE DATE

July 30

August 30

October 1

#### EMAIL COMPONENTS MAY INCLUDE:

- 100 words of copy about your brand
- Link to your brand's website
- Special-offer opportunities
- One-click direct links to your brand's social media sites
- Direct connect to your videos
- Customer Service representative contact information

#### PROGRAM BENEFITS:

- Extends your brand reach and influence beyond the pages of *Departures*
- Drives intent to purchase
- Provides platform to deliver instant reader satisfaction
- Powerful customer service engagement

#### PROMOTION:

- Promotional ads in select issues of *Departures*
- Promotion on [DeparturesUltimatelyConnected.com](http://DeparturesUltimatelyConnected.com)
- Promotion in World Wise e-newsletter

#### 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 TO:

*Departures* Magazine/Jamie Pasculli, Merchandising Coordinator  
1120 Avenue of the Americas, 11th Floor  
New York, NY 10036  
Phone: 212.382.5720 / Fax: 212.827.6413  
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**CAPTURE YOUR SHARE.  
CONNECT WITH OUR MOTIVATED,  
BRAND-LOYAL,  
CREDITWORTHY READERS.**

<sup>1</sup> 2009 AMERICAN EXPRESS U.S. CARDMEMBER DATA  
<sup>2</sup> DEPARTURES 2009 TRAVEL LAB

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.