

# ISLANDS

## **Integrated Marketing Programs**

ISLANDS offers its advertising partners opportunity to extend brand awareness and increase qualified lead generation through integrated marketing programs across multiple media channels. ISLANDS will work with you to create customized packages designed specifically to meet your marketing objectives. Opportunities include:

- Reader Reply Service – Both in-magazine and online.
- Counter Cards
- Special Advertising Sections
- Themed Marketing Promotions (Romance, Family, Adventure, etc.)
- Customized Contests or Sweepstakes
- Database Generation
- Islands.com “Travel Planner” Microsite
- Islands.com “Travel Specials” Promotion
- ISLANDS eNewsletter Travel Specials Promotion
- Islands.com “News” Highlights
- Islands.com “Lead Feature” Sponsorship
- Direct-mail Programs
- Creative Services
- Consumer Events/Sampling
- Sales/Customer Incentives

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## **ISLANDS Delivers Response**

MediaBrains, world leaders in business-to-business advertising, has helped us create a reader service program that is simple and easy for readers and a wonderful tool in reaching out to potential customers. You will receive leads to those readers who are specifically interested in your product or service.

### **There are 3 ways for a reader to request information:**

1. **Online** – Readers can check out our website, [www.islands.com](http://www.islands.com), and with a simple click request information from specific advertisers that appear in our magazine. This is by far the most popular method and requests are processed immediately.
2. **In Book** – In the back of every *ISLANDS* is a listing of all the display advertisers appearing in that issue. Readers can fill out and send the included card to request information.
3. **Via Fax** – If they prefer, readers can fax reply cards rather than mailing them.

### **Speedy Service**

- Online information requests are processed instantly.
- MediaBrains has a dedicated staff to ensure cards are processed within 48 hours of being received.
- Lead reports can be accessed 24 hours a day, 7 days a week.

### **Versatile to suit your specific needs**

- Leads can be e-mailed to advertisers instantly as requests are made, or at regular intervals from every few days to once a month. Advertisers can also download them whenever is convenient.
- Leads can be delivered in many formats, such as Excel, Access, PDF, CVS, text, as printed labels or directly in the body of an e-mail.
- Readers requesting information online can search by product, category, issue, reader service or page number. They can even link directly to an advertiser's website, increasing online traffic and Web orders.

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## **Creative Services**

### *ISLANDS* Offers a Host of Services to Aid Your Marketing Programs

Put the creative media design and production staff at *ISLANDS* to work for you in making professional materials to use in your own campaigns and presentations. We offer video, photography, print and digital tools to supplement any of your marketing initiatives.

#### **Film & Video**

We have a full staff of writers, producers and editors to create video to fill any purpose. Videos can be produced in both standard and high-definition formats, so whether creating a new campaign or updating an existing one, our videos can expertly capture and represent your message.

#### **Custom Design and Printing**

Whether you need a brochure to introduce a new product or service, a media kit showcasing your entire company or a catalog displaying everything you have to offer, our creative team can design the perfect custom collateral material to suit your needs. And not only can we design your materials, we can print them as well.

#### **Photography**

A picture is worth a thousand words. We have a talented group of photographers with many years of experience at your disposal to capture images to make your marketing material come to life. Our photography can help give that extra touch of serenity, elegance, excitement or other emotion to all your marketing tools.

#### **Digital Media**

Let the power of multimedia work for you. Our content-rich programs unite images, text, video and sound into fully integrated, easy-to-use presentations. Innovative custom websites, electronic media kits and our special LiveBrochures can all give your property, product or service a priceless first impression.

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**Has Teamed Up with Us to Bring  
the Island Dream to Their Website**

*ISLANDS* is a marketing partner with MSNBC in bringing expert travel coverage to the Web. Every month articles from the magazine are selected to be included on the travel section of MSNBC.com and are viewed by millions of online readers, providing reach outside our traditional readership.

## About MSNBC.com

- MSNBC.com is a top-rated online news site that has received numerous awards, such as the 2004 and 2005 National Press Club award for best journalism site.
- MSNBC.com's travel section receives 7 million page views and 4 to 5 million unique visitors per month.
- MSNBC.com helps travelers navigate the world from a trusted, centralized online source.

## Recent Articles Appearing on MSNBC.com

- **The 7 Best Islands for U.S. History** – Defining islands in American history
- **American Summer** – Jekyll Island, Georgia
- **Madagascar's Perfumed Isle** – Sensory overload on this exotic island
- **7 Best Snorkeling Spots** – Best places to explore the underwater world
- **Calling All Spirits** – Exorcising demons in Bali

**More than 50,000 click throughs to date from  
*ISLANDS* stories on MSNBC.com**

MSNBC.com readers, captivated by breathtaking *ISLANDS* content, are very likely to follow the provided links and increase response from your *ISLANDS* coverage.

