

2010 ULTIMATELY CONNECTED

A New Link to the Luxury Market

The screenshot shows the homepage of DeparturesUltimatelyConnected.com. At the top, the site name is displayed in a large, black, sans-serif font. Below it, a red banner contains the text 'DEPARTURES PROMOTIONS' in white, uppercase letters. A navigation bar features several menu items: 'DEPARTURES DESIRE & ACQUIRE', 'EXCLUSIVE OFFERS', 'DEPARTURES SIGNATURE EVENTS', 'THE GALLERY', and 'ONLINE MARKETPLACE', each followed by a right-pointing arrow. The main content area is divided into several sections. On the left, there are three promotional boxes: 'EXCLUSIVE OFFERS' with a small image of a watch and a 'MORE' link; 'DEPARTURES SIGNATURE EVENTS' featuring a photo of models on a runway and a 'MORE' link; and 'NOTEWORTHY' with a close-up photo of a woman's face and a 'MORE' link. On the right, there are three more sections: 'DEPARTURES desire & acquire' described as 'YOUR ONLINE LUXURY RESOURCE' with a 'MORE' link; 'TV TUNE-IN' featuring a photo of Richard David Story and a 'VIEW PROGRAMMING SCHEDULE' link; and 'WORLDWIDE NEWSLETTER' with a 'CLICK HERE TO SUBSCRIBE' link. At the bottom right, there is a section for 'DEPARTURES DESTINATIONS' with a 'MORE' link.

As seen on *Departures.com*

Departures Magazine has expanded its online presence with a dynamic brand extension: DeparturesUltimatelyConnected.com. Reaching an audience of Platinum Card® and Centurion® members from American Express—the world’s most sought-after consumers, and other like-minded luxury customers, the site offers advertisers more opportunities to interact with the most desirable consumers while enhancing the impact of your print message. This informative and engaging promotions website provides 24/7 access to the latest products, services, and resources that complement their affluent lifestyles.

DEPARTURES
www.departuresmediakit.com

2010 **ULTIMATELY CONNECTED**

A New Link to the Luxury Market

Featuring content and exclusive offers geared exclusively to the tastes and passions of *Departures* readers and like minded consumers:

EXCLUSIVE OFFERS

Extraordinary offers developed to drive traffic and increase product awareness. Alert readers to select deals and promotions surrounding target products, in-store activities, or new branding

DEPARTURES SIGNATURE EVENTS

Offering access and information about *Departures* sponsored events

NOTEWORTHY

From luxury travel to elegant accessories, products that deserve our readers' attention

THE GALLERY

Photos and video of the best-in-class events and promotions from the magazine's luxury partners

ONLINE MARKETPLACE

Offering readers direct interactive access to *Departures'* luxury partners

CUSTOM OPPORTUNITIES

Maximize your message and increase visibility online with an array of integration programs created exclusively for **DeparturesUltimatelyConnected.com**:

- Advertorials
- Flip books
- Downloadable brochures and catalogs
- Webisodes
- Custom multimedia ad solutions
- Video programming

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

SEND PRODUCTION MATERIALS

Departures Magazine / Elana Leibowitz

1120 Avenue of the Americas, 11th Floor

New York, NY 10036

Phone: 212.536.2094 / Fax: 212.827.6413

Email: elana.m.leibowitz@aexp.com

DEPARTURES

www.departuresmediakit.com