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OMB NO. 1124-0002; Expires February 28, 2014

U.S. Department of Justice

Washington, DC 20530

Supplemental Statement Pursuant to the Foreign Agents Registration Act of 1938, as amended

For Six Month Period Ending 12/31/2012
(Insert date)

I - REGISTRANT

1. (a) Name of Registrant

Spring O'Brien & Co., Inc.

(b) Registration No.

5872

(c) Business Address(es) of Registrant
30 West 26th Street, 4th Floor
New York, NY 10010

2. Has there been a change in the information previously furnished in connection with the following?

(a) If an individual:

(1) Residence address(es)	Yes ☐	No ☐
(2) Citizenship	Yes ☐	No ☐
(3) Occupation	Yes ☐	No ☐

(b) If an organization:

(1) Name	Yes ☐	No ☒
(2) Ownership or control	Yes ☐	No ☒
(3) Branch offices	Yes ☐	No ☒

(c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).

3. If you have previously filed Exhibit C[1], state whether any changes therein have occurred during this 6 month reporting period.

Yes ☐ No ☒

If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

1 The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

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4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name	Position	Date Connection Ended

(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed

5. (a) Has any person named in Item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes ☐ No ☐

If yes, identify each such person and describe the service rendered.

(b) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☒ No ☐

Name	Residence Address	Citizenship	Position	Date Assumed
Korin Lamourt	401 E 68 St, #4b, NY NY 10065	US	Account Executive	05/07/2012
Leslie Knobloch	210 Martine Ave, #2L, White Plains, NY 10601	US	Assistant Account Executive	09/24/2012

(c) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☒ No ☐

If yes, furnish the following information:

Name	Position or Connection	Date Terminated
Irem Erdogan	Account Coordinator	08/13/2012

(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position or Connection	Foreign Principal	Date Terminated

6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement?

Yes ☒ No ☐

If no, list names of persons who have not filed the required statement.

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period? Yes ☐ No ☒
If yes, furnish the following information:

Foreign Principal | Date of Termination

8. Have you acquired any new foreign principal(s)[2] during this 6 month reporting period? Yes ☐ No ☒
If yes, furnish th following information:

Name and Address of Foreign Principal(s) | Date Acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principal(s)[2] whom you continued to represent during the 6 month reporting period.

St Vincent & The Grenadines
Turismo Chile

10. (a) Have you filed exhibits for the newly acquired foreign principal(s), if any, listed in Item 8?

Exhibit A[3] Yes ☐ No ☐
Exhibit B[4] Yes ☐ No ☐

If no, please attach the required exhibit.

(b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes ☐ No ☒
If yes, have you filed an amendment to these exhibits? Yes ☐ No ☐

If no, please attach the required amendment.

2 The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)
3 The Exhibit A, which is filed on Form NSD-3 (Formerly CRM-157) sets forth the information required to be disclosed concerning each foreign principal.
4 The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155) sets fourth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐

If yes, identify each foreign principal and describe in full detail your activities and services:

St Vincents & The Grenadines - see attached for services provided
Turismo Chile - see attached for services provided

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity[5] as defined below?
Yes ☐ No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits your foreign principal(s)? Yes ☐ No ☒

If yes, describe fully.

5 The term "political activity" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION

14. (a) **RECEIPTS-MONIES**

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.[6]

Date	From Whom	Purpose	Amount
07/01-12/31/2012	St Vincents	for services rendered/expenses incurred	676,759.52
07/01-12/31/2012	Turismo Chile	for services rendered/expenses incurred	707,183.30
		Total	1,383,942.82

(b) **RECEIPTS - FUNDRAISING CAMPAIGN**

During this 6 month reporting period, have you received, as part of a fundraising campaign[7], any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☐ No ☒

If yes, have you filed an Exhibit D to your registration? Yes ☐ No ☐

If yes, indicate the date the Exhibit D was filed. Date _____

(c) **RECEIPTS-THINGS OF VALUE**

During this 6 month reporting period, have you received any thing of value[9] other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes ☐ No ☒

If yes, furnish the following information:

Foreign Principal	Date Received	Thing of Value	Purpose

6, 7 A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).

8 An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal.

9 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) **DISBURSEMENTS-MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐

(2) transmitted monies to any such foreign principal? Yes ☐ No ☒

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To Whom	Purpose	Amount
07/01-12/31/12	American Express, AT&T, Burrelle's, Centurylink, Columbus Management, Earthlink, Irem Erdogan, Federal Express, Group Americar, Jennifer Reisfeld, Stellar Partnership, Burton&Mayer, ImageKing, The Copy Room, Dive Training, Martha Stewart, Source Media, World Publications, Worth International, Canadian Traveler, Sherman's Travel	Public Relations & Advertising for St Vincents	156,527.56
07/01-12/31/12	American Express, Centurylink, Earthlink, Federal Express, Kevin Raub, Megan Vibert, Rampart, Mens Journal, Amex Publishing, Outside, World Publications, Columbus Management, Fiona Farley, Korin Lamourt, Goway, Latour, Auers Moving, Burton&Mayer	Public Relations & Advertising for Turismo Chile	357,899.99

514,427.55

Total

(b) **DISBURSEMENTS-THINGS OF VALUE**

During this 6 month reporting period, have you disposed of anything of value[10] other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes ☐ No ☒

If yes, furnish the following information:

Date	Recipient	Foreign Principal	Thing of Value	Purpose

(c) **DISBURSEMENTS-POLITICAL CONTRIBUTIONS**

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value[11] in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐ No ☒

If yes, furnish the following information:

Date	Amount or Thing of Value	Political Organization or Candidate	Location of Event

10, 11 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

V - INFORMATIONAL MATERIALS

16. (a) During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials?[12]
Yes ☒ No ☐
If Yes, go to Item 17.
(b) If you answered No to Item 16(a), do you disseminate any material in connection with your registration?
Yes ☐ No ☐
If Yes, please forward the materials disseminated during the six month period to the Registration Unit for review.

17. Identify each such foreign principal.
St Vincents & The Grenadines
Turismo Chile

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes ☐ No ☒
If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:
☒ Radio or TV broadcasts ☒ Magazine or newspaper ☐ Motion picture films ☐ Letters or telegrams
☒ Advertising campaigns ☒ Press releases ☒ Pamphlets or other publications ☐ Lectures or speeches
☒ Other *(specify)* Events

Electronic Communications

☒ Email
☐ Website URL(s): _____
☐ Social media websites URL(s): _____
☐ Other *(specify)* _____

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:
☐ Public officials ☐ Newspapers ☐ Libraries
☐ Legislators ☐ Editors ☐ Educational institutions
☐ Government agencies ☐ Civic groups or associations ☐ Nationality groups
☐ Other *(specify)* _____

21. What language was used in the informational materials:
☒ English ☐ Other *(specify)* _____

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☒ No ☐

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act?
Yes ☒ No ☐

12 The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

VI - EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)	(Print or type name under each signature or provide electronic signature[13])	
January 28, 2013	/s/ Nasik Hasan	eSigned

13 This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

ST. VINCENT AND THE GRENADINES
2012 CANADA MEDIA CAMPAIGN PROPOSAL

CATEGORIES/ PUBLICATIONS	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	FREQUENCY	Q1 & Q2 COST	Q3 & Q4 COST	TOTAL COST	TOTAL VALUE	NEGOTIATED SAVINGS
CONSUMER ADVERTISING																		
BRIDAL																		
WeddingBells & WeddingBells.ca																		
Circulation: 90,000																		
Unique Visitors Per Month: 168,000																		
Sweepstakes Program: landing page, full page contest ad, banner ad promotion - Landing Page - Banner Ad Promotion and e-blast - Full Page Contest Ad in Wedding Bells Fall/Winter - *Full Page Contest Ad in Mariage Quebec Fall/Winter*																		
Cost: *CAD 14,116.50*							IO CAD 14,116.50						*6 months*	*CAD 0.00*	*CAD 14,116.50*	***CAD 14,116.50***	CAD 20,147.06	CAD 6,030.56
Advertorial Box & 300x60 banners to Advertorial (3 mo.) 2,000,000 impressions									IO									
Cost: CAD 3,823.50									CAD 3,823.50				3 months	CAD 0.00	CAD 3,823.50	**CAD 3,823.50**	CAD 5,765.00	CAD 1,941.50
Run-of-Site banners (300x250 or 728x90) 125,000 impressions									IO									
Cost: @ CAD 35.30 CPM CAD 4,412.50									CAD 4,412.50				3 months	CAD 0.00	CAD 4,412.50	**CAD 4,412.50**	CAD 6,617.65	CAD 2,205.15
TorontoLife.com Run-of-Site banners (300x250 or 728x90) 75,000 impressions									IO									
Cost: @ CAD 35.30 CPM *CAD 2,647.50*									CAD 2,647.50				3 months	CAD 0.00	CAD 2,647.50	**CAD 2,647.50**	CAD 3,088.24	CAD 440.74
Value Added Units: - Forum section banners (300x250 or 728x90) 300,000 impressions									IO									
Cost: CAD 0.00									CAD 0.00				3 months	CAD 0.00	CAD 0.00	**CAD 0.00**	CAD 15,882.65	CAD 15,882.65
SAILING																		
Canadian Yachting																		
Circulation: 28,500																		
1/2 page spread ads Cost per ad: CAD 2,990.00		IO Boat Show Issue CAD 2,990.00		IO April issue CAD 2,990.00						IO October issue CAD 2,990.00		IO Waypoint issue CAD 2,990.00	4	CAD 5,980.00	CAD 5,980.00	**CAD 11,960.00**	CAD 13,200.00	CAD 1,240.00
DIVING																		
Diver Magazine / DiverMag.com																		
Circulation: 30,000																		
Unique Visitors Per Month: 10,000																		
Full page ads Cost per ad: CAD 2,353.00							IO July Issue *CAD 2,353.00*	IO August Issue *CAD 2,353.00*	IO September Issue *CAD 2,353.00*	IO October/November Issue *CAD 2,353.00*		IO December Issue *CAD 2,353.00*	5	*CAD 0.00*	CAD 11,765.00	**CAD 11,765.00**	CAD 18,235.00	CAD 6,470.00
Banner ads, 6 mo. 5,000 impressions/month Cost per Month: CAD 235.00							CAD 235.00	CAD 235.00	IO CAD 235.00	CAD 235.00	CAD 235.00	CAD 235.00	6 months	CAD 0.00	CAD 1,410.00	**CAD 1,410.00**	CAD 1,770.00	CAD 360.00
Value Added Units: - Full length feature of approximately 5 pages Cost: CAD 0.00									ISSUE TBD 2013 CAD 0.00				1	CAD 0.00	CAD 0.00	**CAD 0.00**	CAD 17,647.06	CAD 17,647.06
GENERAL DESTINATION																		
Horizon Travel																		
Circulation: 60,000																		
Visitors Per Month: 19,000																		
1/2 Page Ad + 1/2 Page Advertorial Cost: CAD 2,294.12									IO 27-Sep $2,294.12				1	CAD 0.00	CAD 2,294.12	**CAD 2,294.12**	CAD 5,825.00	CAD 3,530.88
Value Added Units: - Online banners ad on HorizonTravelMag.com - 5-second commercial for 7 days on TVs at TTC & Union Station, Sept 27-Oct 3 Cost: CAD 0.00									CAD 0.00				1	CAD 0.00	CAD 0.00	**CAD 0.00**	CAD 5,000.00	CAD 5,000.00
BOLD Magazine																		
Circulation: 5,000																		
Visitors Per Month: 21,000																		
Full Page Ad Cost: CAD 764.71										IO Fall $764.71		IO Winter CAD 764.71	2	CAD 0.00	CAD 1,529.42	**CAD 1,529.42**	CAD 3,530.00	CAD 2,000.58
Value Added Units: - *Online 240x400 ad on BoldMagazine.ca* Cost: CAD 0.00									CAD 0.00				1	CAD 0.00	CAD 0.00	**CAD 0.00**	CAD 1,320.00	CAD 1,320.00
Globe & Mail / TheGlobeandMail.com																		
Circulation: 2,800,000																		
Unique Visitors Per Month: 11,000,000																		
Two month campaign (10/16-12/16): Travel section banner roadblocks geo-targeted to Ontario 400,000 impressions Cost: @CAD 29.41 CPM CAD 11,764.71											CAD 11,764.71		2 months	CAD 0.00	CAD 11,764.71	**CAD 11,764.71**	CAD 17,412.00	CAD 5,647.29
Fashion section banner roadblocks geo-targeted to Ontario 300,000 Impressions Cost: @CAD 29.41 CPM CAD 8,823.53											CAD 8,823.53		2 months	CAD 0.00	CAD 8,823.53	**CAD 8,823.53**	CAD 13,059.00	CAD 4,235.47
Travel Activities & Interests 100% SOV Sponsorship Cost: CAD 10,941.18											CAD 10,941.18		1 month	CAD 0.00	CAD 10,941.18	**CAD 10,941.18**	CAD 19,590.00	CAD 8,648.82
Globe Life Custom Content "Authentic Experiences in SVG *2 million+ impressions* Includes banner traffic drivers Cost: CAD 35,294.12											CAD 35,294.12		2 months	CAD 0.00	CAD 35,294.12	**CAD 35,294.12**	CAD 70,590.00	CAD 35,295.88
Two 1/4 page 4-color ad in Metro/Ontario edition of Travel (Saturday) Section Cost per ad: CAD 13,900.00										10/27 $13,900.00	11/3 CAD 13,900.00		2	CAD 0.00	CAD 27,800.00	**CAD 27,800.00**	CAD 33,524.00	CAD 5,724.00
One 1/2 page 4-color ad & 1/2 page custom content Cost: CAD 29,411.00										10/20 $29,411.00			1	CAD 0.00	CAD 29,411.00	**CAD 29,411.00**	CAD 33,524.00	CAD 4,113.00
Value Added Units: - Globe Life run-of-section tile banner (120x140), 2 mo. 250,000 impressions Cost: CAD 0.00											CAD 0.00		2 months	CAD 0.00	CAD 0.00	**CAD 0.00**	CAD 3,825.00	CAD 3,825.00

Prepared by Spring, O'Brien
1/4/2013

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ST. VINCENT AND THE GRENADINES
2012 CANADA MEDIA CAMPAIGN PROPOSAL

SUBTOTAL : CONSUMER:														$5,980.00	$172,013.00	$177,993.00	$309,881.66	$131,888.66
TRADE ADVERTISING																		
TravelWeek & TravelWeek.ca																		
Circulation:	17,000																	
Unique Visitors Per Month:	6,000																	
E-Newsletter Subscribers:	10,000																	
Two full page ads Cost per ad:	CAD 2,100.00							IO 30-Aug CAD 2,100.00		IO 18-Oct CAD 2,100.00			2	CAD 0.00	CAD 4,200.00	CAD 4,200.00	CAD 8,540.00	CAD 4,340.00
Full page ad in yearly Weddings Away Issue supplement Cost:	CAD 2,100.00			IO CAD 2,100.00									1	CAD 2,100.00	CAD 0.00	CAD 2,100.00	CAD 4,270.00	CAD 2,170.00
Full page ad in yearly Caribbean Issue supplement Cost:	CAD 2,100.00								IO 20-Sep CAD 2,100.00				1	CAD 0.00	CAD 2,100.00	CAD 2,100.00	CAD 4,270.00	CAD 2,170.00
Featured This double page spread with full page ad and editorial Cost:	CAD 2,100.00										IO 15-Nov CAD 2,100.00		1	CAD 0.00	CAD 2,100.00	CAD 2,100.00	CAD 8,540.00	CAD 6,440.00
Annual Blue Book Director divider tab Cost:	CAD 2,100.00					IO CAD 2,100.00							1	CAD 2,100.00	CAD 0.00	CAD 2,100.00	CAD 4,130.00	CAD 2,030.00
16 weeks (6 spring & 10 fall) of leaderboard banners on TravelWeek.ca Cost:	CAD 3,300.00				IO Spring CAD 1,237.50				IO Fall (9/24-11/30) CAD 2,062.50				16 weeks	CAD 1,237.50	CAD 2,062.50	CAD 3,300.00	CAD 5,584.00	CAD 2,284.00
16 weeks (6 spring & 10 fall) of e-newsletter banner Cost:	CAD 3,100.00				IO Spring CAD 1,162.50				IO Fall (9/24-11/30) CAD 1,937.50				16 weeks	CAD 1,162.50	CAD 1,937.50	CAD 3,100.00	CAD 5,200.00	CAD 2,100.00
3 e-blasts to national list Cost:	CAD 1,000.00				IO 17-Apr CAD 333.33				IO 26-Sep CAD 333.33	IO 10-Oct CAD 333.33			3	CAD 333.33	CAD 666.67	CAD 1,000.00	CAD 1,710.00	CAD 710.00
Value Added Units:																		
- 1 full page print ad													1	CAD 0.00	CAD 0.00	CAD 0.00	CAD 4,270.00	CAD 4,270.00
- Additional 3-eblasts to national list										2-Oct	29-Nov		3	CAD 0.00	CAD 0.00	CAD 0.00	CAD 1,710.00	CAD 1,710.00
- 3 banner ads in Inside Report									13-Sep	11-Oct	11/7, 11/21 8-Nov		3	CAD 0.00	CAD 0.00	CAD 0.00	CAD 1,350.00	CAD 1,350.00
- 3 banner ads in The Hub (e-newsletter)									21-Sep	19-Oct	16-Nov		3	CAD 0.00	CAD 0.00	CAD 0.00	CAD 1,350.00	CAD 1,350.00
Cost:	CAD 0.00																	
Canadian Travel Press & TravelPress.com																		
Circulation:	25,000								IO 3-Sep Caribbean Wedding CAD 3,500.00									
Full pg ad in Caribbean Wedding issue Cost:	CAD 3,500.00											IO 3-Dec Forecasting 2013 CAD 3,500.00	1	CAD 0.00	CAD 3,500.00	CAD 3,550.00	CAD 9,400.00	CAD 5,850.00
Full pg ad in Forecasting 2013 Cost:	CAD 3,500.00												1	CAD 0.00	CAD 3,500.00	CAD 3,550.00	CAD 9,400.00	CAD 5,850.00
180x50 banner ad, 4 mo. Cost per month: CAD 190.00	CAD 760.00								IO CAD 760.00				4 months	CAD 0.00	CAD 760.00	CAD 760.00	CAD 1,000.00	CAD 240.00
3 TravelBlast emails Cost per Email:	28,000 subscribers CAD 340.00								IO 9/19 CAD 340.00	IO 10/10 CAD 340.00		IO 12/5 CAD 340.00	3	CAD 0.00	CAD 1,020.00	CAD 1,020.00	CAD 1,125.00	CAD 105.00
Weekly TravelBlast Express Banner (728x90) Cost per Email:	28,000 subscribers CAD 76.00								IO 9/7 and 9/21 CAD 152.00	IO 10/5 CAD 76.00	IO 11/30 CAD 76.00	IO 12/7 CAD 76.00	5	CAD 0.00	CAD 380.00	CAD 380.00	CAD 500.00	CAD 120.00
Value Added Units:																		
- Full page advertorial in Carribean Wedding issue													1	CAD 0.00	CAD 0.00	CAD 0.00	CAD 9,400.00	CAD 9,400.00
- Full page advertorial in Forecasting 2012 issue													1	CAD 0.00	CAD 0.00	CAD 0.00	CAD 9,400.00	CAD 9,400.00
- Link on digital magazine issues													2	CAD 0.00	CAD 0.00	CAD 0.00	CAD 400.00	CAD 400.00
Cost:	CAD 0.00																	
Canadian Traveller & CanadianTraveller.net																		
Circulation:	14,460																	
Unique Visitors Per Month:	3,000																	
Program:		IO January January						IO Caribbean Issue										
- Full Page Ad in Trade (2 Issues)																		
- Destination of the Week editorial feature																		
- Full Page Ad in Consumer (1 issue)									IO									
- 2 Months Banner Ad on Home Page (Trade & Consumer) and Caribbean section																		
- Permanent archiving of SVG destination on CT's website																		
Total Cost:	CAD 11,764.71												3 issues total	CAD 4,117.65	CAD 7,647.06	CAD 11,764.71	CAD 17,163.53	CAD 5,398.82
SUBTOTAL - TRADE OUTREACH:														CAD 11,050.98	CAD 29,873.73	CAD 41,014.71	CAD 106,712.53	CAD 67,687.82
													Total Canadian Media Expenditures:	CAD 17,030.98	CAD 201,886.91	CAD 219,017.79		
													Production Cost:			CAD 12,050.00		
													Sweepstakes Prize Allowance:			CAD 5,000.00 (Wedding Bells)		
													Total Canadian Advertising Cost:			CAD 246,067.79		
													2012 Approved Budget:			CAD 288,808.71		

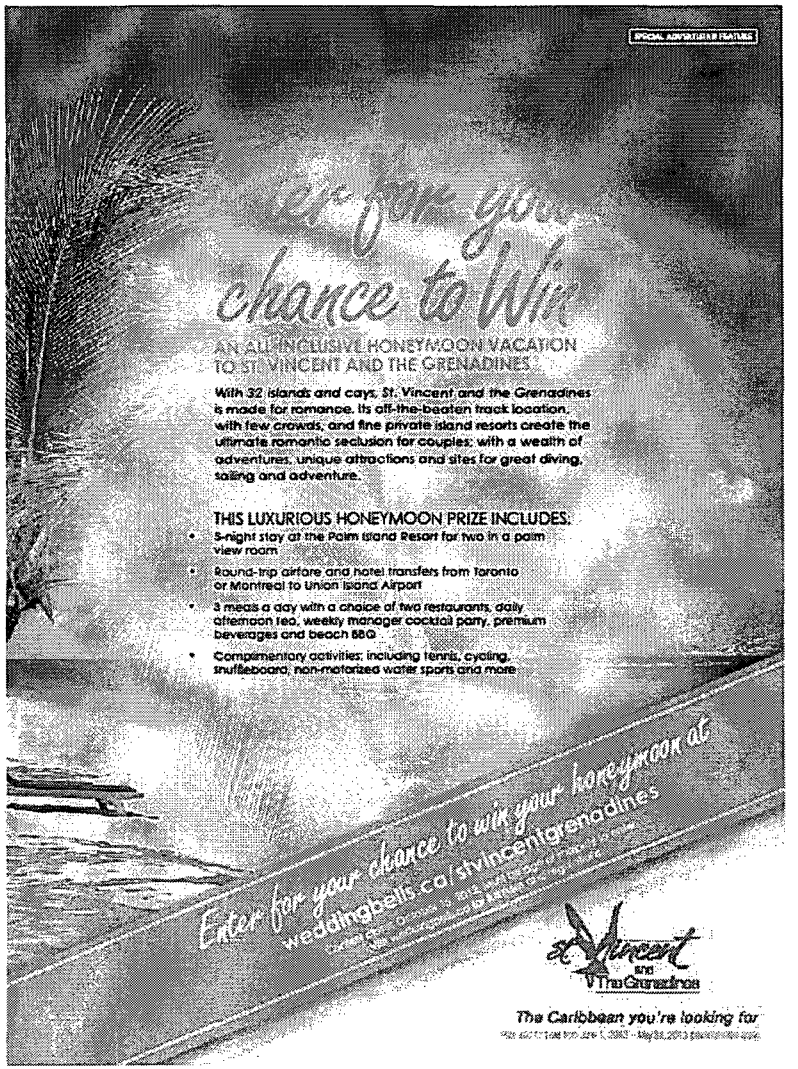
Prepared by Spring, O'Brien
1/4/2013

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

Wedding Bells, Mariage Quebec, WeddingBells.ca, MariageQuebec.com

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

Wedding Bells Full Page Contest Ad – Fall/Winter
Circulation: 90,000



Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

Mariage Quebec Full Page Contest Ad – Fall/Winter
Circulation: 30,000

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

Wedding Bells Contest Landing Page

The Caribbean You're Looking For

Prize Details: 5-night stay at Palm Island Resort for two in a Palm View room with roundtrip air from Toronto or Montreal to Union Island Airport and roundtrip hotel transfers from Union Island Airport. Also included is an all-inclusive stay that includes 3 meals a day at choice of two restaurants, daily afternoon tea, weekly manager cocktail party, top-shelf beverages and beach BBQ. Complimentary activities include tennis, cycling, shuffleboard, non-motorized water sports and more.
Prize valid for travel from June 1, 2012 – May 31, 2013 (blackout dates apply).

St. Vincent and the Grenadines: www.discoversvg.com
Palm Island Resort: www.palmislandresortgrenadines.com

Start your wedding registry now! Connect with bridal registries across Canada.

On Newsstands Now!

Fall & Winter 2012 More dream dresses, real weddings, beauty inspiration and honeymoon ideas from our Fall & Winter 2012 issue.

Buy This Issue!

latest blog posts

chocolate wedding favours your guests will love
Posted 2 hours ago

a charming camp wedding in golden lake, ontario
Posted 5 hours ago

wedding style inspiration: moonrise kingdom
Posted 6 hours ago

a dreamy nature-inspired wedding in toronto
Posted 8 hours ago

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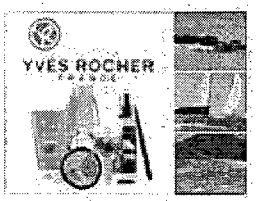
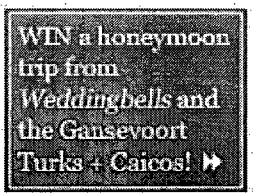
Wedding Bells Contest Teaser



Win your Dream Vacation from Yves Rocher

Win a Skin Rejuvenation Makeover from Miracle 10 Cosmetics and The Plastic Surgery Clinic! Tie the Knot with Glowing Skin

Enter for your chance to WIN an all-inclusive honeymoon vacation to St. Vincent and the Grenadines!



WIN a honeymoon trip from Weddingbells and the Gansevoort Turks + Caicos!

Mariage Quebec Contest Landing Page

st vincent and grenadines

Contest ends: 2012 October 15

Un (1) gagnant recevra

Séjours de 5 nuitées au Palm Island Resort pour deux personnes dans une chambre donnant sur la palmeraie.
Vol aller-retour et transferts entre Montréal ou Toronto et l'aéroport Union Island
3 repas tous les jours et deux restaurants au choix, le thé en après-midi, un cocktail du directeur pendant la se
des breuvages de qualité et un BBQ sur la plage
Activités gratuites : tennis, bicyclette, jeu de galet, sports nautiques non motorisés
Voyage valide jusqu'au 31 mai 2013(excluant certaines périodes de l'année)
Saint-vincent et les Grenadines: www.discoversvg.com
Palm Island Resort: www.palmislandresortgrenadines.com

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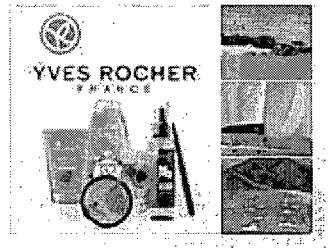
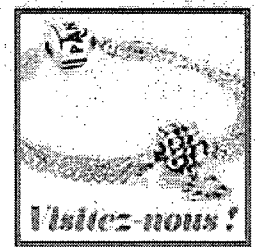
Mariage Quebec Contest Teaser

concours



Gagnez un voyage de rêve grâce à Yves Rocher



Participez à notre sondage pour la chance de gagner

Séjours de 5 nuitées au Palm Island Resort pour deux personnes dans une chambre donnant sur la palmeraie.

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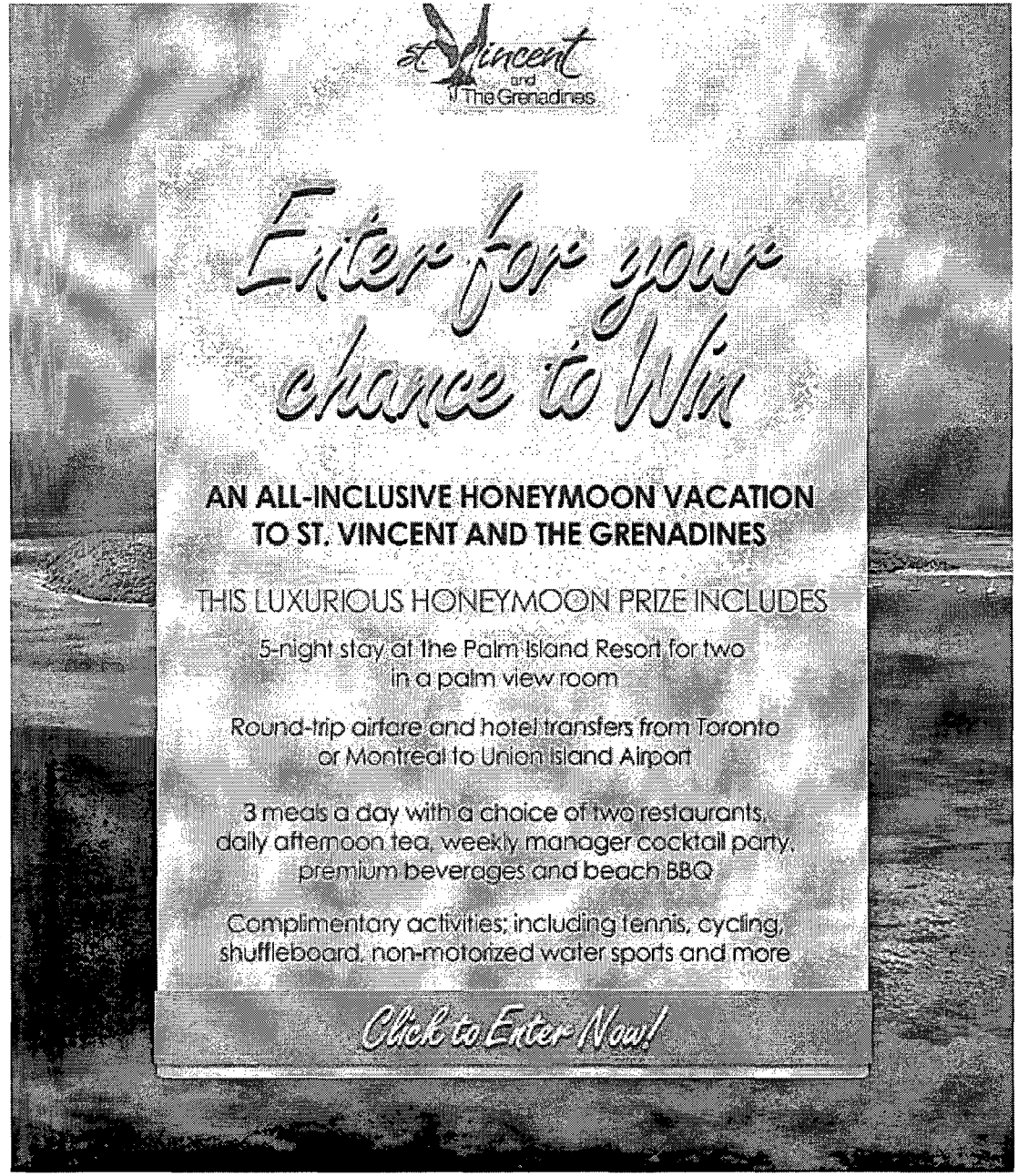
7/26 Contest E-Blast



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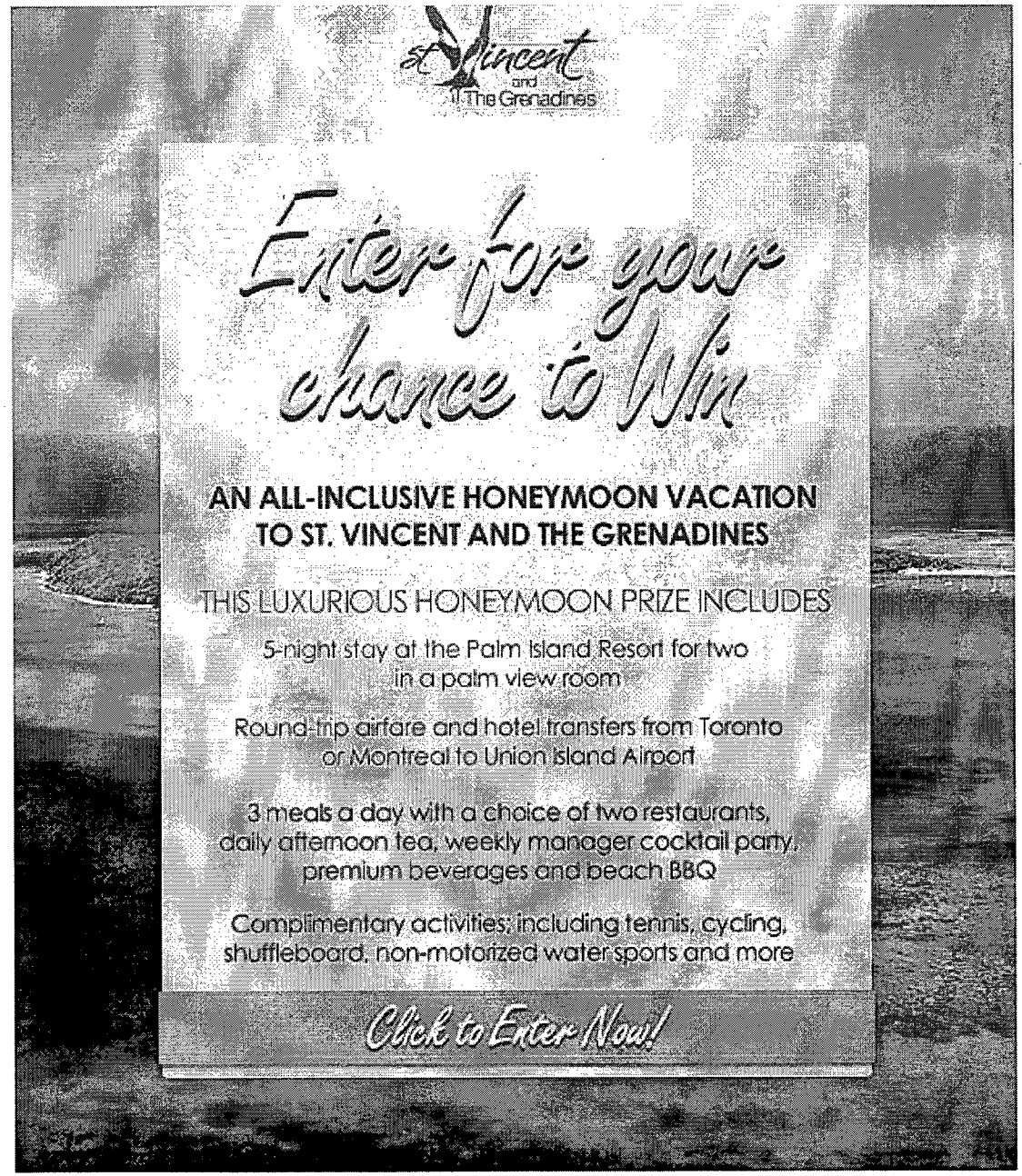
10/11 Contest E-Blast



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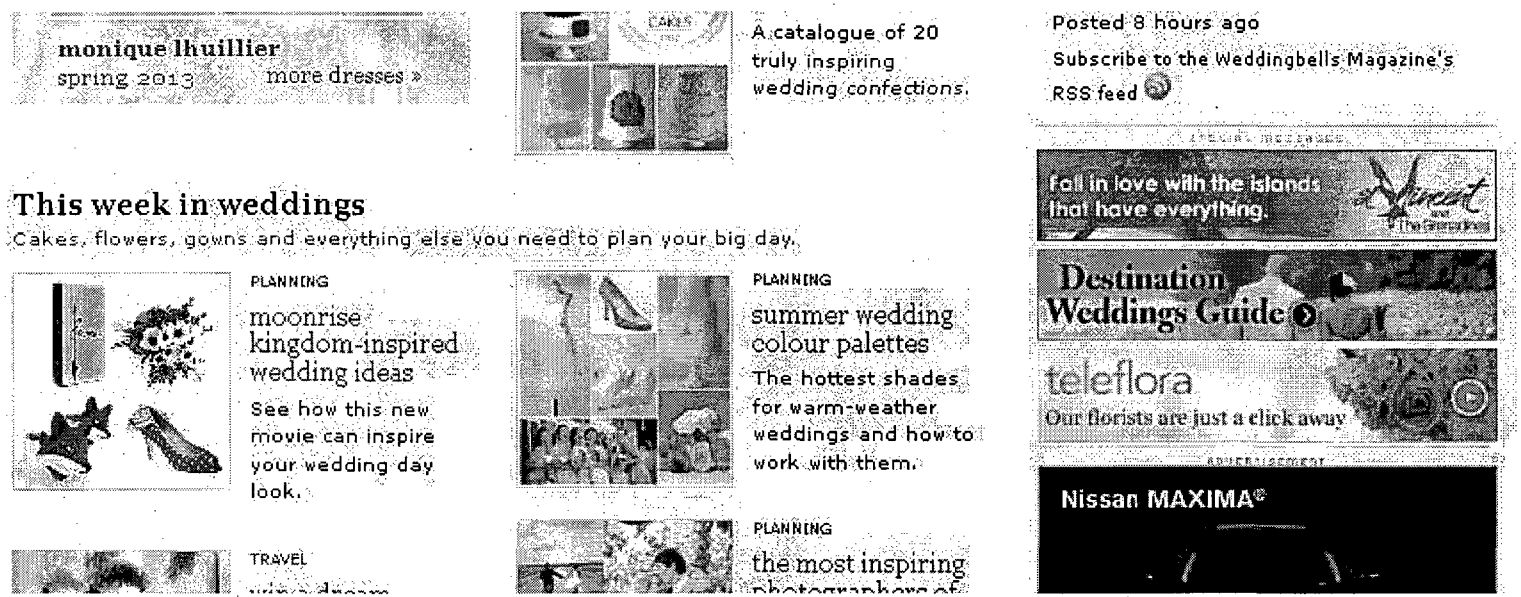
Advertorial Banner



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Advertorial Page

weddingbells

Search Weddingbells for a wedding couple

enter keyword search

PLANNING TOOLS

Start your Wedding Planning

local wedding shops & services | tools | video | blogs | guides | quizzes | polls | contests

home | engagement | planning | fashion | beauty | home & registry | travel | real weddings

Fall in Love with the Islands that Have Everything,

St. Vincent and the Grenadines

A string of 32 islands in the southern Caribbean, St. Vincent and the Grenadines is a place of quiet azure waters, unspoiled forests and stunning white sand beaches – perfect for romance.

With its unpretentious authenticity and deep wealth of natural attractions, this collection of islands and cays is a life-renewing experience. From the imposing La Soufriere volcano to the oldest botanical gardens in the Western Hemisphere, the main island of St. Vincent has so much to offer.

South of St. Vincent, the Grenadines are strung across 40 miles of typically tranquil waters. Only eight of these islands are inhabited: Young Island, Bequia, Mustique, Canouan, Mayreau, Union Island, Palm Island and Petit St. Vincent.

For all their charming remoteness, these islands have something for every couple– whether it is the solace and romance-seekers or the adventurous explorers. Another must-see is the Tobago Cays, a family of five sibling islands protected by a huge horseshoe reef.

40 Miles of Tranquil Waters

You'll find a qualified lineup of tour operators, charter companies and dive shops ready to help coordinate itineraries – and when it comes to accommodations, SVG extends a welcoming hand of inborn hospitality to just about every taste and wallet, from intimate-sized, family-owned hotels and boutique properties to private island resorts.

Visit www.discoversvg.com to plan your honeymoon today!

Start your wedding registry now! Connect with bridal registries across Canada.

On Newsstands Now!

Fall & Winter 2012 More dream dresses, real weddings, beauty

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Wedding Bells 300x600

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Wedding Bells 728x90

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Toronto Life 300x600

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

Toronto Life 728x90

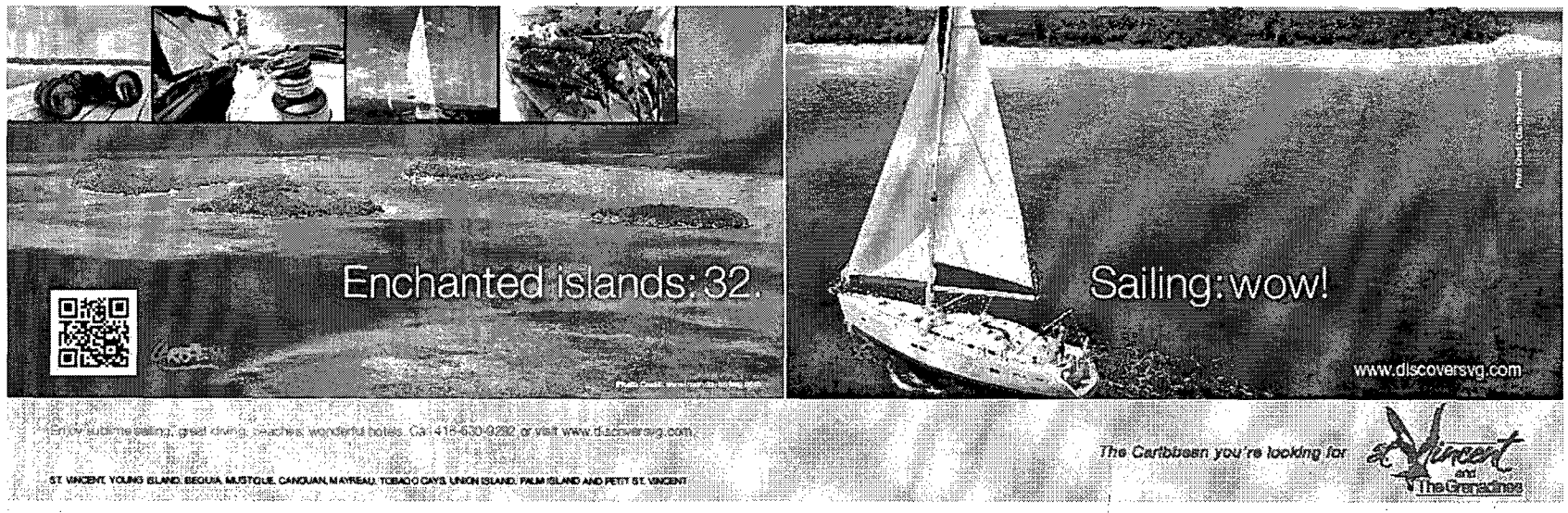
Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

Canadian Yachting

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

½ Page Spread – February, April, October and December
Circulation: 28,500



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Diver Magazine
&
DiverMag.com

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

Full Page Ad – July and August
Circulation: 30,000

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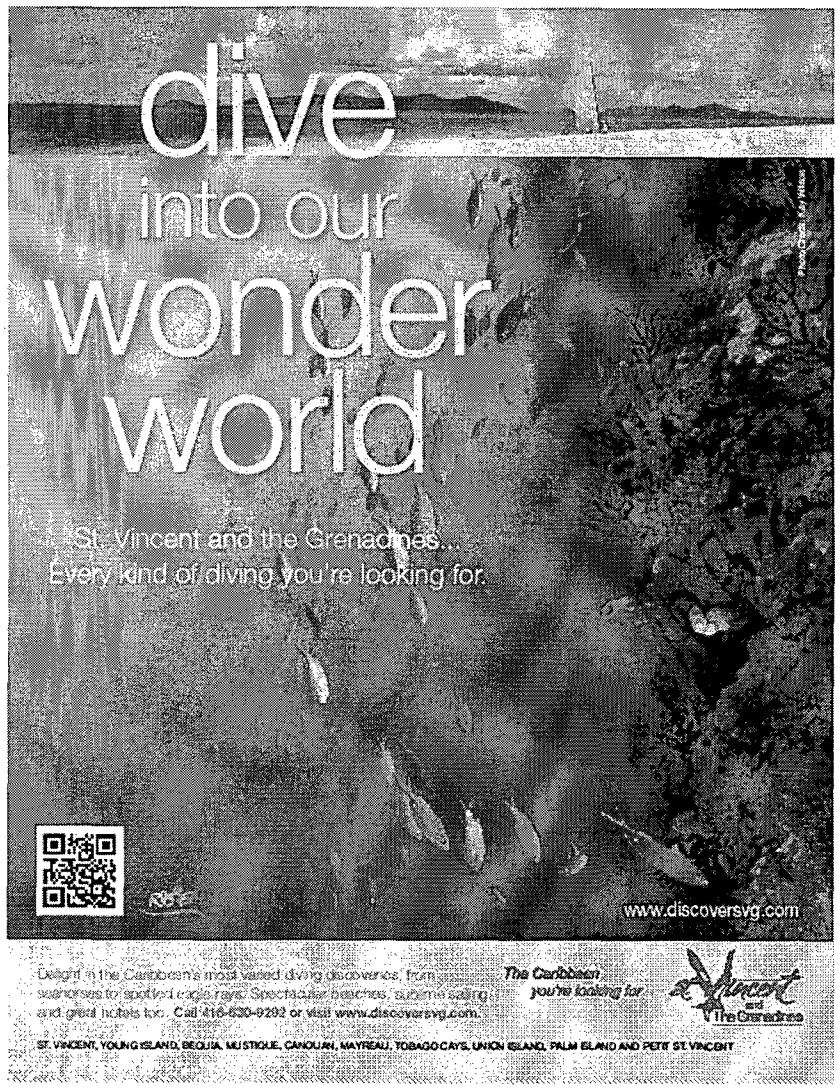
Full Page Ad – September, October/November, December
Circulation: 30,000



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300x250 Banner

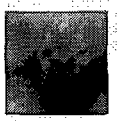
Features, Rebreathers - 05/07/2012
Engineering The CCR Blues Away

Features, Rebreathers - 05/07/2012
Improving Rebreather Safety

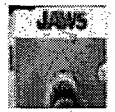
Departments, Dive Gear, Reviews - 28/06/2012
Gear Stop: B.U.D., BC's and Bags...

Marine Life - 28/06/2012
Jellyfish on the rise

Features, Rebreathers - 05/07/2012
Creating A Safety Culture



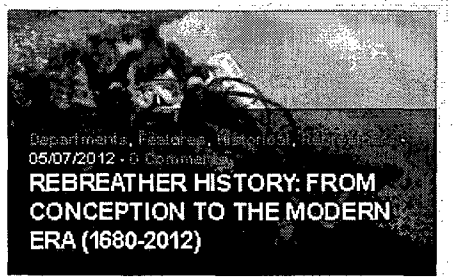
Diving Medicine, Features, Training - 03/07/2012
Nitrogen Narcosis: A Critical Conversation

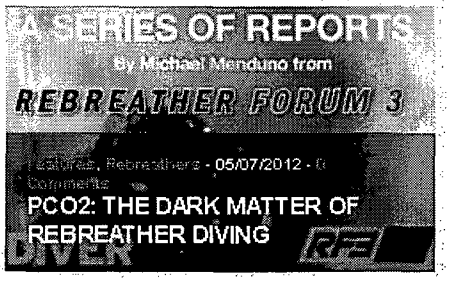


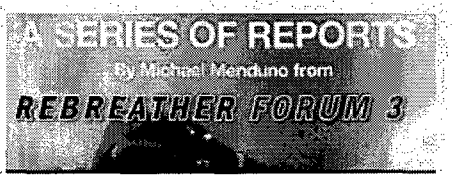
Departments, Movies - 28/06/2012
DIVER salutes JAWS on their Anniversary

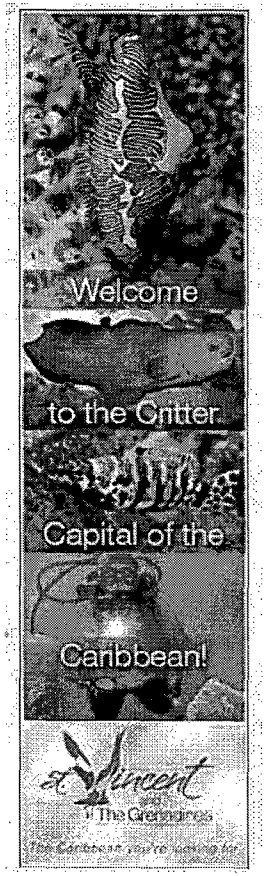
Books, Departments - 28/06/2012
The stacks: Books in print

160x600 Banner









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Horizon Travel
&
HorizonTravelMag.com

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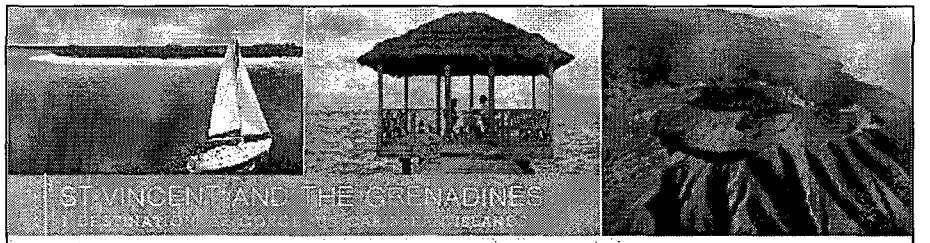
½ Page Ad & ½ Page Advertorial – September issue
Circulation: 60,000



A string of 32 islands in the southern Caribbean, St. Vincent and the Grenadines is a gem of quiet coves, secluded beaches, and stunning white sand beaches. It's a destination of unsurpassed simply where to be and pain quietness. With its sound, unspoiled, and friendly people and wealth of natural attractions, this collection of islands and cays is a life-enhancing experience.

SAILING

Experience the unforgettable magic of dropping anchor in secluded bays and lagoons with turquoise seas and powder white sand beaches. There are a number of charter companies operating out of SVG that offer bareboat charters, skippered yachts or day trips.

DIVING & SNORKELING

The diverse underwater world offers something for divers of all levels – from a resort course graduate anxious to get up close and personal with marine "critters," to an experienced diver aspiring for the next photographic trophy.

ECO-ADVENTURES

Hike to the top of a volcano, to stunning waterfalls or along scenic coastal paths. Go whale and dolphin watching, explore forests in search of the endemic St. Vincent Parrot, meander through colorful tropical gardens, or dream yourself to sleep on a beautiful beach.

WEDDINGS & HONEYMOONS

From sandy white beaches, picturesque harbors, lush tropical gardens, charming island churches, or even a deserted island, SVG has much to offer for both weddings and honeymoons. There are a number of professional wedding vendors, along with a trusted network of reputable and reliable suppliers, whose combined experience and local knowledge ensure that the couple and their guests have ample time to relax and enjoy these lovely islands at their leisure.

For more information, visit **www.discoversvg.com**.

Welcome to the unplugged and unspoiled Caribbean. Great diving, beaches, sublime sailing, wonderful hotels. Call 1-416-930-9292 or visit www.discoversvg.com.

ST. VINCENT, YOUNG ISLAND, BEQUIA, MUSTIQUE, CANOUAN, MAYREAU, TOBAGO CAYS, UNION ISLAND, PALM ISLAND AND PETIT ST. VINCENT

The Caribbean you're looking for

St. Vincent and The Grenadines

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180x145 Online Banner Ad – September 27-November 29

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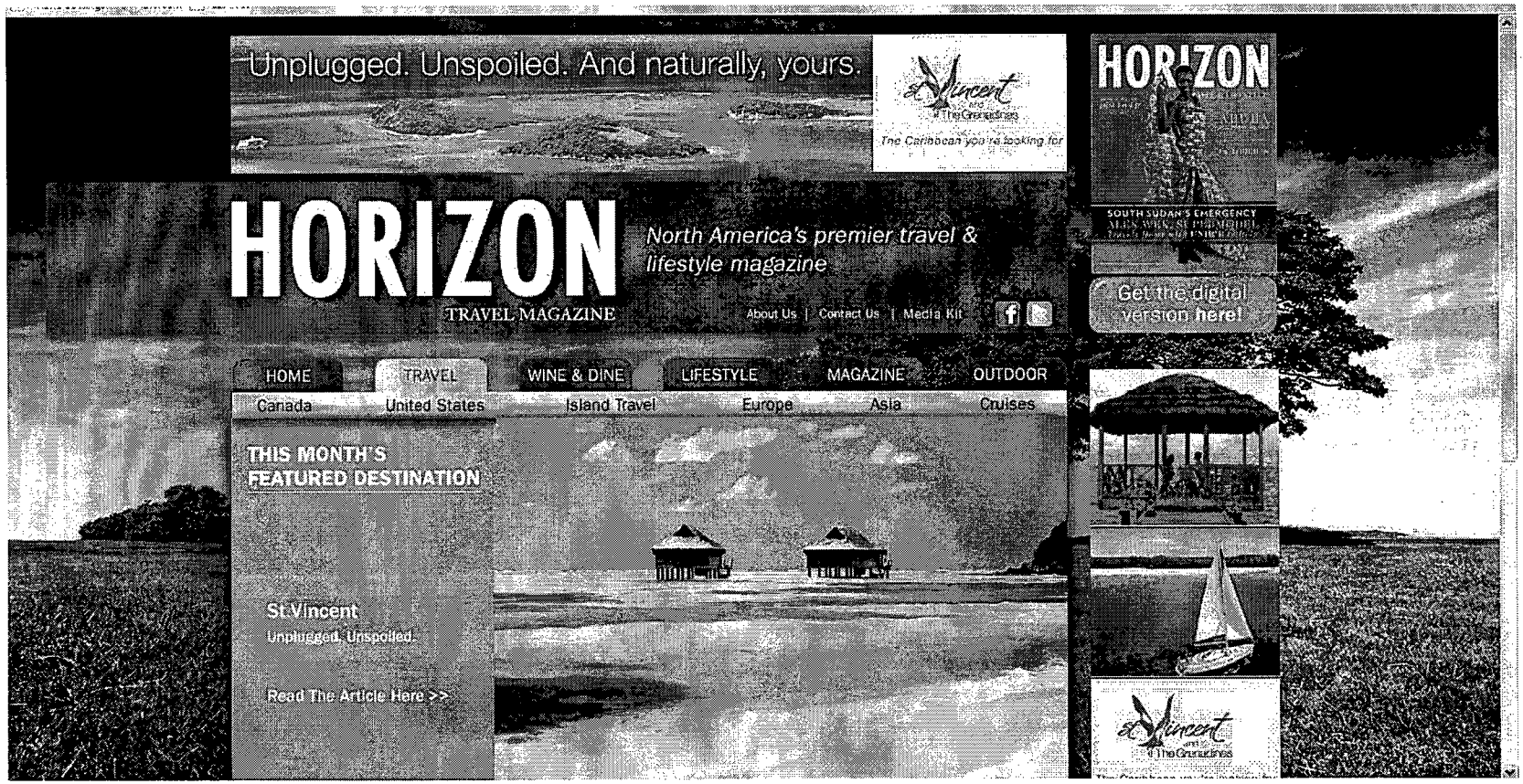
800x132 Online Banner Ad – September 27-November 29



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September / October 5-Second Subway Commercial

Union Station

- September 27-October 24
- Spots: 3,024
- Impressions: 3.9 million

TTC

- September 27-October 3
- Spots: 29,400
- Impressions: 7.8 million

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BOLD Magazine
&
BoldMagazine.ca

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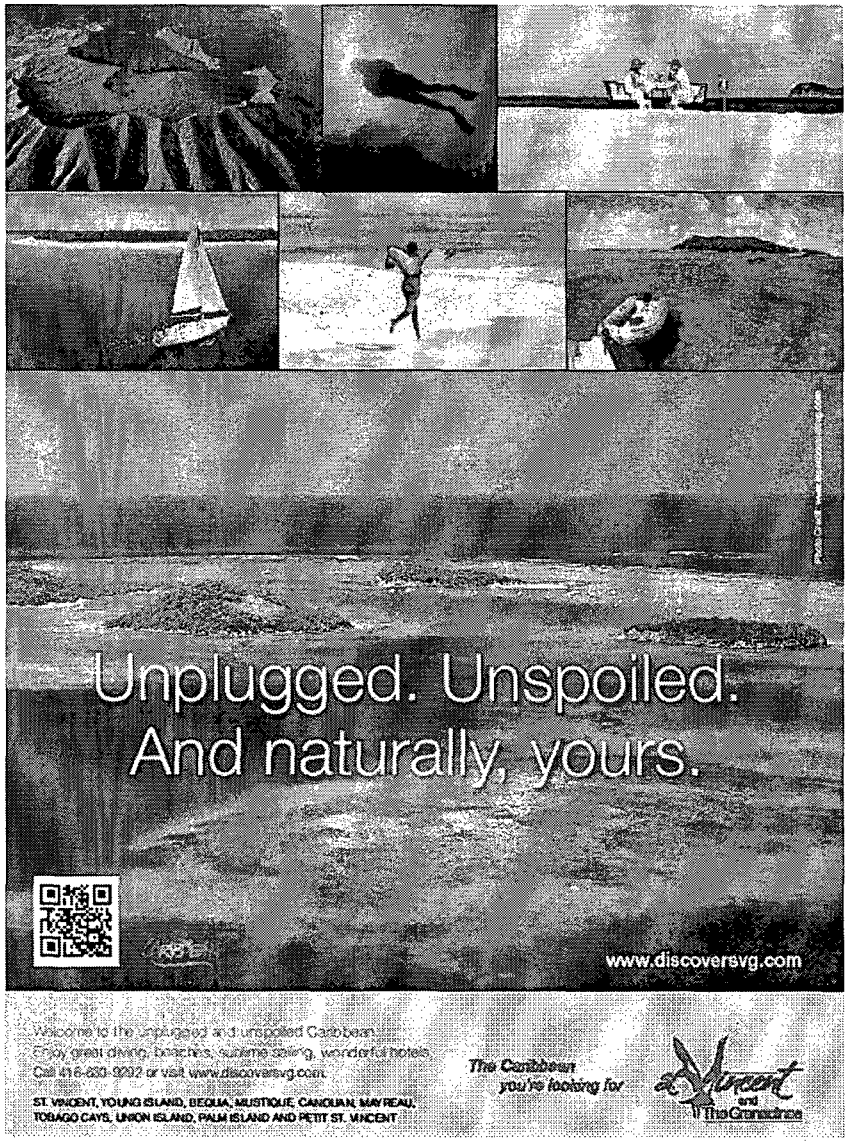
Full Page Ad – Fall and Winter issues
Circulation: 5,000



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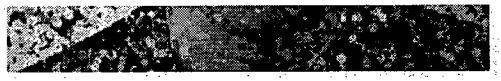
240x400 Online Banner Ad – September-October



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1 2 3 4 5 6 7 8 9 10 11 ... 33 »

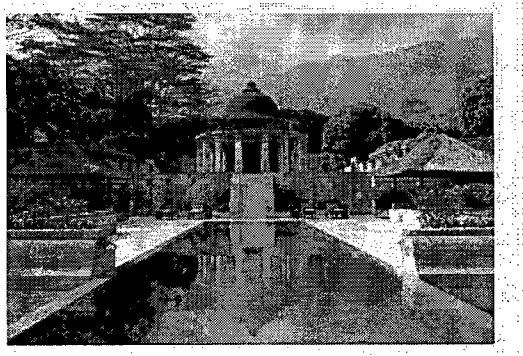
Aug 29

DISCOVERING SAN DIEGO

Posted by Javi Yebenes · Leave a Comment

With L.A. its glitzy big sister and San Fran its artsy little brother, San Diego is often the forgotten middle child of the California kin. But over the last ten years, almost undetected, San Diego has come of age with an explosive

Tweet 0 Like 2 +1 8



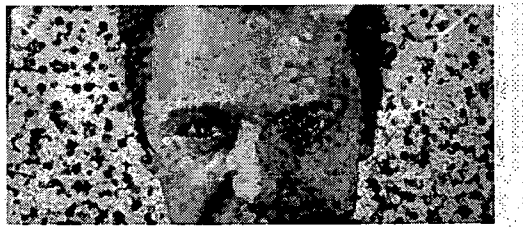
Aug 28

AMANJIWO AMAN RESORT.

Posted by Lea Puechol · Leave a Comment

Resting within a natural amphitheatre, Amanjiwo Aman Resort, which means peaceful soul, is one of Indonesia's most enriching and elegant places at which to lodge. Hundreds of archaeological monuments are in its vicinity,

Tweet 0 Like 0 +1 8



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Globe & Mail
and
GlobeandMail.com

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October 20th ½ Page Advertorial
Circulation: 2.8 million

Unspoiled Caribbean

The pristine islands of St. Vincent and the Grenadines beckon you to discover a Caribbean destination like no other

With its towering emerald mountains, unspoiled natural attractions, and turquoise coves fringed by white, gold and black sand beaches, St. Vincent and the Grenadines has been called a tropical idyll. As the Caribbean of yesteryear, it's no wonder the French and the British fought over the island chain for most of the 18th century. Everyone wants a piece of paradise.

Located in the Southern Caribbean, nestled between St. Lucia and Grenada, St. Vincent and the Grenadines is considered by many as a pristine island Utopia, consisting of 32 islands and cays, only nine of which are inhabited. Whether an eco-adventurer, a water-sport lover, or just, well, a lover, St. Vincent and the Grenadines has a charming remoteness that caters to all types of travellers.

DIVE IN

Aptly named the "Critter Capital of the Caribbean," St. Vincent and the Grenadines has a remarkable diversity of sea life teeming in its waters. Some believe the melding of currents from the Atlantic Ocean and the Caribbean Sea, along with a wide variety of underwater habitats (rock formations, coral reefs, sandy slopes), make the country's aquatic world unlike any other. Snorkellers, divers and sailors alike are sure to encounter frogfish, seahorses, anemones, nurse sharks, octopuses, schools of colourful fish, squadrons of manta rays and even a bale of green turtles. Boasting one of the biggest coral reefs in the Caribbean, there is very little marine life that can't be spotted here. In fact, Anchor Reef has been voted among the top 100 dive sites in the world for its magical reef formations and magnificent marine life.

For those who prefer to experience aquatic life from above sea level, sailing opportunities are plentiful. With distances between islands ranging from two to five hours, it's easy to customize a one-day or one-week itinerary. Take advantage of plentiful paradisiacal ports of call—from quaint villages and volcanic beaches to uninhabited islands and protected wildlife preserves, including Tobago Cays, a marine park of small sibling islands protected by a horseshoe reef. The numerous charter companies cater to sailors of all proficiencies, allowing visitors to St. Vincent and the Grenadines to personalize their on-board experience and truly captain their dream vacation.

CREATE YOUR OWN ADVENTURE

There are other captivating sites to be discovered—on land and in the air. The Botanical Gardens on the outskirts of Kingstown offers a jaw-dropping collection of exotic flowers, plants and trees and, founded in 1765, is the oldest botanical garden in the Western Hemisphere. The aviary at the Gardens allows glimpses of SVG's indigenous parrot, the strikingly beautiful blue and gold St. Vincent Parrot.

But to see some of the more than 500 of these parrots in the wild, along with a host of other species taking flight, take a hike. The Vermont Nature Trail takes hikers deep into the interior of St. Vincent, along three kilometres of well-marked, groomed trails that offer breathtaking views of the surrounding forest. Or, hike along scenic coastal paths, up to La Soufriere volcano at 1,214 metres or to stunning, secluded waterfalls.

Go off-road and reach remote spots that offer the sort of seclusion enjoyed only by the adventurous. Jeep and bicycle tours allow access to far-flung parts of the islands and can be easily arranged at most of the hotels on the islands. Off the western side of the island, enter the renowned Bat Cave. Slide into a kayak and paddle out to an underwater cave with a shallow passageway and a long tunnel that allow snorkellers to observe two rare species of bats. Travel even farther by ferry to discover bountiful eco-adventures on the island of Bequia, home to the Old Begg Turtle Sanctuary.

PLAN A PERFECT PAIRING

For romantics, St. Vincent and the Grenadines is unmatched. There is no lack of settings for an unforgettable engagement, wedding or honeymoon. For couples, the only challenge is choosing one. Sandy white beaches, hilltops at sunset, quaint churches, historic forts or sunny sailboats—love is in the air, everywhere. Making your fantasy wedding a reality is easy on St. Vincent and the Grenadines as the country is home to wedding planners, caterers, photographers and hoteliers who assist visitors in customizing the perfect event. Arg union in St. Vincent and the Grenadines is truly a match made in heaven.

To learn more, visit globeandmail.com/unspoiledcaribbean

SO MUCH MORE TO DISCOVER IN ST. VINCENT AND THE GRENADINES

What's your favourite number?

- **1,214** metres to reach a real live volcano
- **400** arches (in Kingstown, the capital of St. Vincent)
- **247** years since the oldest Botanical Gardens was founded here
- **226** species of fish
- **29** varieties of breadfruit
- **23** uninhabited islands and cays
- **15** designated heritage sites
- **11** species of indigenous dolphin
- **7** ports of entry
- **3** types of sand beaches: gold, black and white sand
- **2** short flights (any connection from Barbados, Grenada, Trinidad, St. Lucia, Martinique and Puerto Rico to Kingstown)
- **1** blockbuster movie series filmed here (*Pirates of the Caribbean*)

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October 20th ½ Page Ad and ½ Page Advertorial
Circulation: 2.8 million

The Caribbean you're looking for!

January Departures – 7 nights including hotel, air and transfers, based on Jan 16 and Jan 22 departures from Toronto.

BEQUIA BEACH HOTEL – newly built hotel on Friendship Beach; Classic Pool/Sea View including Continental Breakfast daily plus complimentary 45-minute massage for 2.
$1978 + $321 tax per person, based on double occupancy

TAMARIND BEACH HOTEL & YACHT CLUB – luxurious beachfront escape on Canouan; Beachfront Room including breakfast daily plus complimentary room upgrade to Beachfront Suite.
$2109 + $294 tax per person, based on double occupancy

BEQUIA BEACHFRONT VILLAS – an example of "Gracious Living" as recognized by *Architectural Digest*; 1 Bedroom Beachfront Villa plus complimentary special breakfast starter package.
$2492 + $321 tax per person, based on double occupancy

YOUNG ISLAND RESORT – private island off of mainland St. Vincent; Superior Room including breakfast and dinner daily plus complimentary 60-minute massage for 2.
$2839 + $294 tax per person, based on double occupancy

BUCCAMENT BAY RESORT – Caribbean's Leading New Hotel 2012 at the World Travel Awards; 1 bedroom villa gardenview All-inclusive plus complimentary 30-minute massage for 2.
$3739 + $294 tax per person, based on double occupancy

Book your St. Vincent and the Grenadines trip now through Total Vacations at totalvacations.ca or call 1-800-769-4147.

TOTAL VACATIONS

Prices are per person, based on double occupancy. For new bookings only, subject to change without notice. Further information is available from a Total Vacations Travel Designer. Total Vacations Ontario Registration # 50018651 Total Vacations, 6450 Explorer Drive, Suite 101, Mississauga Ontario L4V 5N1

Photo Credit: www.thetotalvacation.com

www.discoversvg.com

Welcome to the unplugged and unspoiled Caribbean. Enjoy great diving, beaches, sublime sailing, and wonderful hotels.

The Caribbean you're looking for St. Vincent and The Grenadines

ST. VINCENT, YOUNG ISLAND, BEQUIA, MUSTIQUE, CANOUAN, MAYREAU, TOBAGO CAYS, UNION ISLAND, PALM ISLAND AND PETIT ST. VINCENT

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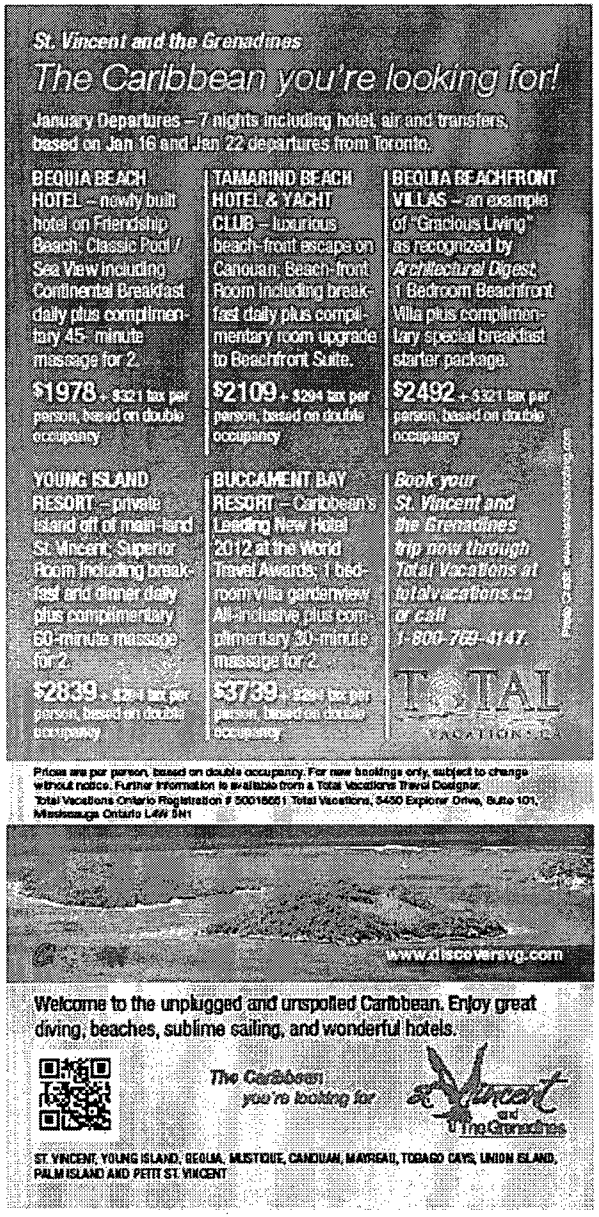
October 27th and November 3rd ¼ Ad
Circulation: 2.8 million



St. Vincent and the Grenadines

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Book your St. Vincent and the Grenadines trip now through Total Vacations at totalvacations.ca or call 1-800-769-4147.

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St. Vincent and the Grenadines

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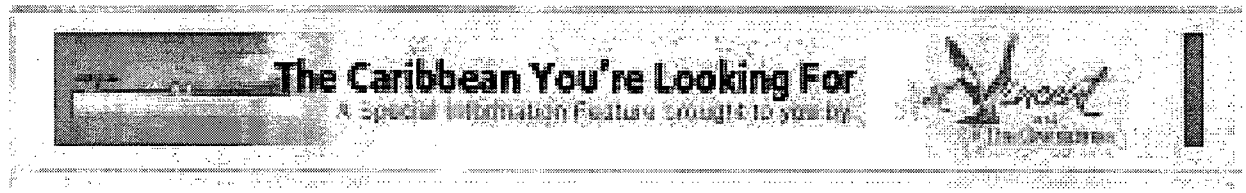

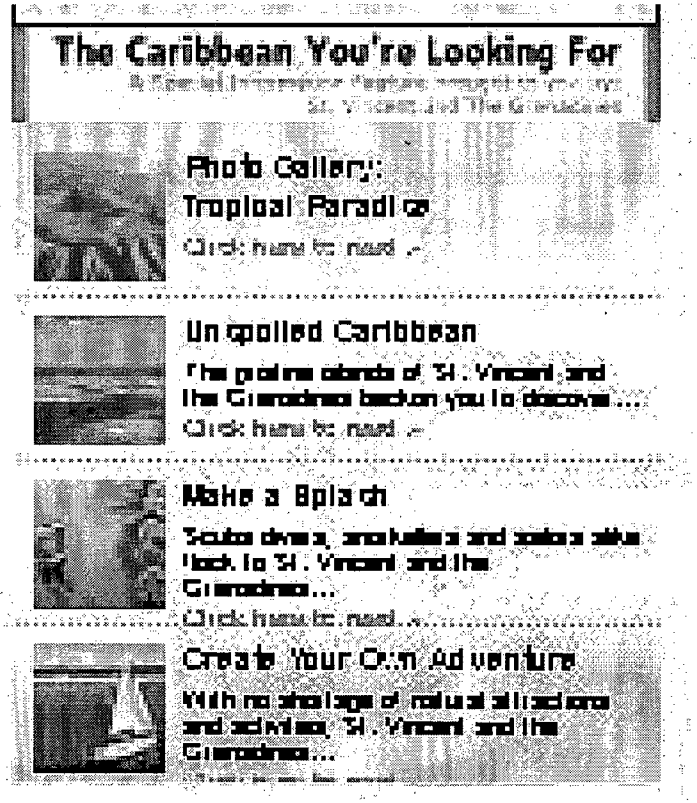

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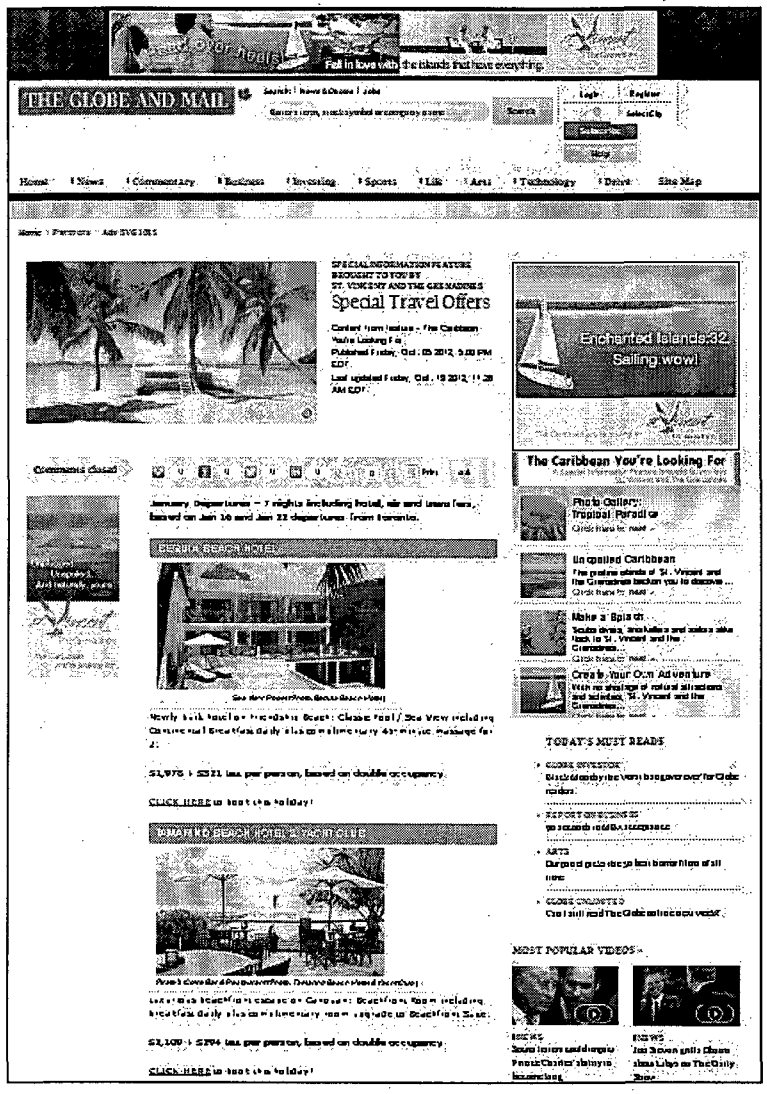

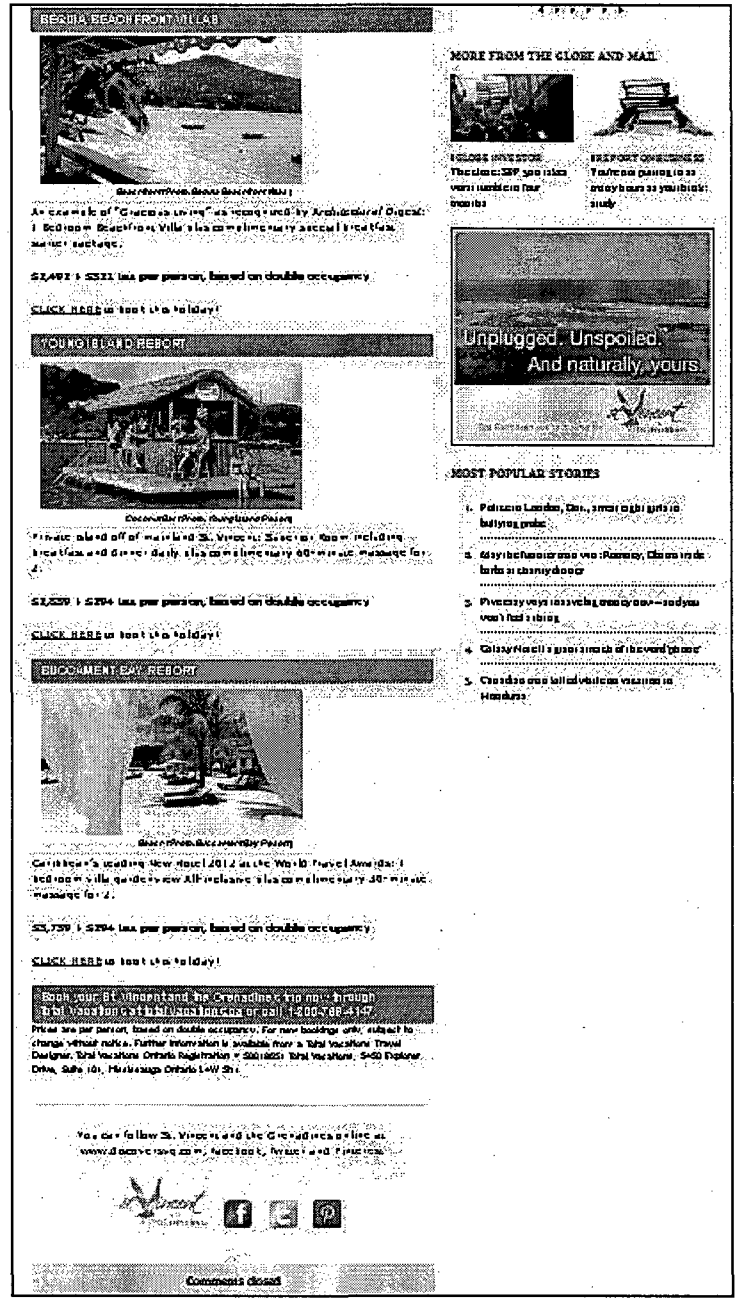

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SPECIAL INFORMATION FEATURE BROUGHT TO YOU BY ST. VINCENT AND THE GRENADINES

Photo Gallery: Tropical Paradise

Content from feature - The Caribbean You're Looking For
Published Friday, Sep. 21 2012, 12:33 PM EDT
Last updated Friday, Oct. 19 2012, 11:11 AM EDT

From turquoise waters to emerald mountains to bountiful blooms, there's so much to uncover in St. Vincent and the Grenadines.

1 of 10 PREV NEXT

Aerial View of Soufriere Volcano

(St. Vincent and the Grenadines)

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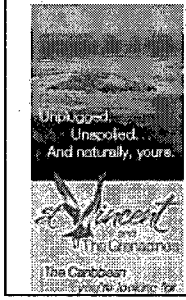

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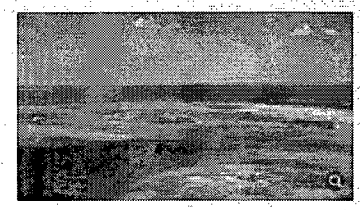

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Unspoiled Caribbean

Content from feature - The Caribbean You're Looking For
Published Wednesday, Oct. 03 2012, 4:11 PM EDT
Last updated Friday, Oct. 19 2012, 11:15 AM EDT

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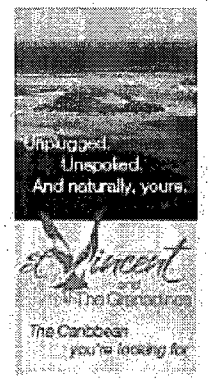

With its towering emerald mountains, unspoiled natural attractions, and turquoise coves fringed by white, gold and black sand beaches, St. Vincent and the Grenadines has been called a tropical idyll. As the Caribbean of yesteryear, it's no wonder the French and the British fought over the island chain for most of the 18th century. Everyone wants a piece of paradise.

MORE RELATED TO THIS STORY

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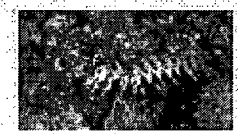

WHAT'S YOUR FAVOURITE NUMBER?
So Much More to Discover in St. Vincent and the Grenadines

Located in the Southern Caribbean, nestled between St. Lucia and Grenada, St. Vincent and the Grenadines is considered by many as a pristine island Utopia; consisting of 32 islands and cays, only nine of which are inhabited. Whether an eco-adventurer, a water-sport lover, or just, well, a lover, St. Vincent and the Grenadines has a charming remoteness that caters to all travellers.

DIVING IN

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Globe Life Custom Content – Diving & Sailing

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ST. VINCENT AND THE GRENADINES

Make a Splash

Content from feature - The Caribbean You're Looking For
Published Friday, Sep. 21 2012, 11:40 AM EDT
Last updated Friday, Oct. 19 2012, 11:08 AM EDT

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From kite surfing and snorkelling to sailing and scuba diving, St. Vincent and the Grenadines is a water enthusiast's paradise. Whether you prefer to play above or below the waterline, from the stern of a sailboat or several metres under, the 32-island nation has no shortage of ways to get soaked and stoked about these water activities.

MORE RELATED TO THIS STORY

- Unspoiled Caribbean
- Create Your Own Adventure
- Photo Gallery: Tropical Paradise

PHOTO GALLERY
Hidden Gems

DIVING

St. Vincent has been touted as the **"Critter Capital of the Caribbean"**—and for good reason. Obliging currents and diverse habitats make the islands' waters ideal for all manner of animal and plant life. Submerge in these serene seas and enter a kaleidoscope of colour as myriad marine animals glide through technicolor coral. In fact, a 2001 REEF survey found 225 species of fish in the waters of St. Vincent. Eight dive operators scattered across St. Vincent, Bequia, Mustique, Canouan and Union Island ensure that each explorer's experience is customized and convenient. And in St. Vincent and the Grenadines, a diver truly can experience it all.

- Wrecks: The site of three shipwrecks, **Capital Wrecks** delivers deeply dramatic views, within recreational dive limits. Experienced divers can peer in portholes and glimpse the past as they glide through rusted underwater remains.

- Reefs: Voted one of the top 100 dive sites in the world, **Anchor Reef** provides divers with a breathtaking coral ridge and a jaw-dropping wall complete with swim-throughs. Other reefs, such as those in **Alternate Bay** and **Hans**, have extensive shallow reefs of coral and a dazzling display of marine life.

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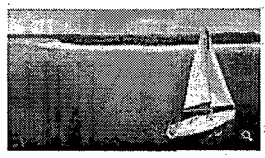

SPECIAL INFORMATION FEATURE BROUGHT TO YOU BY ST. VINCENT AND THE GRENADINES

Create Your Own Adventure

Content from feature - The Caribbean You're Looking For
Published Friday, Sep. 21 2012, 12:24 PM EDT
Last updated Friday, Oct. 19 2012, 11:08 AM EDT

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If lounging in a lush tropical paradise surrounded by tranquil, turquoise lagoons isn't enough to bring you to St. Vincent and the Grenadines, perhaps it's any one of these adventures: a scenic hike along coastal paths, a climb to the top of a 1,214-metre volcano, a dive among some of the Caribbean's most prized coral reefs or a walk through the world-renowned Botanical Gardens and aviary. Indeed, in St. Vincent and the Grenadines, the challenge isn't finding an eco-adventure but rather finding time to fit them all in.

MORE RELATED TO THIS STORY

- Unspoiled Caribbean
- Make a Splash
- Hidden Gems

PHOTO GALLERY
UNSPOILED CARIBBEAN

Nestled between St. Lucia and Grenada, St. Vincent and the Grenadines is an unspoiled Caribbean nation of 32 island and cays with a long history and a deep wealth of natural attractions, making it the ideal destination for those with an affinity for adventure and yearning for exploration.

SPECTACULAR GARDENS

A notable attraction is the **Botanical Gardens**, located just outside the capital, Kingstown. Founded in 1765, the Gardens not only bears the distinction of being the oldest botanical garden in the Western Hemisphere, but it's also one of the most captivating with its alluring collection of exotic and rare flowers, plants and trees. Indeed, there's so much tropical flora to discover, whether you're a novice green thumb or a horticulturalist. Located within the Gardens is the **Nicholas Wildlife Aviary**, where the indigenous St. Vincent Parrot—the *Amazona Guildingii*—makes its grand presence in a kaleidoscope of plumage.

HIKING TRAILS

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Globe Life Custom Content – Romance, Weddings & Honeymoons

ST. VINCENT AND THE GRENADINES

Say "I Do" to St. Vincent and the Grenadines

Content from feature - The Caribbean You're Looking For
Published Friday, Sep. 21 2012, 12:50 PM EDT
Last updated Friday, Oct. 19 2012, 11:09 AM EDT

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With 32 pristine islands and cays—only nine of which are inhabited—St. Vincent and the Grenadines is the perfect backdrop for marriage ceremonies and honeymoons. The islands have it all: picturesque locations, romantic escapes and a variety of accommodation. A wedding in SVG is truly a match made in heaven!

MORE RELATED TO THIS STORY

- Unspoiled Caribbean
- Make a Splash
- Photo Gallery: Tropical Paradise

PHOTO GALLERY
Hidden Gems

SCENIC SETTINGS

Whether a secluded beach or a charming island chapel, SVG offers a myriad of marriage-ceremony surroundings, making it the model place to say "I do."

- **The Botanical Gardens** in Kingstown boasts both wide lawns and bountiful blooms—enough to satisfy the most discerning bride. Picturesque gazebos offer convenient cover and ideal podiums for the ceremony. Occupying 20 acres, the Gardens has ample space to accommodate large groups.
- **The Old Fort in Bequia** offers panoramic views of the southern Grenadines. Bride, groom and guests alike will gasp in delight at the beauty of a castle-like property perched high above the majestic ocean.
- **Wedding cruises** allow happy couples to say "I do" while floating the azure seas. Arriving at Tobago Cays—a family of five islands protected by a horseshoe reef—wedding guests can delight in the kaleidoscope of aquatic colour, moving from indigo blue to aquamarine and then to crystal clear.
- **Private islands**—including Young Island Resort, Petit St. Vincent and Palm Island—offer wedding parties the ultimate in exclusivity. Indeed, CNN ranked the 135-acre Palm Island as one of the "World's Best Wedding Venues," due in large part to its "castaway" character—pristine, practically deserted powder-white beaches and the kind of calm that can only come with complete seclusion.

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Travel Section Banner Roadblocks – October 16-December 16

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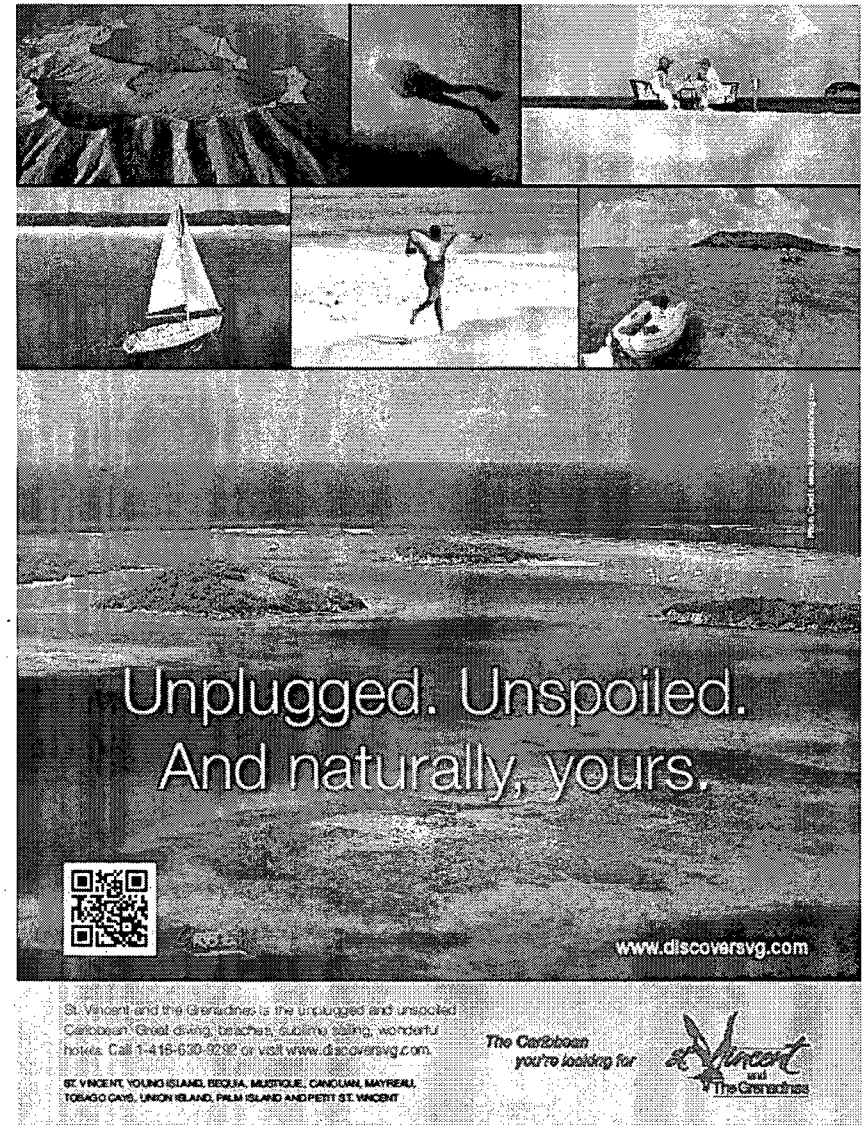
Full Page Ad – August 30th, September 20th Caribbean Issue, October 10th, November 29th
Circulation: 17,000



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Full Page Ad and Full Page Editorial (Feature This!) – November 15th
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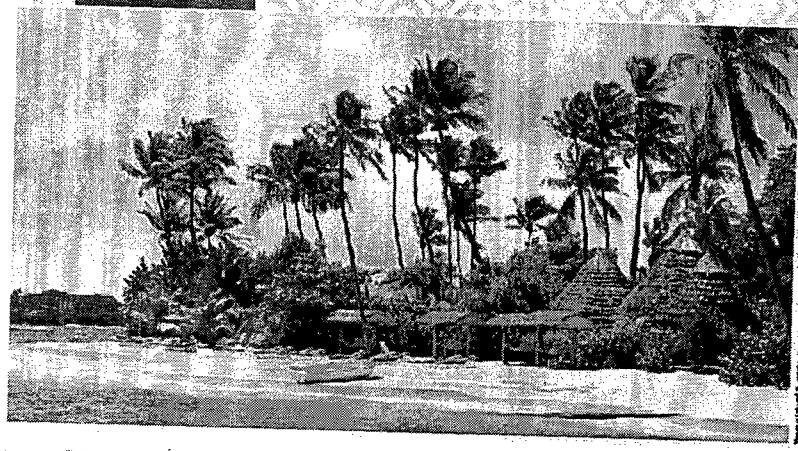
Feature This



Young Island Resort

New offerings unveiled by St. Vincent and the Grenadines, from new packages to upgraded app

The sun-soaked islands of St. Vincent and the Grenadines (SVG) are buzzing with activity these days. Construction of the new US$240 million Argyle International Airport, the country's first international airport, is well underway and will be fully operational by early 2014 and offer direct international jet service from Canada, the U.S. and Europe.

Total Vacations has created a variety of air and hotel packages with departures from Toronto that are valid for departures the weeks of Jan. 16 and Jan. 22, 2013. These include seven-night stays at Bequia Beach Hotel, a newly built hotel on Friendship Beach, for $1,978 + $321 tax, and Tamarind Beach Hotel & Yacht Club for $2,109 + $294 tax. There are also Bequia Beachfront Villas for $2,492 + $321 tax, Young Island Resort for $2,839 + $294 tax, and Buccament Bay Resort, which won Caribbean's Leading New Hotel 2012 at the World Travel Awards, for $3,739 + $294 tax. All prices are per person, based on double occupancy. To book any of these packages call 1-800-769-4147 or visit totalvacations.ca.

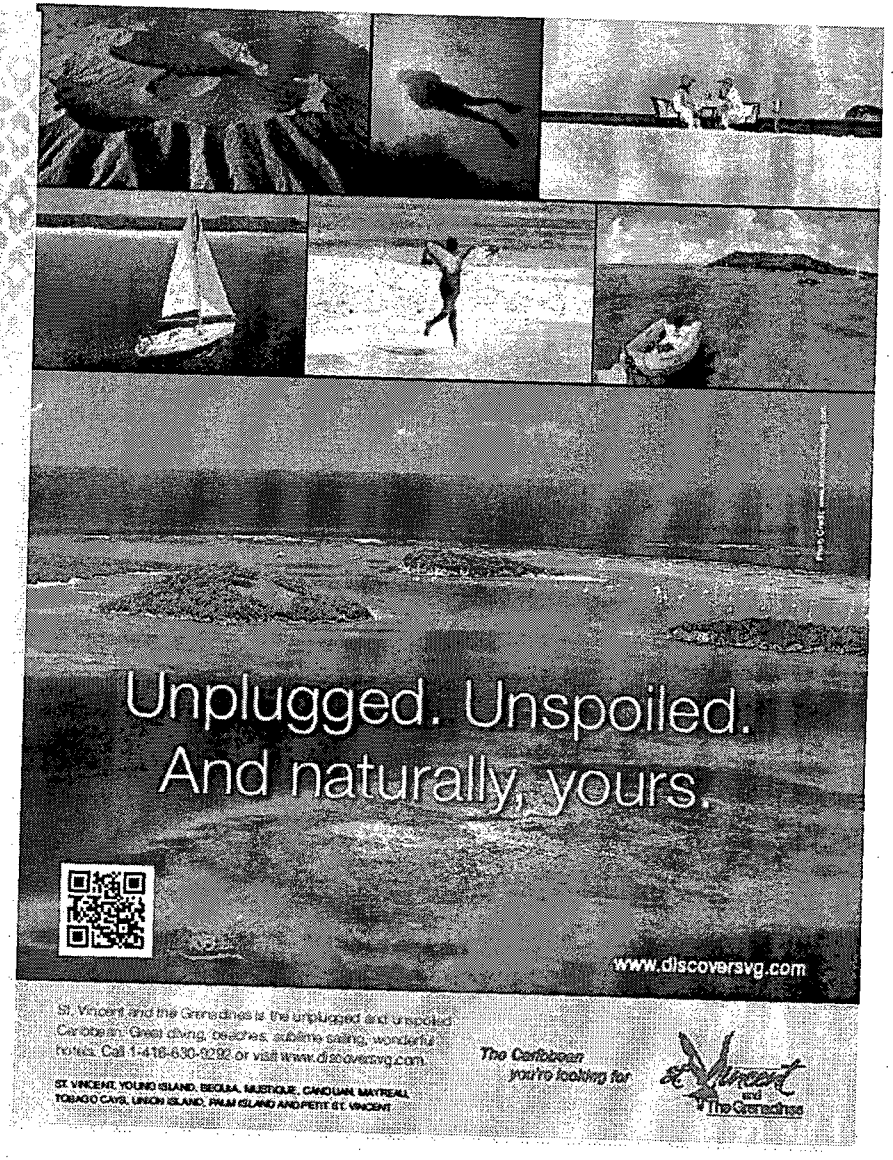
In addition, there's still time for travellers to book a special offer with Tamarind Beach Hotel & Yacht Club. Guests arriving for stays at the resort any time from now through Dec. 21, 2012 will receive complimentary roundtrip flights between Barbados and Canouan Island aboard Grenadine Airways, based on double occupancy when staying a minimum of seven nights. The offer is valid with the Full American Plan only for all room categories, and is strictly non-combinable with any other promotions (www.tamarindbeachhotel.com/promoTamarind.asp).

Young Island Resort is also adding to the mix its first ever all-inclusive package called 'Stranded in Style'. Package includes seven nights in an oceanview cottage for two, daily breakfast, lunch and dinner, roundtrip airport transfers and roundtrip ferry service to and from Young Island from St. Vincent, welcome drink on arrival, fresh fruit and flowers in room daily, watersports, tennis and laundry service (www.youngisland.com/strandedPac.html).

And for travellers looking to tie the knot in style, Cotton House's wedding package includes all the fixings. Valid until Dec. 31, 2012 and priced at US$4,440, the package includes one-tier wedding cake, champagne following the ceremony, bouquet and buttonhole, private sunset cruise for the couple, private dinner menu, one-hour spa treatment, marriage licence fees, minister's fees and travel, couple's roundtrip travel to St. Vincent from Mustique and all government taxes and service charges (www.cottonhouseresort.com/weddings.html).

To ensure that every guest's stay is both memorable and fun-filled SVG has created a new mobile app. The free app features a user-friendly interface with a wide range of info, photos, video, maps and much more. To download see the QR code in the SVG ad on the opposite page.

For more information on travel to St. Vincent and the Grenadines, visit DiscoverSVG.com



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Travel Week Online e-Newsletter Banner

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9/26 E-Blast (Hidden Gems)

Subject Line: Hidden Gems of St. Vincent and the Grenadines

travelweek e-blast

A collection of 32 unspoiled islands and cays in the secluded Southern Caribbean, **St. Vincent and the Grenadines** offers something for every interest on your honeymoon, including some of these hidden treasures.

The **Tobago Cays**, a protected wildlife reserve of five islets bordered by a giant horseshoe reef, is renowned sailing, snorkeling and scuba diving mecca. It also has small sand beaches that are perfect for an afternoon barbeque. There remain few places on earth today that can match the unblemished natural beauty, easy accessibility and "feel good" tranquility of the Tobago Cays. The waters, with their ever-changing kaleidoscope of blues, greens and seemingly limitless shades of aquamarine, create a truly picture perfect background.

Mopion, the quintessential deserted island, is a dollop of brilliantly white sand that seems to float magically in clear turquoise sea, with nothing more on it than a singular thatched umbrella. It is the idyllic setting for an intimate picnic spot.

Saltwhistle Bay on Mayreau island is a perfectly half-moon shaped beach outlined by palm trees. It is one of (if not the) most beautiful beach in SVG. With only 250 residents, this island with no airports, no roads and no banks will offer couples an intimate getaway.

To learn more about St. Vincent and the Grenadines, visit www.discovervinvg.com.

St. Vincent and The Grenadines

The Caribbean you're looking for

St. Vincent, Young Island, Bequia, Mustique, Canouan, Mayreau, Tobago Cays, Union Island, Palm Island and Petit St. Vincent

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10/10 E-Blast (Private Getaways)

Subject Line: Private Getaways in the Caribbean You're Looking For

travelweek e-blast

With 32 islands and cays, St. Vincent and the Grenadines is made for romance. Its off the beaten track location, lack of busy crowds, and top notch private island resorts create the ultimate romantic seclusion for couples.

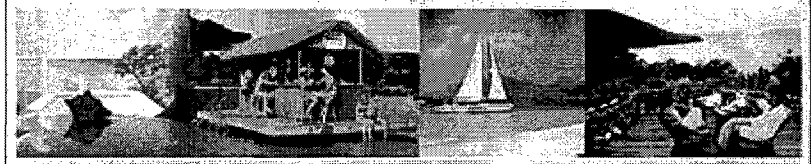
Located 200 yards off the southern coast of St. Vincent and just a three-minute water taxi ride away, **Young Island** is a 13-acre private island resort that features beachfront and hillside cottages with open-air showers, beachside dining under thatched kiosks, and a full-service spa – and just off shore is the "Coconut Bar" where drinks are served in fresh coconuts.

Mustique, often referred to as the playground for the stars, only offers one full service hotel, the 17-suite **Cotton House**. Accommodations feature plunge pools, specialty pillows and flat-screen TVs. The upscale resort offers a wide range of massages and spa treatments, tennis courts lit for nighttime play, and complimentary watersports.

Just 10 minutes via ferry from Union Island, you'll find the all-inclusive **Palm Island Resort**, with white sand beaches and 45 guestrooms set on 135 acres. Here you'll find everything you need: two restaurants, watersports, a salon and spa, relaxing activities like beach barbeque and afternoon tea, romantic dining settings by the water and nightly entertainment.

For the ultimate getaway, **Petit St. Vincent** (known as "PSV") offers 22 exclusive cottages spread across 115 acres and surrounded by two miles of white sand beaches. PSV recently completed a multi-million dollar renovation – its natural beauty, tranquility, privacy and friendly non-intrusive service did not change, though the island's comforts, amenities and activities are all enhanced. With no airport, telephones, TVs or even room keys, couples can truly escape at this luxurious hideaway.

To learn more about St. Vincent and the Grenadines, visit www.discoversvg.com.



St. Vincent and The Grenadines

The Caribbean you're looking for

St. Vincent, Young Island, Bequia, Mustique, Canouan, Mayreau, Tobago Cays, Union Island, Palm Island and Petit St. Vincent

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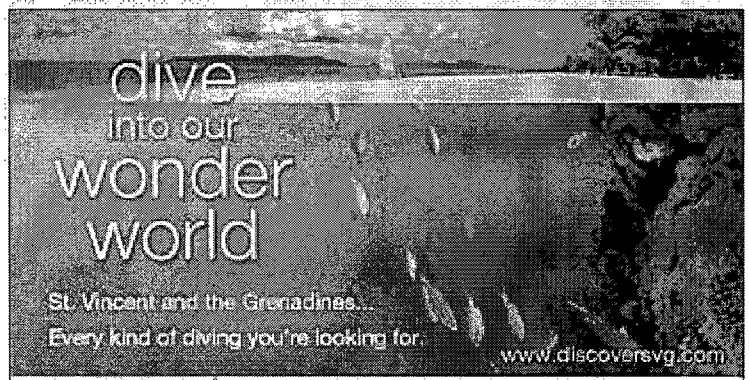
10/24 E-Blast (Diving Focus)

Subject Line: Dive into St. Vincent and the Grenadines

travelweek e-blast



Major St. Vincent and the Grenadines dive sites:

- The Bat Cave, an exhilarating dive into an underwater treasure and on the wish list of most visiting divers
- Anchor Reef, voted one of the top 100 dive sites in the world
- Capital Wrecks, the site of three shipwrecks all in recreational dive depths, but best suited to experienced divers
- Mayreau Gardens, an expansive coral reef formation and a great drift dive
- And much more!

As the "Critter Capital of the Caribbean," St. Vincent and the Grenadines (SVG) offers unique encounters with marine creatures of all kinds. Your clients interested in getting in the water – from a resort course graduate to an experienced diver – can take the plunge in SVG and scuba dive into the famous Bat Cave, try wreck diving, or photograph an amazing variety of marine creatures.

In SVG, most dive sites are just a short boat ride away from the dive shops, whether on the main island of St. Vincent or from the dive centers located in the Grenadines at Bequia, Mustique and Union Island. Many of the resort hotels in St. Vincent and the Grenadines offer scuba diving courses, as do the dive operators themselves.

For additional details on diving in SVG, visit www.discoversvg.com.

St Vincent and The Grenadines

The Caribbean you're looking for

St. Vincent, Young Island, Bequia, Mustique, Canouan, Mayreau, Tobago Cays, Union Island, Palm Island and Petit St. Vincent

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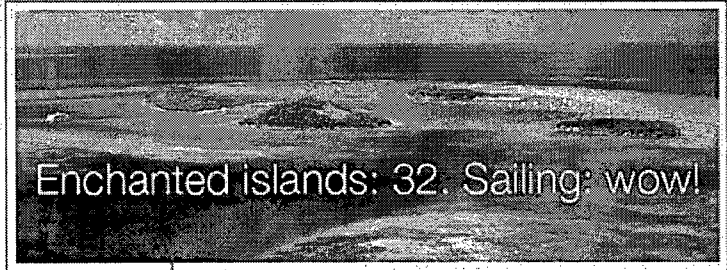
11/7 E-Blast (Sailing Focus)

Subject Line: Sailing the Islands of St. Vincent and the Grenadines

travelweek e-blast



Sailing Events in SVG:

- **Bequia Easter Regatta** has grown into one of the region's most popular small island regattas, with visitors and competitors coming from all over the world to partake in the Easter weekend's festivities.
- **Canouan Regatta** is held every May-June and includes boat races, sports and games, calypso competition and a beauty pageant.

In a destination made up of a constellation of close-knit islands and cays, it's only natural that sailing is an intrinsic part of the local culture. St. Vincent and the Grenadines (SVG) is one of the most sought-after sailing destinations in the world and has naturally become a major hub for yachts, schooners, and all manner of sailing vessels. A blue voyage over its calm tropical waters in a steady breeze is the best way to explore hidden bays and vibrant harbors.

With 32 islands and cays to choose from, visitors can see as much or as little as they like. While individualized itineraries can be designed beforehand, a typical 1-week itinerary will cover approximately 90 miles of cruising with distances between islands ranging from two to five hours. Anchorages on the nine inhabited islands (St. Vincent, Mustique, Bequia, Canouan, Mayreau, Union Island, Palm Island, Young Island, and Petit St. Vincent) offer charming towns, remote villages and pristine beaches for exploring ashore and wonderful restaurants for nightly dinners. Sailors can also spend time in the beautiful Tobago Cays, a protected marine park of small islands on a horseshoe reef offering some of the Caribbean's best snorkeling, where a beach barbeque can be taken ashore.

To learn more about sailing in SVG and to find charter companies, visit www.discoversvg.com.

St Vincent and The Grenadines

The Caribbean you're looking for

St. Vincent, Young Island, Bequia, Mustique, Canouan, Mayreau, Tobago Cays, Union Island, Palm Island and Petit St. Vincent

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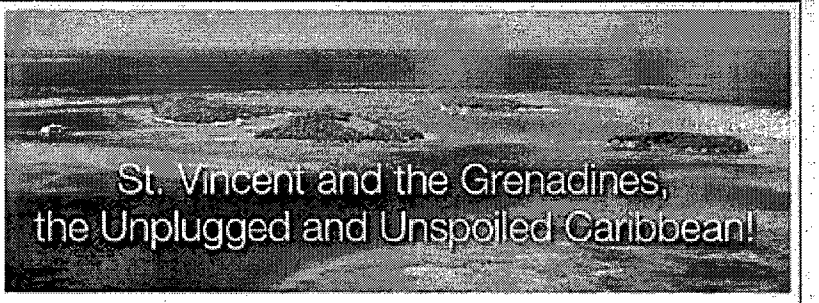
11/21 E-Blast (Airport Focus)

Subject Line: St. Vincent and the Grenadines' New International Airport

travelweek e-blast



Home to such diverse attractions as La Soufriere, the famous volcano; Mustique, playground of the stars and the Royals; and the location for the film Pirates of the Caribbean, St. Vincent and the Grenadines (SVG) is benefitting from numerous capital projects implemented to make the country more attractive and better able to host international visitors, including the building of the country's first international airport.

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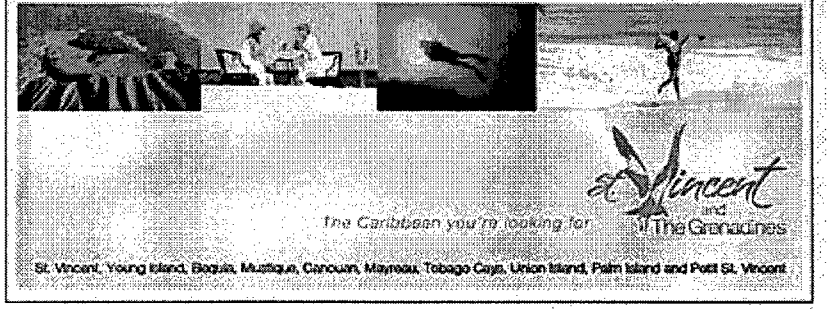
To learn more about all St. Vincent and the Grenadines has to offer, visit www.discoversvg.com.



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9/13, 10/11 and 11/8 Inside Report e-Newsletter Banner

travelweek insider report

Brought to you by monarc.ca

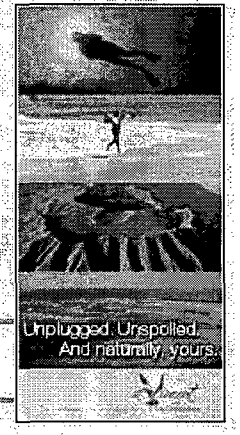
September 13, 2012

At monarc.ca, Canadian travellers post their ratings and feedback about recently-visited hotels and resorts. Each month Travelweek's Insider Report delivers Monarc.ca's three highest-ranking hotels in the categories of **Best Overall, Best Beaches, Best for Families, Best for Couples** and **Quality and Price**. You can share this information with your clients and link through to the reviews on monarc.ca.

PALLADIUM HOTELS & RESORTS

best overall

1. Iberostar Grand Hotel Paraiso *****
2. Excellence Playa Mujeres *****
3. Royal Hideaway Playacar *****



sun

best beaches

1. Club Los Delfines ***1/2

MELIÁ CUBA

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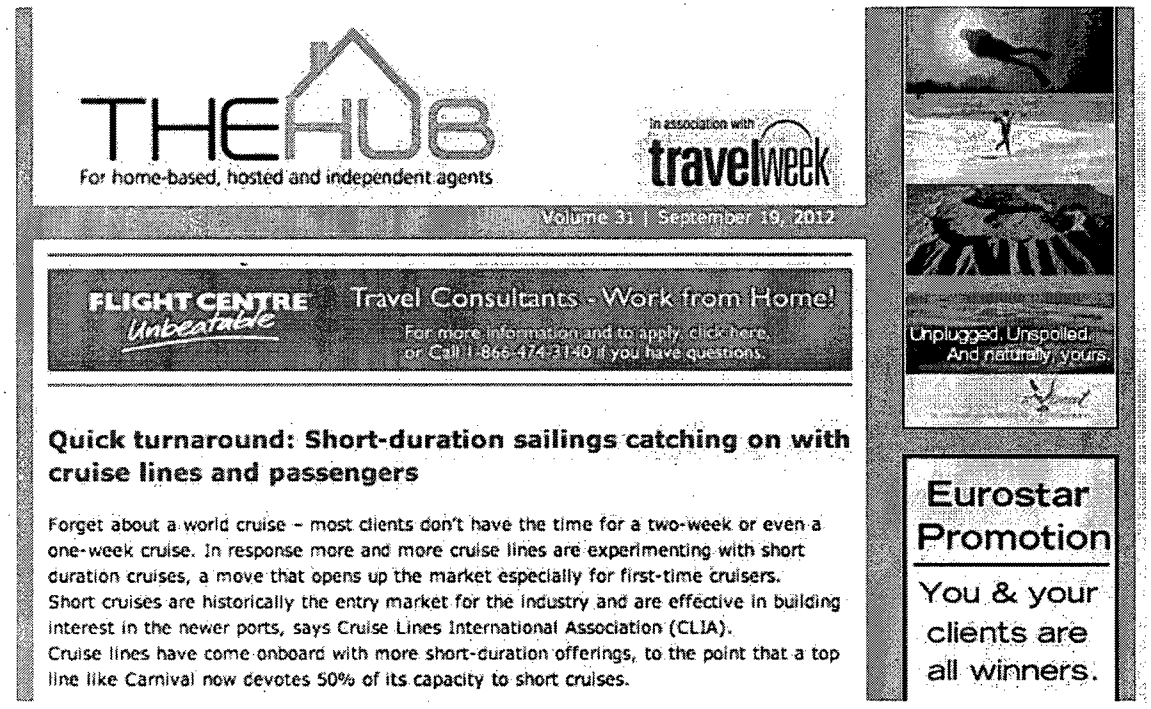
9/21, 10/19 and 11/16 The Hub e-Newsletter Banner



THE HUB

For home-based, hosted and independent agents

In association with travelweek

Volume 31 | September 19, 2012

FLIGHT CENTRE Unbeatable

Travel Consultants - Work from Home!

For more information and to apply click here or Call 1-866-474-2140 if you have questions.

Quick turnaround: Short-duration sailings catching on with cruise lines and passengers

Forget about a world cruise – most clients don't have the time for a two-week or even a one-week cruise. In response more and more cruise lines are experimenting with short duration cruises, a move that opens up the market especially for first-time cruisers.
Short cruises are historically the entry market for the industry and are effective in building interest in the newer ports, says Cruise Lines International Association (CLIA).
Cruise lines have come onboard with more short-duration offerings, to the point that a top line like Carnival now devotes 50% of its capacity to short cruises.

Unplugged. Unspoiled. And naturally yours.

Eurostar Promotion

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Canadian Travel Press
&
TravelPress.com

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Full Page Ad & Full Page Advertorial – 9/3 Caribbean Weddings
Circulation: 25,000

ADVERTISEMENT

ST. VINCENT AND THE GRENADINES

THE RIGHT MIX FOR NUPTIALS

Over the years, St. Vincent and the Grenadines (SVG) have become a popular choice for destination weddings, as well as honeymoons. As a result, there are now a number of professional wedding co-ordinators, catering companies and photographers, along with a trusted network of reputable and reliable suppliers, whose combined experience and local knowledge ensure that the couple and their guests have ample time to relax and enjoy these lovely islands at their ease. SVG possesses all of the necessary ingredients to ensure a perfectly romantic wedding day. There are countless venues from which to choose, sandy-white beaches, a hilltop at sunset, sailing around a picturesque harbour, a lush tropical garden surrounded by colorful blooms, a charming island church, or even a deserted island – the choice is all yours. Couples can be confident that the wedding planner/consultant that they work with in SVG will look after every detail. The list of services offered is extensive and includes arrangements for obtaining the wedding licence, selecting a minister, providing witnesses, bridal bouquet, boutonnieres, floral arrangements, photographer, videographer, a traditional wedding cake, and for a special touch, a steel pan duet can be arranged to play at the wedding dinner.

SVG's fascinating history stretches into the past for centuries, and much of it is still on display throughout the islands. What this means for betrothed couples: plenty of picturesque and timeless settings for saying "I do." The main island of St. Vincent is home to the oldest botanical gardens in the Western Hemisphere. With wide lawns, tropical flora from around the world, and historical plants like St. Vincent's original breadfruit tree, an event here is a perfect way to infuse the ceremony with the vibrant Vincentian culture.

The "Old Fort" in Bequia was built in the 18th century as a defence strategy against invaders; today, it is renowned as an historic plantation, offering panoramic views of the southern Grenadines. Thirty acres of tropical gardens surround the castle-like property's six guestrooms, all decorated with Old World charm. Couples can choose to marry at the main mansion perched above the ocean, or enjoy a sunset hilltop ceremony.

All that rustic charm doesn't outshine SVG's modern wedding services, offering all the styles and sophistications found back at home – and, in most cases, without the lavish price tag. Recognized SVG wedding planners will walk couples (and agents, if they're taking part in the planning of the ceremony) through a range of locations and other selection wedding packages that start with basics like a minister and marriage licence, and end as extravagant as a fully inclusive wedding-day cruise to the Tobago Cays.

For additional info on SVG weddings and even local wedding planners to work with, visit: www.discoversvg.com.

St. Vincent and The Grenadines

The Caribbean you're looking for

Three Best Things About Marrying/Honeymooning in SVG:

1. SVG's off-the-beaten track location, lack of busy crowds, and top-notch private islands and boutique hotels means couples are retreating to ultimate romantic seclusion.

2. Due to a lack of corporate colonization and chain hotels, a destination wedding in SVG is a truly authentic and personalized experience. Couples' every need is catered to – there is no mass wedding production set-up in SVG. The private islands: (Young Island Resort www.youngisland.com, Petit St. Vincent www.pevresort.com, and Palm Island www.palmislandresortgrenadines.com) have on-site wedding planners that cater to couples every whim, and wedding planners that offer personalized and unique wedding options.

3. SVG offers couples a wealth of less-explored attractions and sites. In addition to great diving, sailing and soft adventure, a trip to SVG means the ability to island-hop between the Grenadines, as well. Tobago Cays, Mayreau and Union Island are off-the-beaten track, must-see highlights.

Head over heels!

Fall in love with the islands that have everything.

www.discoversvg.com

Whether your clients get married or have their honeymoon in St. Vincent and the Grenadines, it will be the most romantic time of their lives. They'll enjoy great diving, beaches, sublime sailing, wonderful hotels. Call 1-416-630-9292 or visit www.discoversvg.com.

ST. VINCENT, YOUNG ISLAND, BEQUIA, MUSTIQUE, CANOUAN, MAYREAU, TOBAGO CAYS, UNION ISLAND, PALM ISLAND AND PETIT ST. VINCENT

The Caribbean you're looking for

St. Vincent and The Grenadines

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Full Page Ad & Full Page Advertorial – 12/3 Forecasting 2013
Circulation: 25,000

ADVERTISEMENT

St. Vincent and The Grenadines

The Caribbean you're looking for

ST. VINCENT AND THE GRENADINES

A string of 32 islands in the southern Caribbean, St. Vincent and the Grenadines (SVG) is a place of quiet leisure waters, unspoiled forests and stunning white-sand beaches. It is a destination for those seeking a truly off-the-beaten path getaway.

With its casual, unpretentious authenticity, friendly people and deep wealth of unspoiled natural attractions, this collection of islands and cays in the Windward Islands is a life-renewing experience. From the smoking La Soufrière volcano at 4,048 ft., to the oldest botanical gardens in the Western Hemisphere, the main island of St. Vincent has so much to offer. South of St. Vincent, the Grenadines are strung across 40 miles of typically tranquil waters, making these pristine seas prized for sailing, diving and snorkeling. Only eight islands are inhabited. Young Island is a private retreat that is only 200 yards off the southern coast of St. Vincent. Bequia, the largest of the island chain, is a charming enclave that retains its age-old boat building and fishing traditions. Connoisseurs flock to Mustique, Canouan, Mayreau, Union Island, Palm Island and Petit St. Vincent are also delightfully undeveloped compared to many popular Caribbean islands. Another must-see is the Tobago Cays, five islands protected by a huge horseshoe reef.

Despite these wayward whispers beyond the grip of excessive commercialism, you'll find a qualified lineup of tour operators, charter companies and dive shops ready to help coordinate itineraries. And when it comes to accommodations, SVG extends a welcoming hand of hospitality to just about every taste and wallet, from intimate-sized, family-owned hotels to boutique properties with as much soul and spirit as the Vincentians themselves, to private island resorts that promise a complete and perfect hideaway far from the maddening crowd. For all their charming remoteness, these islands have something for everyone – whether it be the family traveller, the solace and romance-seeker, or the adventurous explorer.

SAILING

Sail into SVG and experience the unforgettable magic of dropping anchor in secluded bays and lagoons with turquoise seas and powder white-sand beaches. Anchorages on the inhabited islands offer charming towns, remote villages and pristine beaches. There are a number of charter companies operating out of SVG that offer bareboat charters, skippered yachts or day trips.

DIVING & SNORKELLING

The underwater world of SVG offers something for divers of all levels – from a novice course graduate anxious to get up-close and personal with marine "critters," to an experienced diver aspiring for the next photographic trophy. Divers will enjoy a wide range of sites – including wall, reef, wreck and "muck" dives.

ECO-ADVENTURES

Hike to the top of a volcano, to stunning waterfalls, or along scenic coastal paths. Scuba dive or snorkel over coral reefs, photograph resident critters or green turtles, go whale and dolphin watching, explore forests in search of the St. Vincent Parrot, meander through tropical gardens, or dream yourself to sleep on a beautiful beach.

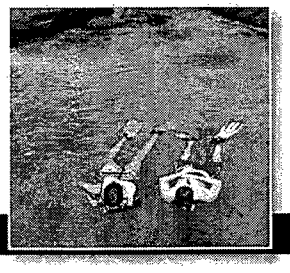
WEDDINGS & HONEYMOONS

From sandy white beaches, picturesque harbors, lush tropical gardens, charming churches, or a deserted island, SVG has much to offer for weddings and honeymoons. There are a number of professional wedding coordinators, catering companies and photographers, whose combined experience and local knowledge ensure the couple and their guests have time to relax and enjoy these lovely islands.

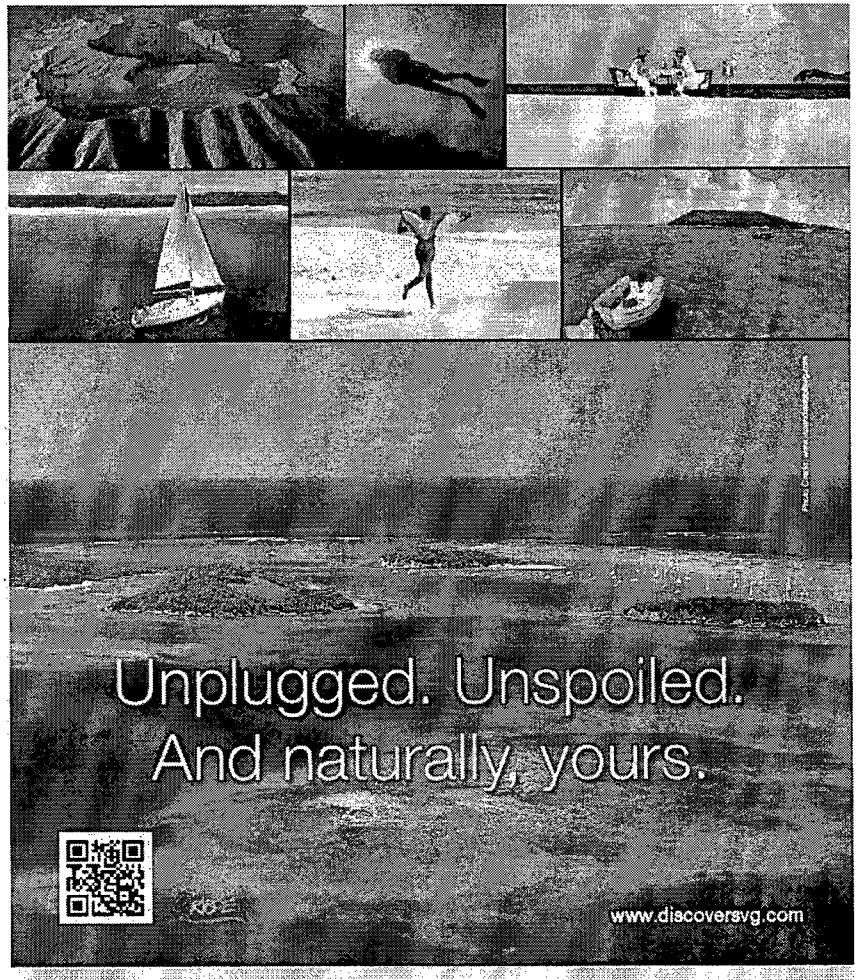
NEWS

Home to such attractions as La Soufrière, the famous volcano; Mustique, playground of the stars; and the location for the film Pirates of the Caribbean, SVG is also benefiting from capital projects implemented to make the country more attractive to, and better able to host, international visitors including: the development of the new Argyle International Airport (scheduled to open in 2014), which will offer direct international jet service from the US, Canada and Europe; the opening of Buccament Bay Resort (on St. Vincent), the newest and largest all-inclusive luxury property; the multi-million dollar renovation of Petit St. Vincent (PSV), the 115-acre private island hideaway in the Grenadines; a new SVG mobile travel app; and much more!

For more information, visit www.discoversvg.com.



STUNNING VISTAS AWAIT VISITORS



St. Vincent and the Grenadines is the unplugged and unspoiled Caribbean. Great diving, beaches, sublime sailing, wonderful hotels.

Call 416-630-9292 or visit www.discoversvg.com.

The Caribbean you're looking for

St. Vincent and The Grenadines

ST. VINCENT, YOUNG ISLAND, BEQUIA, MUSTIQUE, CANOUAN, MAYREAU, TOBAGO CAYS, UNION ISLAND, PALM ISLAND AND PETIT ST. VINCENT

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180x50 Banner Ad

Happy Thanksgiving to everyone

Posted in News on 2012-10-08

To all of our readers, the gang here at Press Today wants to wish you a warm and happy Canadian Thanksgiving Day ... and while you sit back, relax and get ready to enjoy what we're sure will be a great and festive dinner -- with all the trimmings -- we thought you might like to keep up on the latest news. So Happy Thanksgiving ... stay safe, have fun and most of all enjoy.

Full Story

Around the World with CTP

Posted in News on 2012-10-08

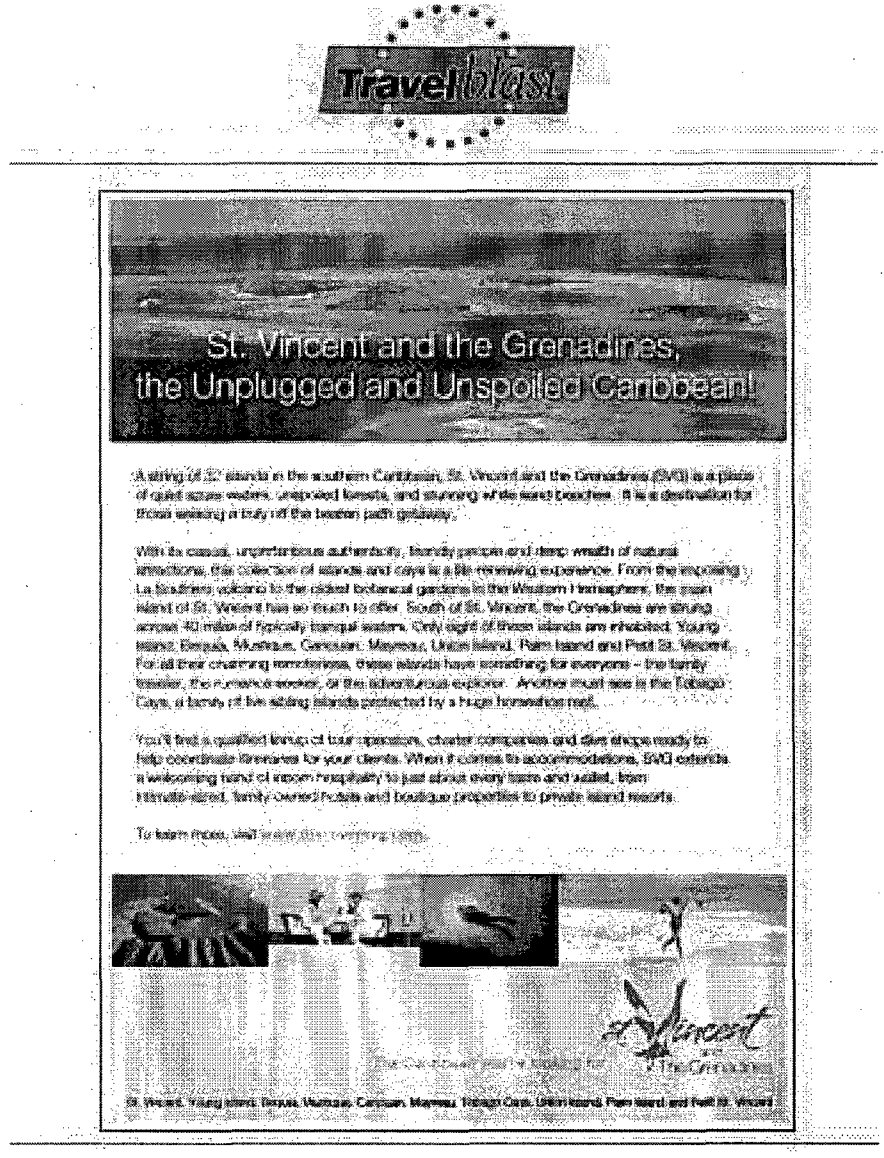
In celebration of Canadian Travel Press' (CTP) 45th anniversary, Baxter Travel Media is holding an "Around the World with CTP Photo Contest" where readers are invited to take a copy of the magazine along with them during their travels and get a unique picture taken with it. The more original the better (the sample picture was taken at Mystic Mountain in Jamaica). A grand prize winner will receive $245, second place $145 ...

Full Story

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

9/19 TravelBlast Email

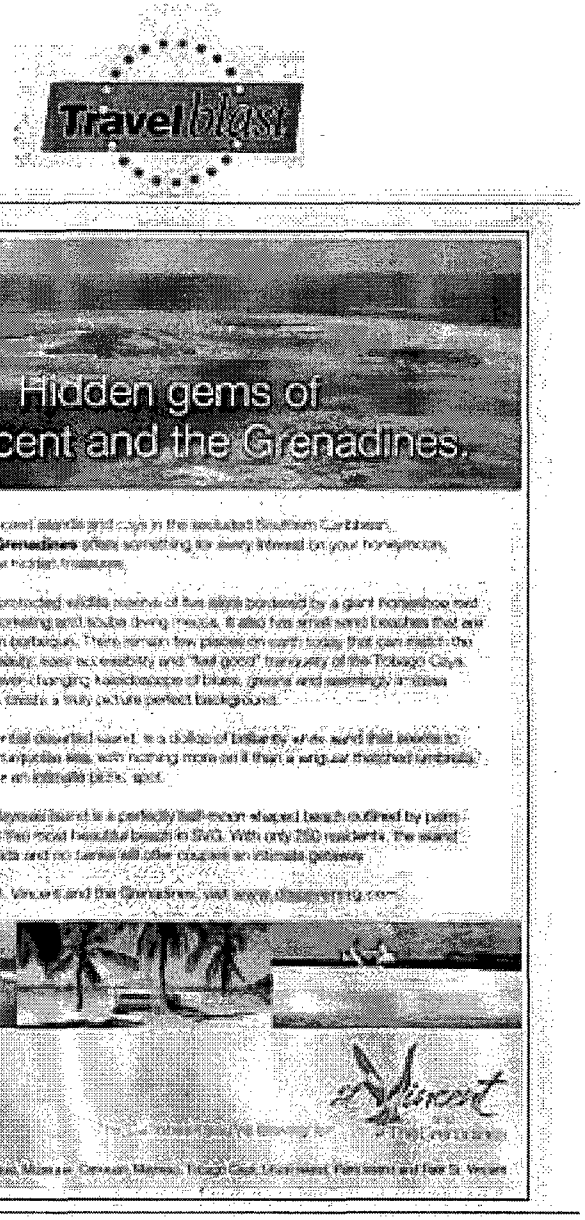
Subject Line: St. Vincent and the Grenadines, the Unplugged and Unspoiled Caribbean



Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

10/10 TravelBlast Email

Subject Line: Hidden Gems of St. Vincent and the Grenadines

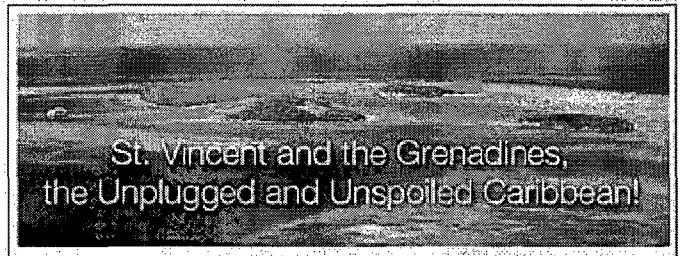


Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

12/5 TravelBlast Email

Subject Line: St. Vincent and the Grenadines' New International Airport

Travel blast



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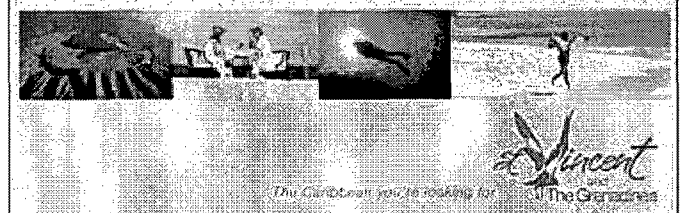

St. Vincent, Young Island, Bequia, Mustique, Canouan, Mayreau, Tobago Cays, Union Island, Palm Island and Petit St. Vincent

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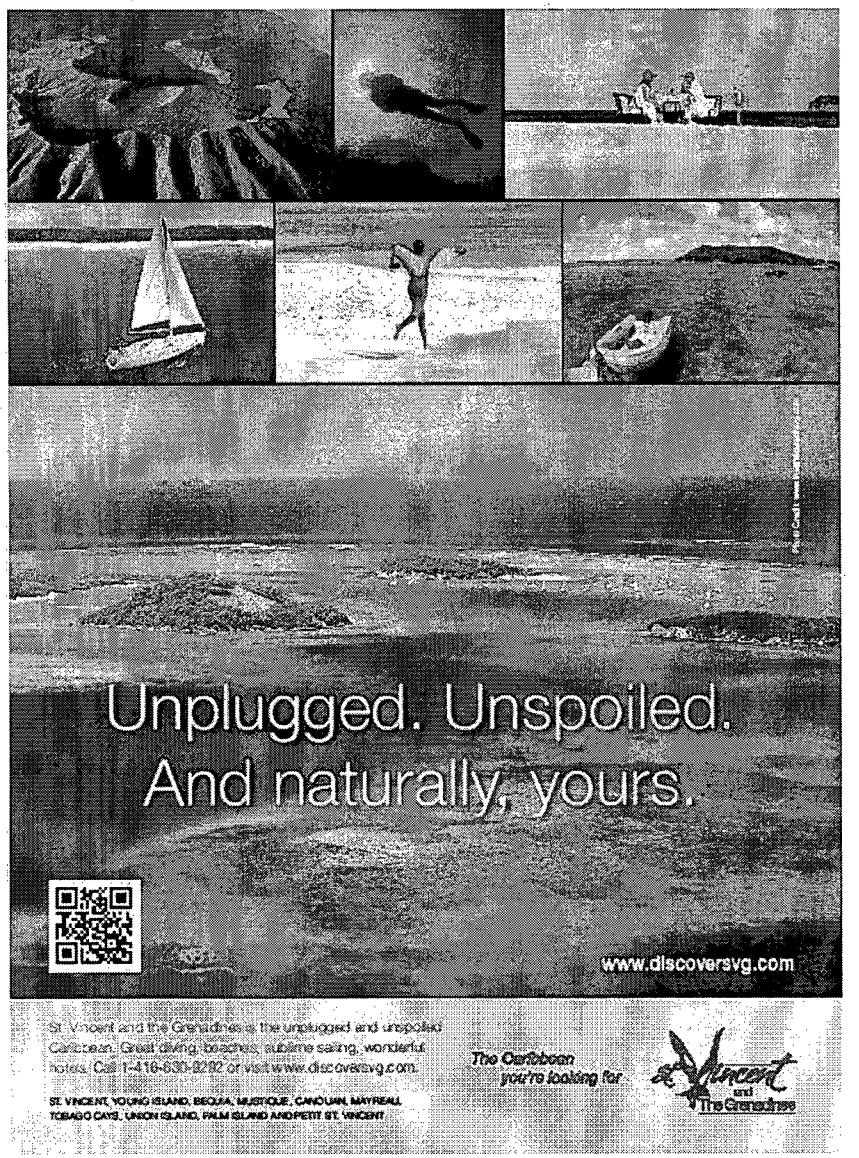
TravelBlast Express Banner

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

Canadian Traveller & CanadianTraveller.net

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

Full Page Ad – January trade, August trade, September consumer
Circulation: 14,460



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300x250 Banner

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ST. VINCENT AND THE GRENADINES
2012 U.S. MEDIA CAMPAIGN PROPOSAL

CATEGORIES/ PUBLICATIONS		JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	FREQUENCY	Q1 & Q2 COST	Q3 & Q4 COST	TOTAL COST	TOTAL VALUE	NEGOTIATED SAVINGS
CONSUMER MAGAZINES/WEBSITES																			
BRIDAL																			
Martha Stewart Weddings & MarthaStewartWeddings.com																			
Circulation:	220,883																		
Unique Visitors Per Month:	2.8 million																		
Full page ad			IO Spring			IO Summer			IO Fall			IO Winter							
Cost:	$15,882.35		$15,882.35			$15,882.35			$15,882.35			$15,882.35		4	$31,764.70	$31,764.70	$63,529.40	$159,200.00	$95,670.60
Destination Wedding Full Page ad	$15,882.35											IO Destination Weddings Issue $15,882.35		1	$0.00	$15,882.35	$15,882.35	$39,800.00	$23,917.65
Honeymoon Center Banners 300x250 and 728x90 banners	500,000 impressions								IO										
Cost Per Month:	$882.45			$882.45	$882.45	$882.45	$882.45	$882.45	$882.45	$882.45	$882.45	$882.45	$882.45	10 months	$3,529.80	$5,294.70	$8,824.50	$16,176.47	$7,351.97
Value Added Units:																			
- Full page advertorial with each full page ad in 5 issues			Spring			Summer			Fall			Winter / Destination Weddings Issues		5	$0.00	$0.00	$0.00	$199,000.00	$199,000.00
- 4 Digital Resource buttons (125x125), 2 mo.								July					December	2 months	$0.00	$0.00	$0.00	$24,400.00	$24,400.00
- Gift Bag sampling at Wedding Party NYC													DATE TBD	1	$0.00	$0.00	$0.00	$3,000.00	$3,000.00
- Wedding Essentials in-book and online lead generation with each ad			Spring			Summer			Fall			Winter / Destination Weddings Issues		5	$0.00	$0.00	$0.00	$37,500.00	$37,500.00
- MRI Starch report: SVG ad performance												Winter		1	$0.00	$0.00	$0.00	$15,000.00	$15,000.00
- Microsoft Tag Promotion									Fall					1	$0.00	$0.00	$0.00	$10,000.00	$10,000.00
Cost:	$0.00																		
Bridal Guide Magazine																			
Circulation:	140,828																		
Full page ad												IO November/December							
Cost:	$0.00											$0.00		1	$0.00	$0.00	$0.00	$37,450.00	$37,450.00
Destination Weddings & Honeymoons																			
Circulation:	100,000																		
Unique Visitors Per Month:	87,798																		
Full page ad												IO November/December							
Cost:	$8,000.00											$8,000.00		1	$0.00	$0.00	$8,000.00	$15,410.00	$7,410.00
Leaderboard Mega-Banner										9/1-9/30									
Cost:	$0.00									$0.00				1 month	$0.00	$0.00	$0.00	$2,500.00	$2,500.00
DIVING																			
Sport Diver & SportDiver.com & ScubaDiving.com																			
Circulation:	175,000																		
Unique Visitors Per Month:	133,000																		
ScubaDiving Custom e-newsletter	70,000 subscribers					IO 2-May													
Cost:	$5,223.53					$5,223.53								1	$5,223.53	$0.00	$5,223.53	$9,729.41	$4,505.88
SportDiver Custom e-newsletter	70,000 subscribers				IO 12-Apr														
Cost:	$5,637.65				$5,637.65									1	$5,637.65	$0.00	$5,637.65	$10,500.00	$4,862.35
3 month run-of-site 728x90 on ScubaDiving	90,000 impressions					IO													
Cost:	$2,925.88					April 1-June 30 $2,925.88								3 months	$2,925.88	$0.00	$2,925.88	$5,452.94	$2,527.06
3 month run-of-site 300x250 on SportDiver	90,000 impressions					IO													
Cost:	$3,301.18					April 1-June 30 $3,301.18								3 months	$3,301.18	$0.00	$3,301.18	$6,229.41	$2,928.23
4-page Dive Guide with 5,000 reprints							IO June Issue												
Cost:	$34,117.65						$34,117.65							1	$34,117.65	$0.00	$34,117.65	$126,000.00	$91,882.35
Value Added Units:																			
- Travel Deal Listing, 3 months														3 months	$0.00	$0.00	$0.00	$935.29	$935.29
- 12 month basic brand channel on sites														12 months	$0.00	$0.00	$0.00	$14,825.00	$14,825.00
Cost:	$0.00																		
Dive Training / DTMag.com																			
Circulation:	100,000																		
Unique Visitors Per Month:	7,915																		
1/2 page 4-color ad				IO	IO	IO	IO			IO	IO								
Cost:	$4,990.00			$4,990.00	$4,990.00	$4,990.00	$4,990.00			$4,990.00	$4,990.00			6	$19,960.00	$9,980.00	$29,940.00	$32,490.00	$2,550.00
Value Added Units:												IO	IO						
- 1/2 page 4-color ad	$0.00											$0.00	$0.00	2	$0.00	$0.00	$0.00	$10,830.00	$10,830.00
- All print ads featured in e-zine online version	$0.00													8	$0.00	$0.00	$0.00	$5,000.00	$5,000.00
DiveGuide.com																			
2-year online listing with text links and logo, clickable to website												IO							
Cost:	$469.41											$469.41		1	$0.00	$469.41	$469.41	$938.82	$469.41

Prepared by Spring, O'Brien
1/4/2013

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ST. VINCENT AND THE GRENADINES
2012 U.S. MEDIA CAMPAIGN PROPOSAL

SAILING																	
SAIL / SailMagazine.com																	
Circulation:	102,000																
Unique Visitors Per Month:	45,000																
1/2 page print ad Cost:	$4,705.88				IO $4,705.88			IO $4,705.88	IO $4,705.88		$0.00		4	$4,705.88	$9,411.76	$14,117.64	$30,280.00	$16,162.36
Full page print ad Cost:	$4,705.88									IO $4,705.88			1	$0.00	$4,705.88	$4,705.88	$15,140.00	$10,434.12
Great Escape Contest Cost:	750,000 impressions $4,117.65						IO $4,117.65						3 months	$0.00	$4,117.65	$4,117.65	$22,060.00	$17,942.35
E-blast (Promotion for Contest) Cost:	80,000 subscribers $0.00						20-Jul $0.00	21-Aug $0.00	18-Sep $0.00				3	$0.00	$0.00	$0.00	$14,117.65	$14,117.65
300x250 run-of-site banners, 9 mo. Cost per month:	495,000 impressions $905.88			$905.88	$905.88	$905.88	$905.88	IO $905.88	$905.88	$905.88	$905.88	$905.88	9 months	$2,717.64	$5,435.28	$8,152.92	$11,648.06	$3,495.14
728x90 run-of-site banners, 9 mo. Cost per month:	495,000 impressions $776.47			$776.47	$776.47	$776.47	$776.47	IO $776.47	$776.47	$776.47	$776.47	$776.47	9 months	$2,329.41	$4,658.82	$6,988.23	$10,482.35	$3,494.12
E-newsletter ad (6 paid, 1 bonus free) Cost Per Issue:	80,000 subscribers $1,117.65				IO $1,117.65	IO $1,117.65	IO $1,117.65	IO $1,117.65	IO $1,117.65	IO $1,117.65	IO $0.00		7	$2,235.30	$4,470.60	$6,705.90	$10,294.12	$3,588.22
Charter Sponsor Tile banner ad, 9 mo. Cost per month:	360,000 impressions $282.35			$282.35	$282.35	$282.35	$282.35	IO $282.35	$282.35	$282.35	$282.35	$282.35	9 months	$847.05	$1,694.10	$2,541.15	$6,342.94	$3,801.79
SAILfeed Blogsite Co-Sponsorship - 300x250 and 728x90 ads on all pages - Mentions in all SAILfeed promos (digital and print) - SVG blog included on site (via RSS feed or direct post) Cost per month:	200,000 impressions $1,676.47						$1,676.47	$1,676.47	$1,676.47	IO $1,676.47	$1,676.47	$1,676.47	6 months	$0.00	$10,058.82	$10,058.82	$11,294.12	$1,235.30
GENERAL DESTINATION																	
Afar Magazine																	
Circulation:	100,000																
Expected circulation by end of 2012:	175,000																
Full Page Ad (January/February issue) Cost:	125,000 circulation $11,765.00	IO January/February issue $11,765.00											1	$11,765.00	$0.00	$11,765.00	$16,660.00	$4,895.00
Full Page Ad (March/April issue) Cost:	150,000 circulation $14,350.00		IO March/April issue $14,350.00										1	$14,350.00	$0.00	$14,350.00	$20,500.00	$6,150.00
Value Added Units: - Reader Service Listing in issues ad is featured Cost:	$0.00												2	$0.00	$0.00	$0.00	$1,765.00	$1,765.00
Caribbean Travel & Life																	
Circulation:	150,000																
Unique Visitors Per Month:	99,953																
Full Page Ad + Full Page Advertorial Cost:	$18,500.00							IO $18,500.00					1	$0.00	$18,500.00	$18,500.00	$45,990.00	$27,490.00
Medium Rectangle ROS Above the Fold Cost:	250,000 impressions $0.00						IO 6/10-7/31 $0.00						2 months	$0.00	$0.00	$0.00	$13,750.00	$13,750.00
Islands																	
Circulation:	200,000																
1/2 Page Ad Cost:	$0.00										IO $0.00		1	$0.00	$0.00	$0.00	$19,165.00	$19,165.00
Frommer's Travel Radio Show																	
Listenership	110,000																
Airs 111 times across US with coverage of 53.65% of the country																	
13 week campaign (spring and fall) Cost per week:	$2,647.06		IO 2/19-4/7 (7 weeks) $18,529.42							IO 10/22-12/2 (6 weeks) $15,882.36			13 weeks	$18,529.42	$15,882.36	$34,411.78	$70,600.00	$36,188.22
- Two 60 second network commercials each week read by Pauline/Arthur - Two 10 second network commercials each week read by Pauline/Arthur - Two Arthur Frommer Travel minute sponsored features - Web Banner on travel page of WOR710.com	100,000 impressions																	
SUBTOTAL - CONSUMER:														$163,940.09	$142,326.43	$314,266.52	$1,102,456.59	$788,190.06
TRADE OUTREACH																	
Recommend / Recommend.com																	
Circulation:	50,000																
Unique Visitors Per Month:	10,000																
12 months promotion program Cost:	$40,000.00							IO July through June 2013 $40,000.00					12 months	$0.00	$40,000.00	$40,000.00	$218,970.00	$178,970.00
- Agent Transaction Monitor creation, management, maintenance - Online Education Program Renewal - The Travel Institute Accreditation & CITC Accreditation Renewal - Education Specialist Finder - 1/2 page spread ad in three issues of magazine								July		September		November						
- 250x250 run-of-site banners, 12 mo. - Webinar on Recommend.com - Monthly Email Blasts (12 total) - Recommend Weekly e-nl feature stories (5) - Recommend Weekly e-nl quick links (6) - Specialist Product Seminar (one hour at ASTA or Vacation.com for SVG rep todiscuss program)	80,000 impressions 420,000 impressions 225,000 impressions 270,000 impressions							19-Jul 16-Aug 7-Aug 15-Aug		6-Sep 5-Sep 4-Sep	25-Oct 17-Oct 2-Oct	8-Nov 6-Nov 7-Nov	6-Dec 4-Dec 4-Dec						
SUBTOTAL - TRADE OUTREACH:														$0.00	$40,000.00	$40,000.00	$218,970.00	$178,970.00

Total U.S. Media Expenditures:	$163,940.09	$182,326.43	$354,266.52
Production Costs:			$22,050.00
Price Allowance for Air & Hotel:			$5,300.00 (Recommend & MSW Gift Bag)
Total U.S. Advertising Costs:			$381,616.52
2012 Approved Budget:			$378,653.14

Prepared by Spring, O'Brien
1/4/2013

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Martha Stewart Weddings &
MarthaStewartWeddings.com

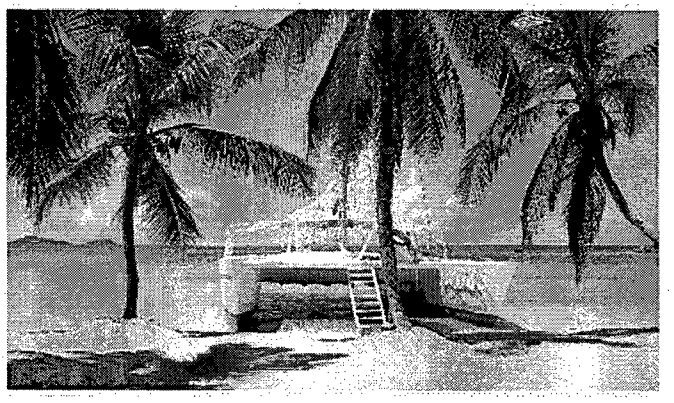
Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

Full Page Ad – 5 issues (Spring, Summer, Fall, Destination Weddings, Winter)
Circulation: 220,883 per issue

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

Fall Full Page Advertorial
Circulation: 220,883

ADVERTISEMENT



hidden gems

on St. Vincent and the Grenadines

A collection of 32 unspoiled islands and cays in the secluded Southern Caribbean, St. Vincent and the Grenadines offers something for every interest on your honeymoon, including some of these hidden treasures.

The Tobago Cays, a protected wildlife reserve of five islets bordered by a giant horseshoe reef, is a renowned sailing, snorkeling and scuba diving mecca. It also has small sand beaches that are perfect for an afternoon barbeque. There remain few places on earth today that can match the unlimited natural beauty, easy accessibility and "feel-good" tranquility of the Tobago Cays. The waters, with their ever-changing kaleidoscope of blues, greens and seemingly limitless shades of aquamarine, create a truly picture perfect background.

Mopion, the quintessential deserted island, is a dollop of brilliant white sand that seems to float magically in the clear turquoise sea, with nothing more on it than a singular thatched umbrella. It is the idyllic setting for an intimate picnic.

Salinheate Bay on Mayreau Island is a perfectly half-moon-shaped beach outlined by palm trees. It is one of—if not the—most beautiful beach in St. Vincent and the Grenadines. With only 250 residents, the island—which has no airports, no roads and no banks—will offer couples an intimate getaway.

To learn more about St. Vincent and the Grenadines, visit **discoversvg.com**.

Scan the tag to plan your honeymoon with our romance packages.

Destination Weddings Full Page Advertorial
Circulation: 220,883

ADVERTISEMENT

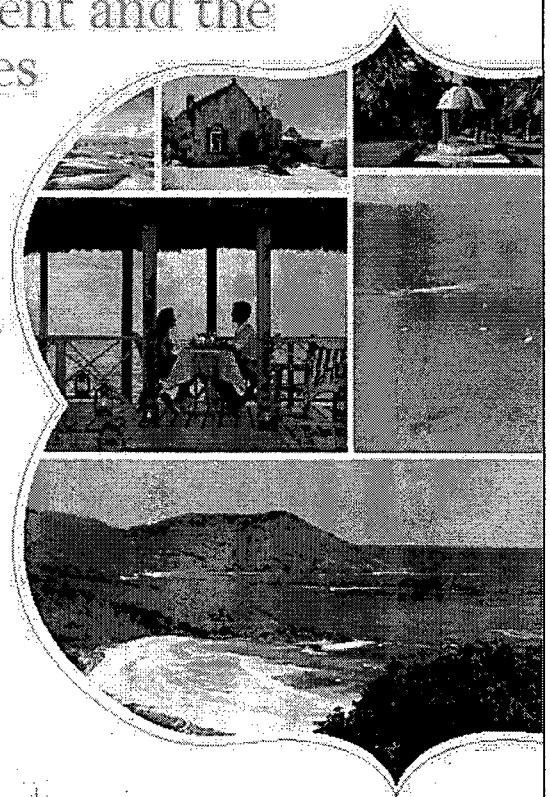
ROMANTIC HIDEAWAYS of St. Vincent and the Grenadines

The secluded wonders of St. Vincent and the Grenadines have made it a cherished destination for weddings and honeymoons. There are countless romantic settings from which to choose: sandy white beaches, a hilltop at sunset, a sail around a picturesque harbor, a lush tropical garden surrounded by colorful blooms, a charming island church, or even a deserted island.

Weddings are unforgettable against the islands' picturesque and timeless backdrops. St. Vincent has the oldest botanical gardens in the Western Hemisphere. The castle-like "Old Fort" in Bequia is a renowned historic plantation today.

Or, escape to Mopion, the quintessential deserted island. Empty except for a thatched umbrella, this tiny sandbar surrounded by a coral reef in turquoise waters creates an idyllic setting for an intimate wedding.

The private island resorts all have on-site wedding planners, including Young Island Resort, Palm Island Resort, and Petit St. Vincent Resort. They ensure every detail is perfection so visitors can enjoy their time together. While at St. Vincent and the Grenadines, couples discover endless ways to say, "I do."



Scan the tag to plan your honeymoon with our romance packages.

For more information on wedding requirements, on-island planners, and honeymoon information, please visit discoversvg.com.

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Winter Full Page Advertorial
Circulation: 220,883

ADVERTISEMENT

ROMANTIC HONEYMOON GETAWAYS in St. Vincent and the Grenadines

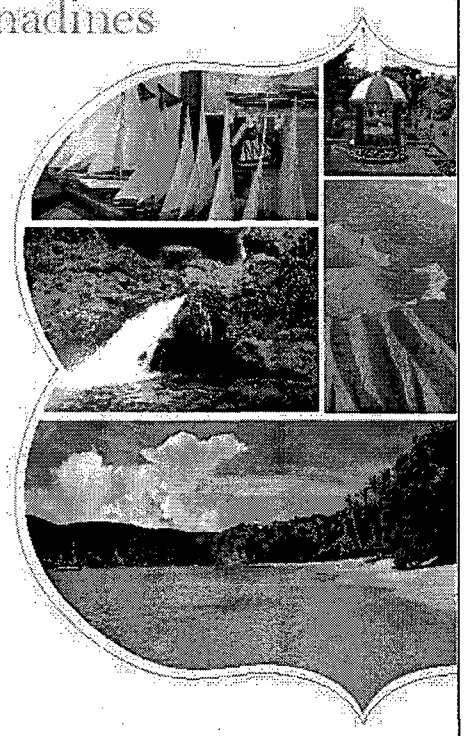
With its towering emerald mountains, unspoiled natural attractions, and turquoise waters, St. Vincent and the Grenadines is an idyllic spot for a romantic honeymoon getaway. Nine inhabited islands each feature a castaway ambiance of unspoiled beauty; newlyweds can easily island-hop amidst picture-perfect vistas at elegant resorts and private island hideaways.

Stroll the Legendary Botanical Gardens.
Founded in 1765, the world-renowned Botanical Gardens bear the distinction of being the oldest in the Western Hemisphere. Get lost in its captivating collection of exotic and rare flowers, plants, and trees.

Trek Up the Active Volcano.
Conquer the 4,048-foot summit and take in the stunning scenery.

Sail the Grenadines by Catamaran.
Visit the island's picture-perfect beaches, model boat shops, and quaint villages. The waterfront restaurants in the small town of Port Elizabeth serve delicious West Indian fare. Capture breathtaking panoramic views of the town from the 18th-century Fort Hamilton.

Swim in St. Vincent's Thirty Falls.
A short hike into the forest reveals three separate cascades that flow into the pools of two rivers—a natural spot to cool off with a swim.



Visit discoverstvg.com.

728x90 ROS Banner – Wedding

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

728x90 ROS Banner – Destination

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

300x250 ROS Banner – Wedding

300x250 ROS Banner – Destination

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Special Offers – Lead Generation Added Value

May 22-July 31, 2012

Home Page > Special Offers

Special Offers

Receive exceptional deals and offers from these special partners

Win Your Gown from David's Bridal!

Enter our monthly sweepstakes for a chance to win your dream gown or up to 5 bridesmaid dresses of your choice! Plus receive advance notice of fashion news, sales, and new arrivals!

Fall In Love With The Islands That Have Everything

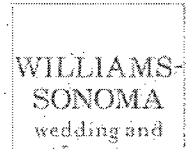
Planning the island wedding or honeymoon you have always dreamed of? Whether on a private islet, on a secluded white sand beach or in a quaint church, romantic escapades await couples in St. Vincent and the Grenadines. Learn more now about St. Vincent and the Grenadines.

10% Off TEJANI Jewelry

Glamour and avant-garde style with a touch of ethnic heritage define this contemporary jewelry brand. Buy online and save 10% on your entire TEJANI Jewelry purchase, now through December 2012. Optin for details

Kohl's Wedding Wishes Gift Registry

When you register with Kohl's Wedding Wishes Gift Registry, you'll find everything you need for a lifetime of bliss. Plus, you can take advantage of our new Ever After Rewards program.



Williams-Sonoma Gift Registry

Register and receive exclusive benefits: 10% completion discount for 6 months, private events and fun cooking classes, bonus gifts, thank you note manager, personal consultants and flexible gift cards!

Tahiti - The Perfect Honeymoon

Experience turquoise lagoons, white sand beaches and overwater bungalows. Sign up to receive special offers for the ultimate romantic escape to Tahiti, Moorea, Bora Bora and other islands in French Polynesia.

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

125x125 ROS Banner – Wedding

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

Bridal Guide

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

Full Page Ad – November/December issue
Circulation: 140,828

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

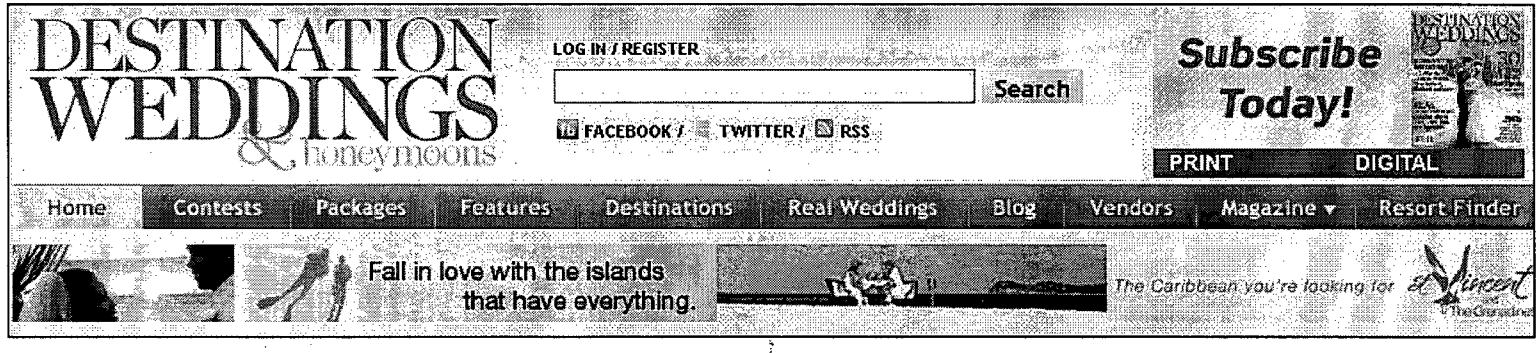
Destination Weddings & Honeymoons
&
DestinationWeddingMag.com

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

Full Page Ad – November/December issue
Circulation: 100,000

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

Mega-Banner



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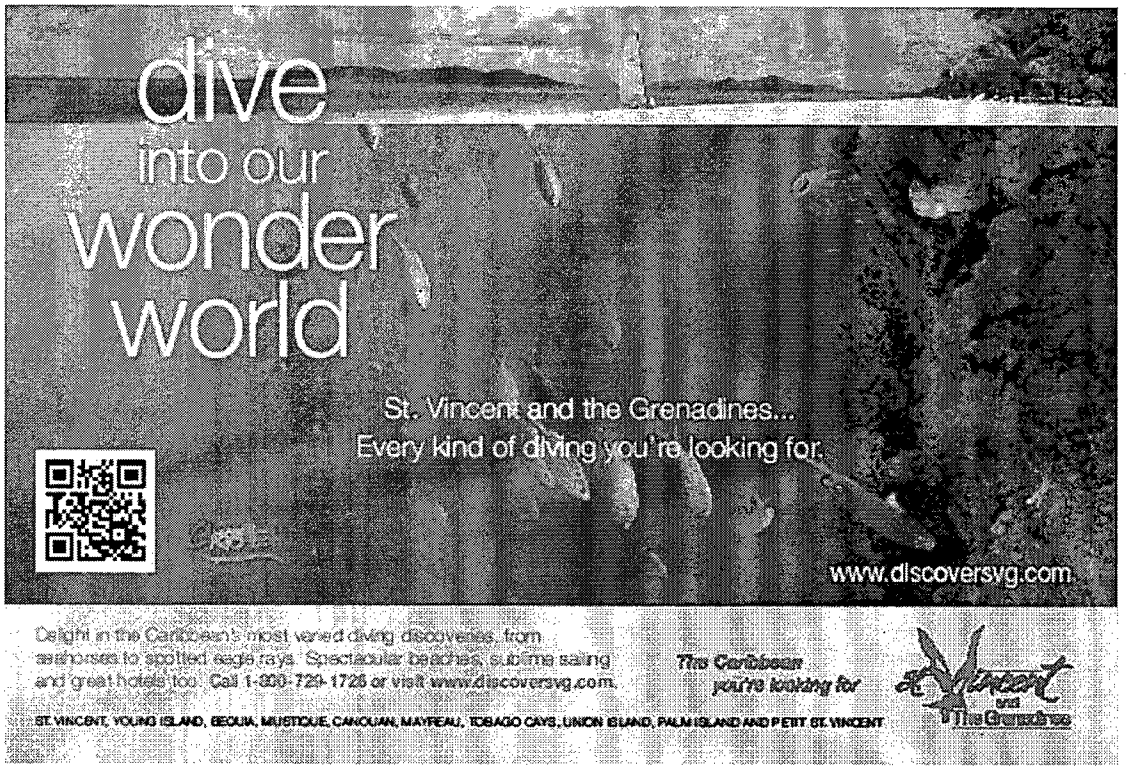
Dive Training Magazine

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

½ Page Ad – September, October, November, December issues
Circulation: 100,000 per issue



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Text Link and Logo Banner

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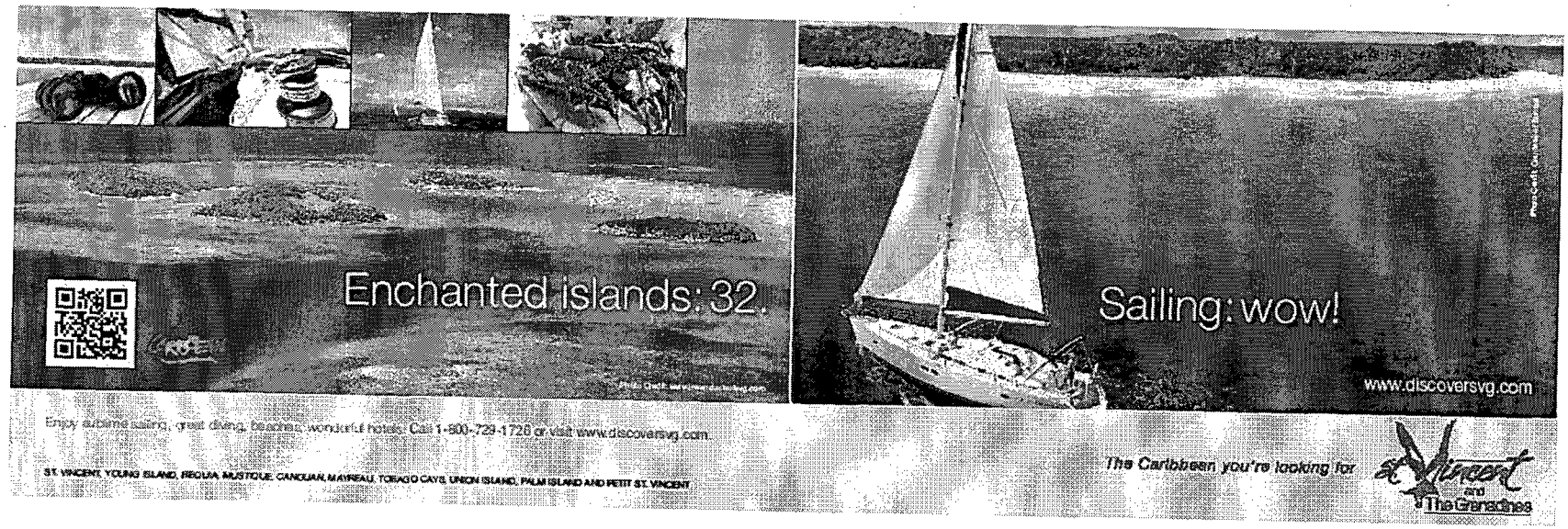
Sail Magazine &
SailMagazine.com

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

½ Page Ad – May, August, September, November (bonus)
Circulation: 102,000 per issue

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

½ Page Spread Ad – October
Circulation: 102,000



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ROS Banners – 728x90

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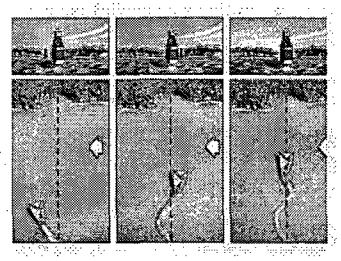
ROS Banners – 300x250

Judging Leeway

by Tom Cunliffe, Posted March 14, 2012

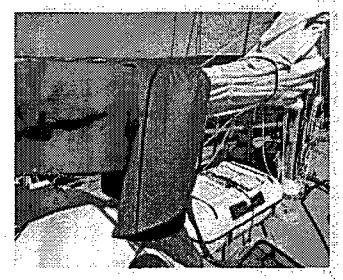
Any boat under way in a crosswind, whether it's a rowboat crossing a lake or a powerful cruiser reaching along the coast, will be pushed sideways to some extent. The effect is called "leeway," and even big ships are subject to it. Sometimes leeway is insignificant; often it is not.



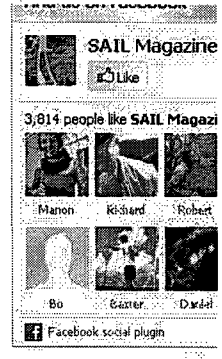
Sail Cover Tactics

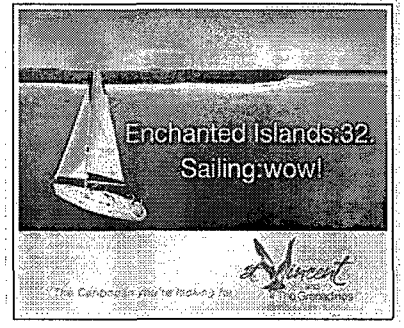
by Charles J. Doane, Posted March 14, 2012

Getting a sail cover on and off a mainsail is often harder than it should be. Once it's off the sail, it can be hard to tell which end goes where, and when you spread it out to check, the wind will wrestle you for control of it.



How to Create a Deck Dam





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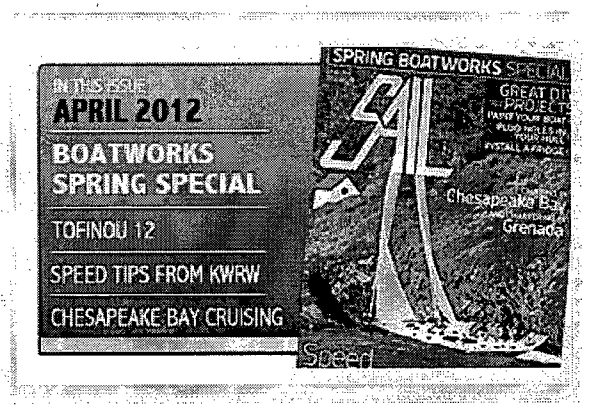
Charter Tile Sponsor Ad

latest on SAILfeed

GROOTE BEER: Hermann Goering's Botter Jacht (Not)
NORTHWEST PASSAGE CRUISE: Crew Wanted
La Paz, Mexico
Plugging away at the cockpit sole
ENSENADA RACE: Mysterious Destruction of Aegean
Volvo Ocean Race: Match Race To Miami
JOHN GUIDER: Barebones Cruiser With a Camera
"Great Parties, Lots of Girls on the Beach"
Buy Mediocre Tools
MORE CALIFORNIA YACHT RACING FATALITIES: And Deaths Averted in Melbourne to Port Fairy Race



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Under Sail July

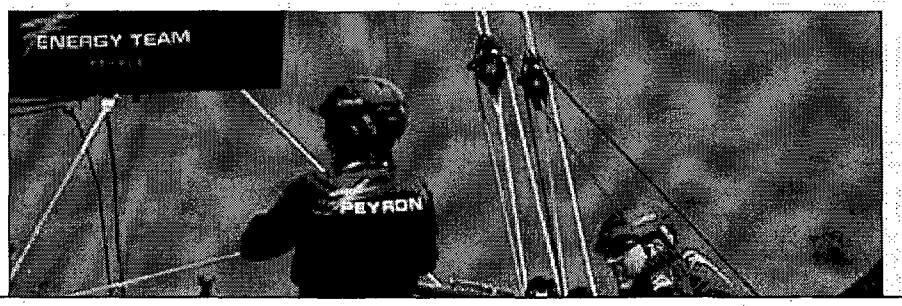
Under Sail

From the Editors of SAIL

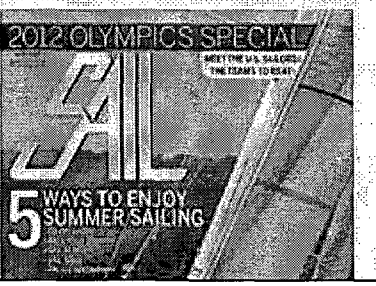
Cruising // Racing // New Boats // Gear // BoatWorks // Charter // Videos

Follow SAIL on

RACING



ON NEWSSTANDS NOW



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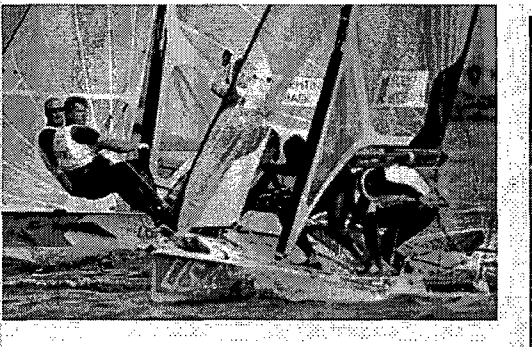
Under Sail August 1st and August 16th

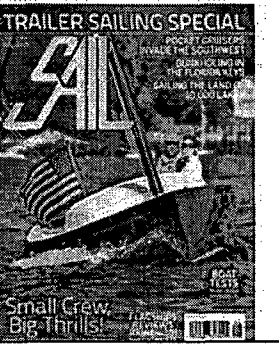
Under Sail

From the Editors of SAIL

Cruising // Racing // New Boats // Gear // BoatWorks // Charter // Videos Follow SAIL on



ON NEWSSTANDS NOW



UNDERSAIL

From the editors of SAIL

IN THIS ISSUE:
- Olympics Collapse
- Stay Dry Offshore
- Meet the Blogger
- Trailer Sailing

ON NEWSSTANDS NOW:
- Trailer Sailing Special
- Class 40 Racing
- Review: VX One Design
- Bayraider 20

RACING

Olympics: A Historic Collapse

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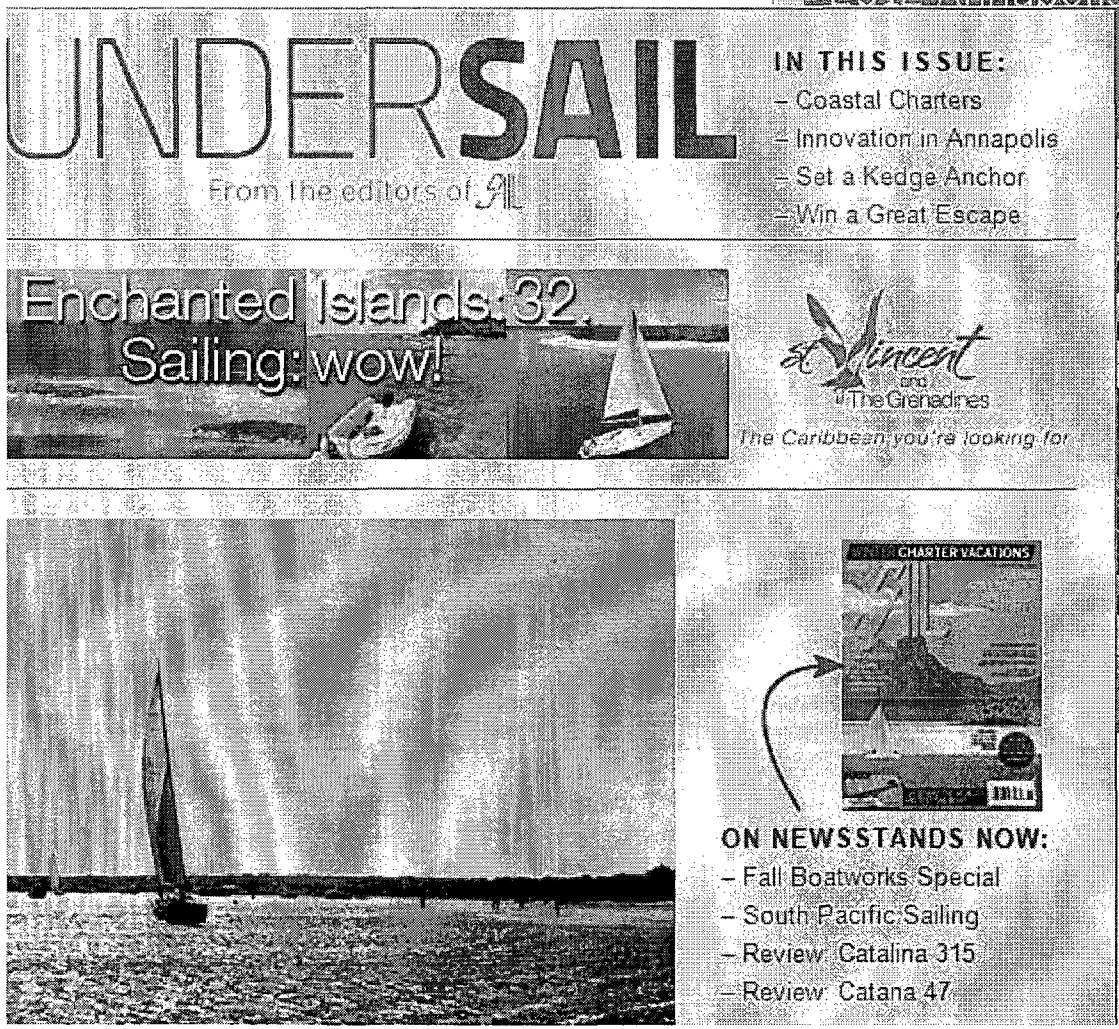
Under Sail September 19th

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

Under Sail October 9th and October 24th



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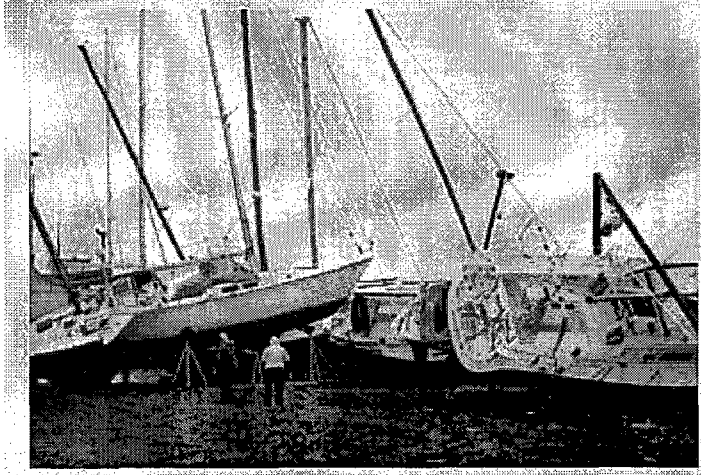
Under Sail November 7th

UNDERSAIL

From the editors of SAIL

IN THIS ISSUE:
- Sandy's Effects
- The Vendée Globe
- Taking a Tow
- Lightweight Rings



ON NEWSSTANDS NOW:
- 3 New Boat Tests
- Great Gear to Keep You Dry
- Match Racing is Taking Off
- Diesel Mysteries Solved

NEWS

What Sandy Meant to Sailors

As the cities and harbors of the northeast continue their slow recovery from Superstorm Sandy, we

SAIL Featured Video

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

Under Sail November 21st

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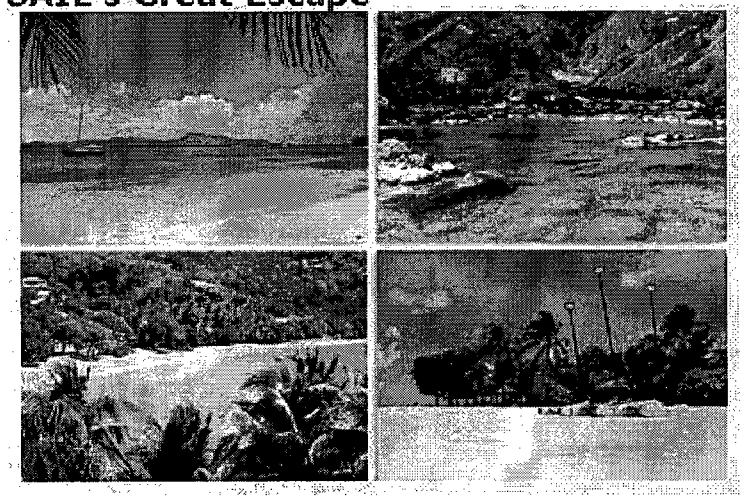
Charter Contest – Landing Page

Home

SAIL's Great Escape



Looking to escape the daily grind?

How about a charter in a Caribbean paradise?

One lucky *SAIL* reader will win a week-long bareboat charter aboard a TMM sailboat in St. Vincent and the Grenadines.

To enter, fill in the contact info below and submit your "Top 5 Reasons to Escape to St. Vincent and the Grenadines."

SAIL's Great Escape contest runs from July 1, 2012 until September 30, 2012. Winners announced in October.

First Name: *

Last Name: *

Email: *

Phone Number: *

Address 1: *

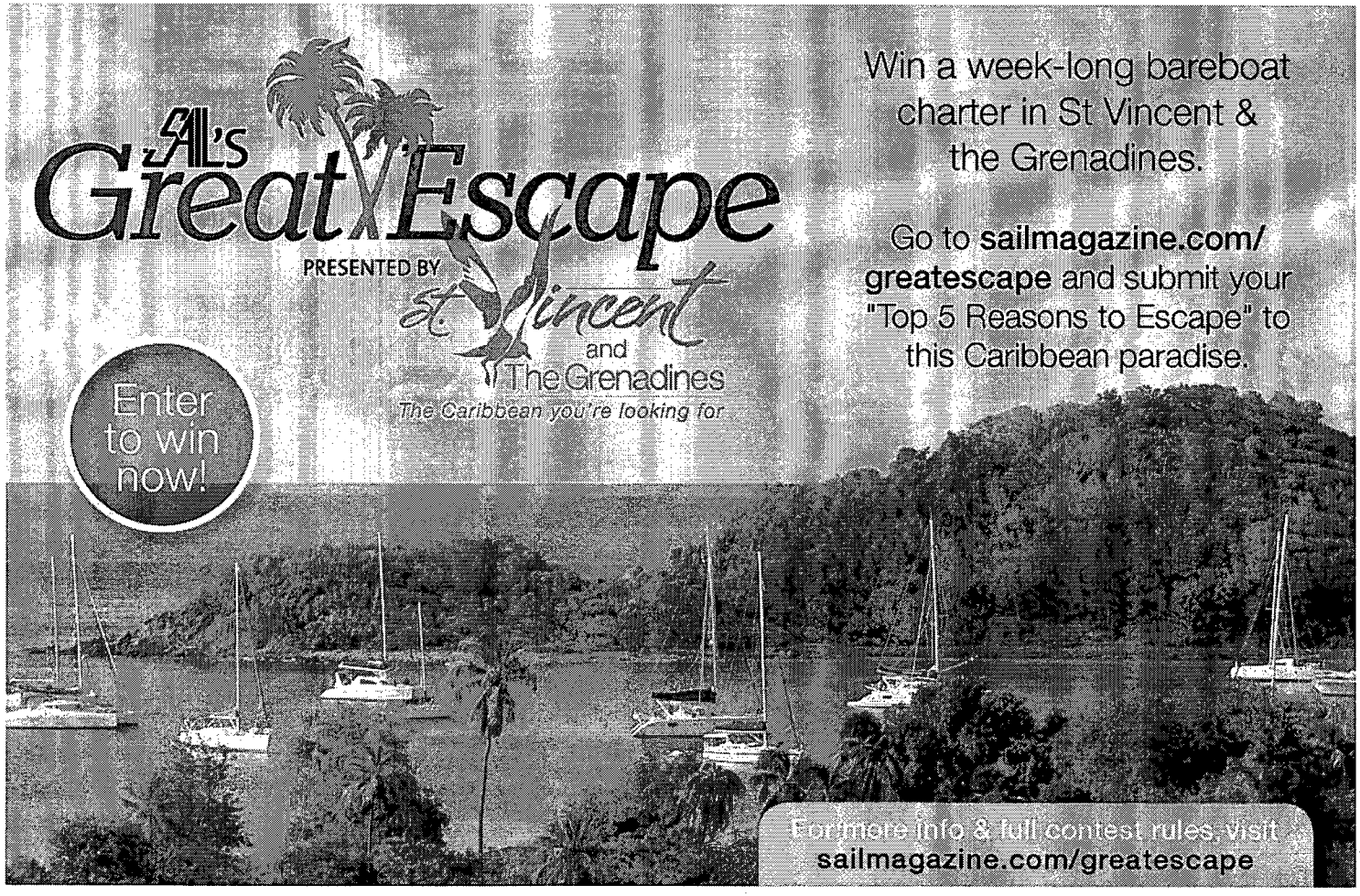
Address 2:

City: *

State: *

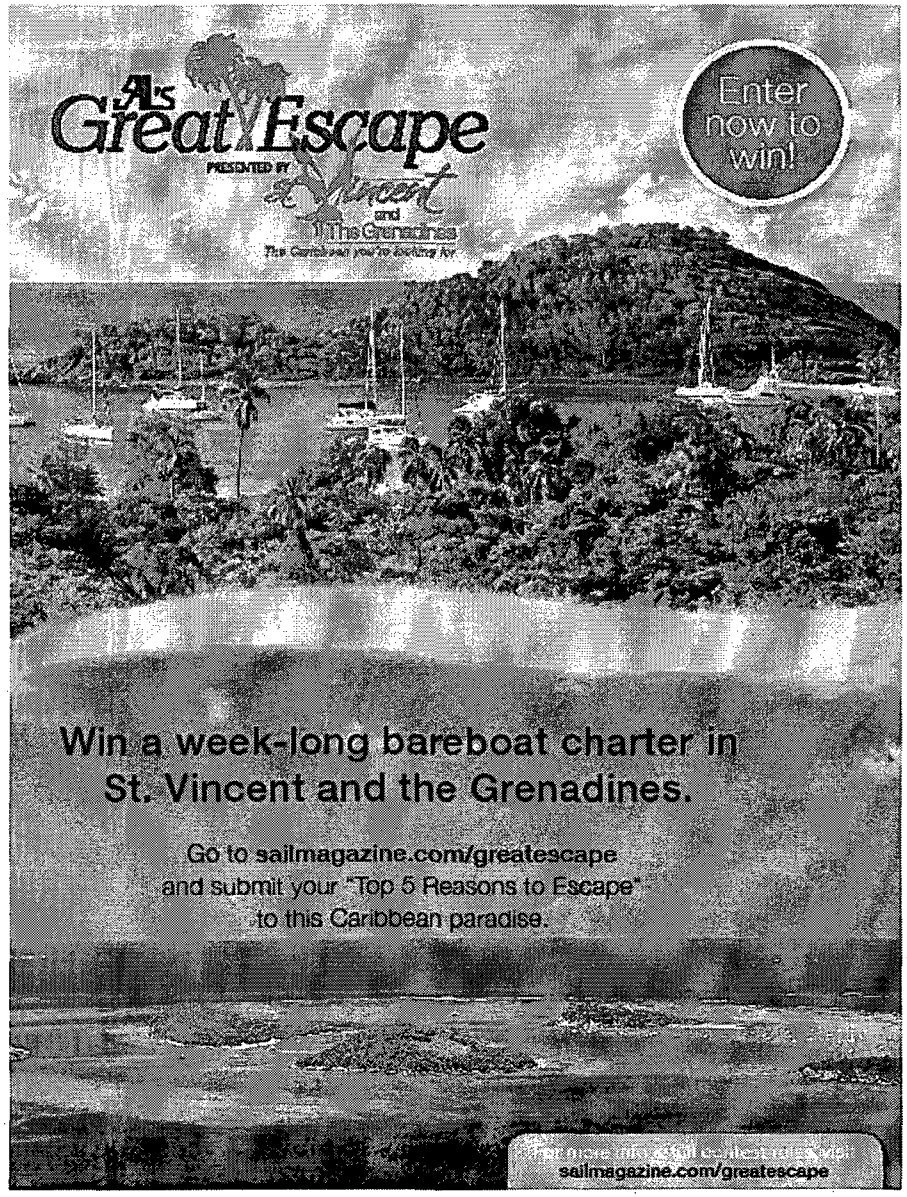
Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

Charter Contest – ½ Page Ad in July, August and September issues
Circulation: 102,000 per issue



Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

Charter Contest – Full Page Ad in October issue
Circulation: 102,000



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Charter Contest – Online Ad

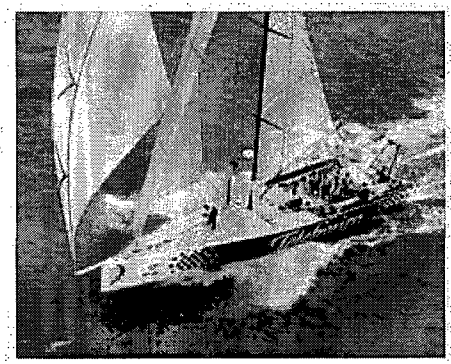
BOATWORKS

A Staysail for Racing

by Win Fowler, Posted August 27, 2012

Ask Sail: I own a 1973 C&C 30. It came with a staysail, which I have never flown. We typically use a mainsail, jib and spinnaker. We race frequently, and I am wondering if the boat would be faster with the staysail on.

FULL STORY



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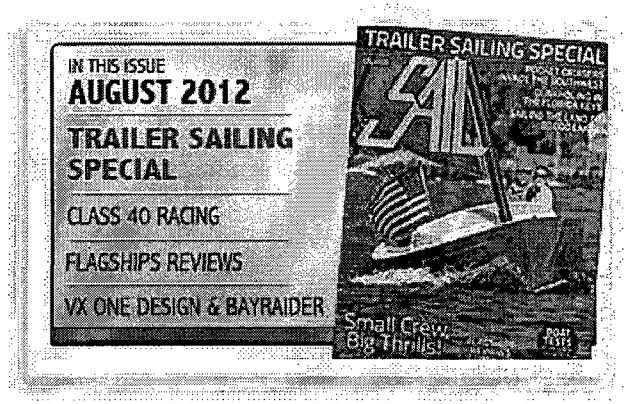

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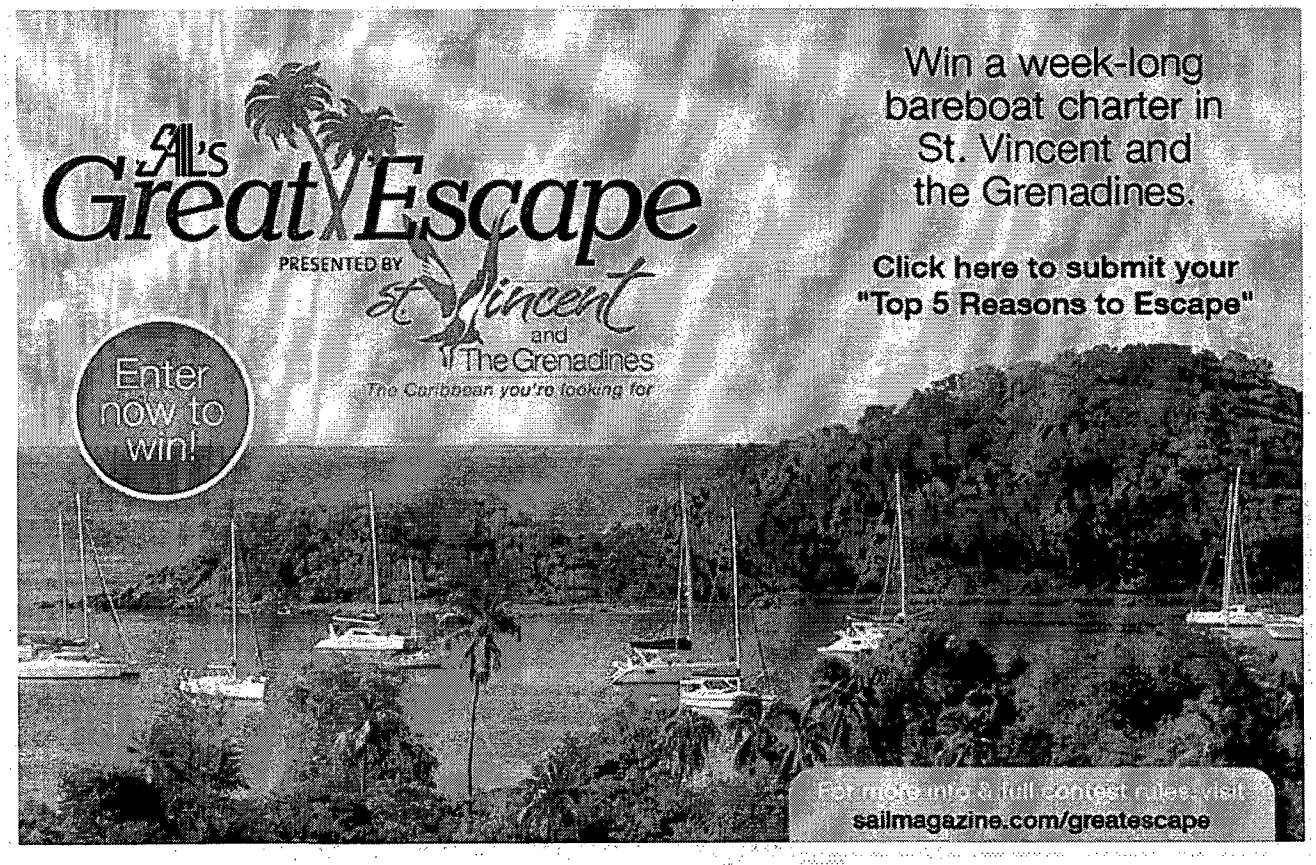
Charter Contest – Email Blast 7/19



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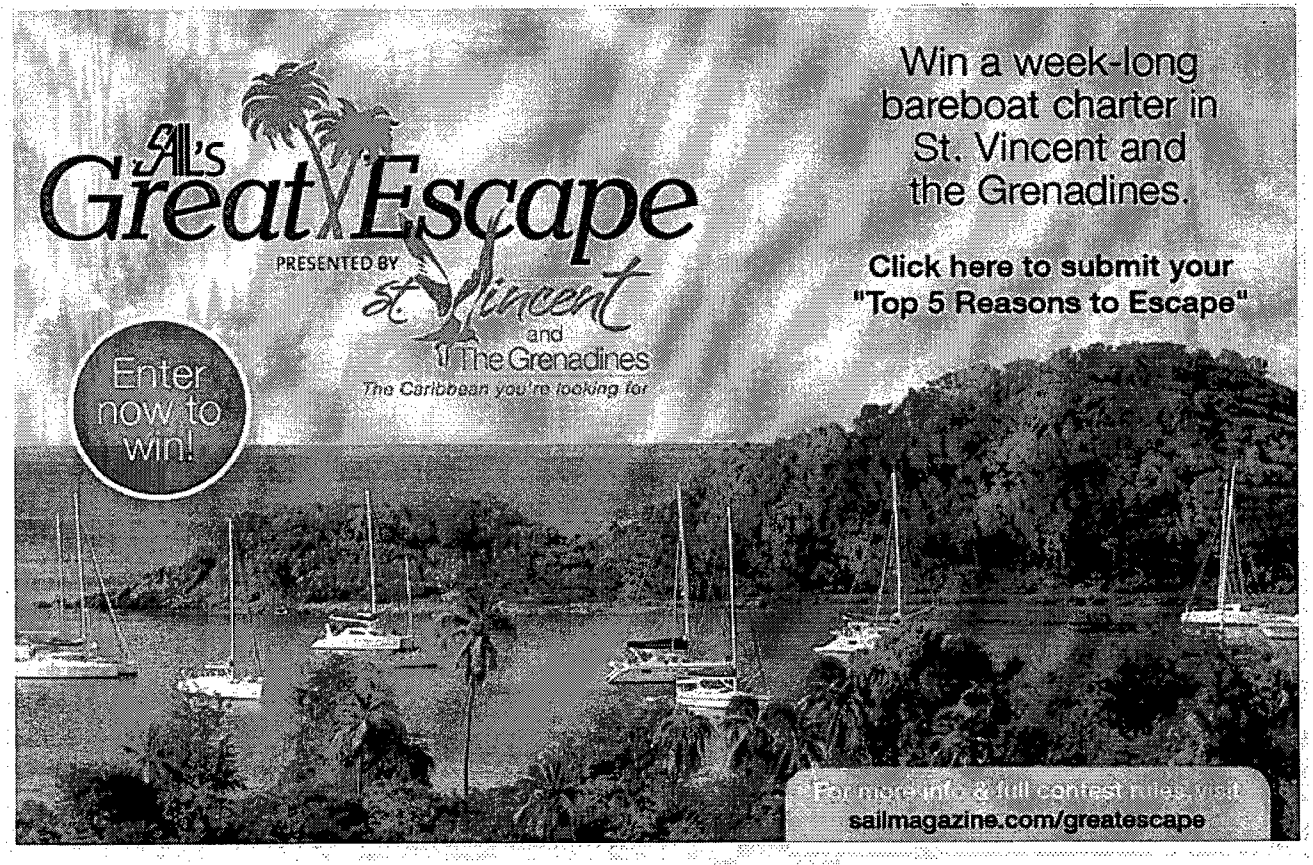
Charter Contest – Email Blast 8/21



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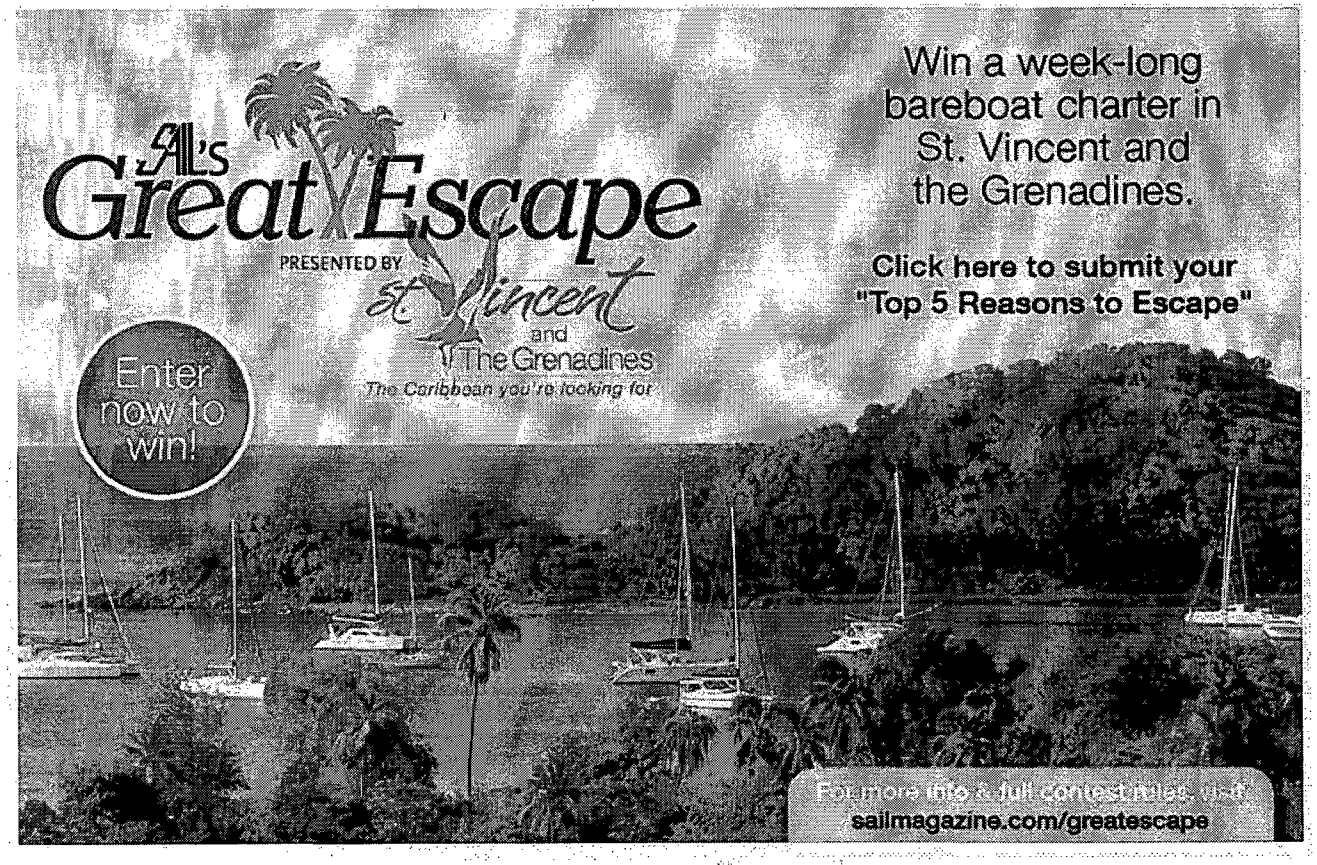
Charter Contest – Email Blast 9/18



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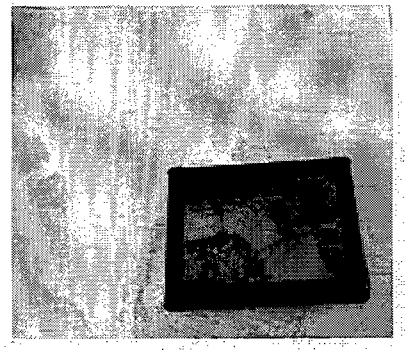
Under Sail – Contest Promotion in August

SAILFEED.COM

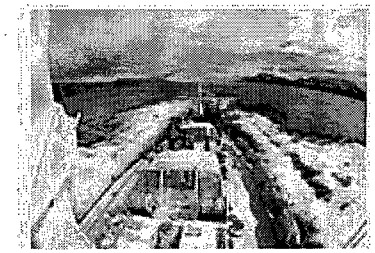


NAVIGATING THE iPAD
When Clark Beek got an iPad for Christmas, he wasn't sure what to do with the thing. Then he realized he could move his electronic navigation onto it for cheap. **MORE**

Need to Get Away?

Enter before October 31 to win a week-long bareboat charter in St. Vincent & the Grenadines.

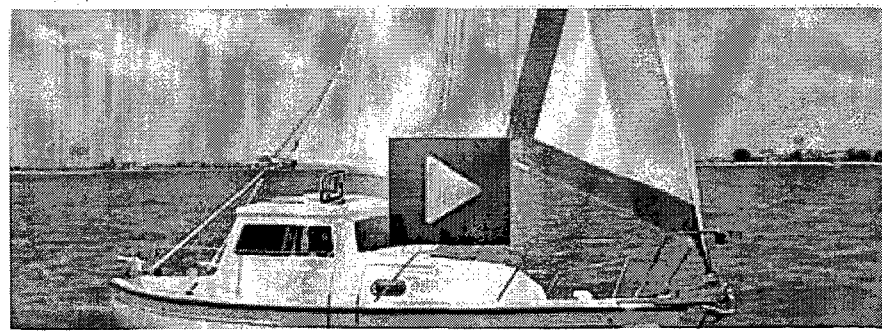
Williams wins his first regatta of the 2012 Series



Warhorse
Alaska Eagle: changing lives one sail at a time

Maine Made
Maine Boats, Homes & Harbors Show displays boatbuilding at its best

BOATS



CALENDAR OF EVENTS

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Under Sail October 24th – Contest Promotion

CRUISING

Set a Kedge Anchor

If you're anticipating a windy night on anchor, put yourself at ease by setting a kedge anchor. Here's how (and why). MORE

CHARTER CONTEST

Win a Great Escape

Yearning to get away? You still have a week to win *SAIL*'s Great Escape contest: a free charter in St. Vincent with TMM. ENTER

SAILfeed

MEET THE NEW BLOGGERS

Andy & Mia at sailfeed.com

Click here to read now

Under Sail December 19th – Contest Winner

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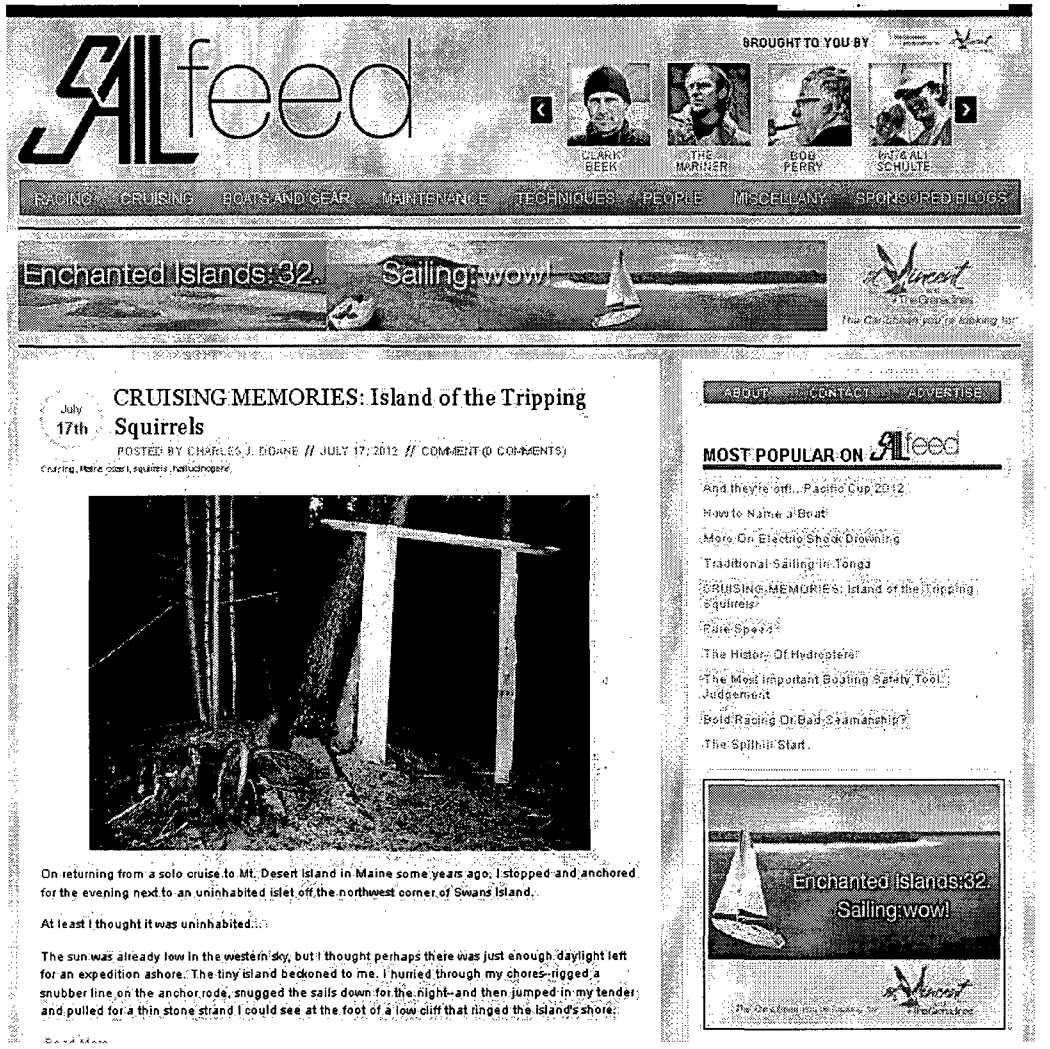
SAILfeed Blogsite – Co-sponsorship Banners



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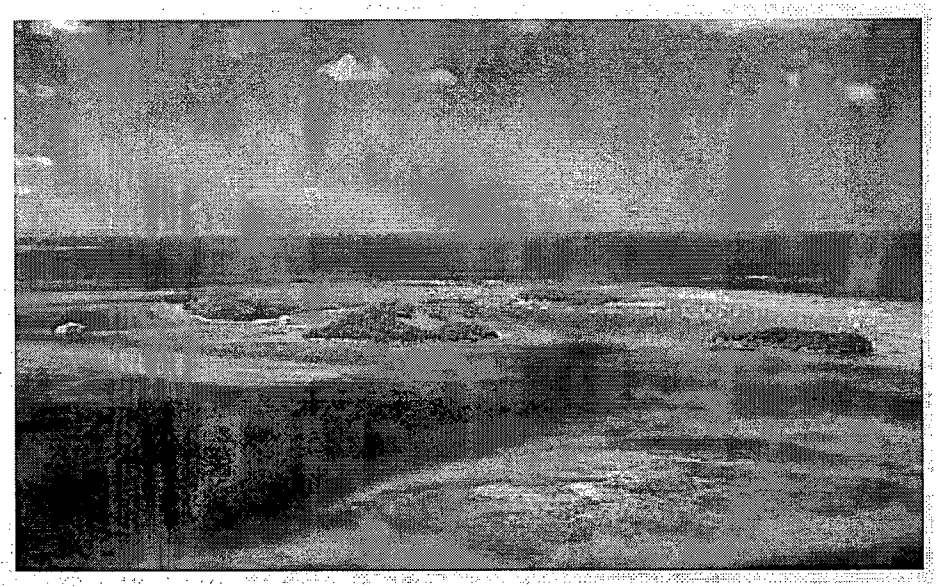
SAILfeed Blogsite – 7/31 Sponsored Blog Post



July 31st

A Week in St. Vincent and the Grenadines

POSTED BY: ST. VINCENT AND THE GRENADINES // JULY 31, 2012 // COMMENT (0 COMMENTS)

With 32 islands and cays to choose from, visitors can see as much or as little of St. Vincent and the Grenadines as they like. While individualized itineraries can be designed beforehand, a typical 1-week itinerary will cover approximately 90 miles of cruising with distances between islands ranging from two to five hours. While breakfast and lunch are typically taken on board, sandbars that appear with changing tides makes the perfect spot for a picnic. Anchorages on the nine inhabited islands (St. Vincent, Mustique, Bequia, Canouan, Mayreau, Union Island, Palm Island, Young Island, and Petit St. Vincent) offer charming towns, remote villages and pristine beaches for exploring ashore and wonderful restaurants for nightly dinners. Sailors can also spend time in the beautiful Tobago Cays, a protected marine park of small islands on a horseshoe reef offering some of the Caribbean's best snorkeling, where a beach barbeque can be taken ashore. To learn more, visit www.discoverstvg.com.

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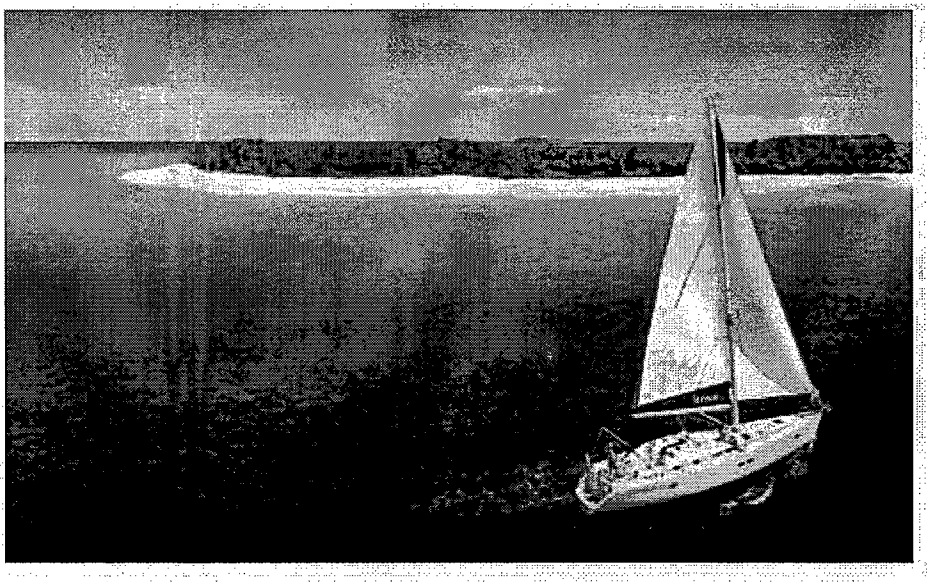
SAILfeed Blogsite – 8/8 Sponsored Blog Post



August 8th

Setting Sail in St. Vincent and the Grenadines

POSTED BY ST. VINCENT AND THE GRENADINES // AUGUST 8, 2012 // COMMENT (0 COMMENTS)

There are a number of charter companies operating out of St. Vincent and the Grenadines. Travelers can contact: TMM Tacht Charters, Barefoot Yacht Charters, Sunsail, The Moorings, or Captain Yannis, for bareboat charters, skippered yachts or a day trip. Everything you need to enjoy the best vacation on board, from snorkeling equipment to fresh bed linens. Professional sailors captain each boat, so vacationers can rest assured that a qualified skipper is at the helm. Boats are fully provisioned before departure according to the special requests or specific dietary requirements of each guest and upon request, a private chef can be hired to handle the preparation of meals. To plan your charter in St. Vincent and the Grenadines, visit www.discoversvg.com.

Read More

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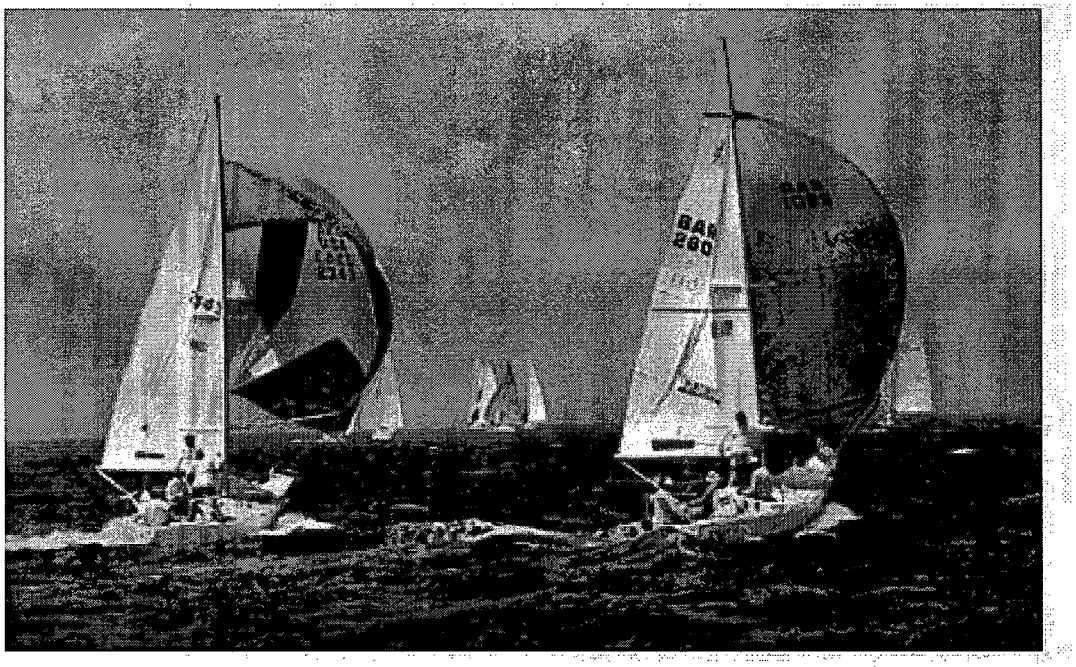

eptember
4th

Sailing Events in St. Vincent and the Grenadines

POSTED BY ST. VINCENT AND THE GRENADINES // SEPTEMBER 4, 2012 // COMMENT (0 COMMENTS)

regatta, Sailboat Racing

ver the last three decades, *Bequia Easter Regatta* has grown into one of the region's most popular nall island regattas, with visitors and competitors coming from all over the world to partake in the aster weekend's festivities. Enthusiastic supporters and spectators gather at every available vantage oint to see the boats demonstrate their legendary skill. Another annual sailing event is the Canouan egatta, held every May-June. This festival includes boat races, sports and games, calypso ompetition and a beauty pageant. For more information on these events, visit www.discoversvg.com.

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SAILfeed Blogsite – 11/29 Sponsored Blog Post

November 29th

A Hunger for Sailing

POSTED BY ST. VINCENT AND THE GRENADINES // NOVEMBER 29, 2012 // COMMENT (0 COMMENTS)

St. Vincent, Grenadines, Caribbean, Travel

For sailors passing through the pristine waters of St. Vincent and the Grenadines with an insatiable hunger for the destination's ever-changing kaleidoscope of blue, green and aquamarine seas, it's hard not to work up an appetite. Tamarind Beach Hotel & Yacht Club, an iconic beachfront escape on the beautiful crescent-shaped island of Canouan, has just opened a delicious delicatessen shop on property called "Bon Appetito." The shop is designed for sailors in the Grenadines and passer-by guests to enjoy – with cold cuts, pate, cheese, pastas, wines and much more in stock. It's an opportunity for non-guests of the hotel to stop in Canouan to cater before taking off on the high seas. And when it comes to dropping anchor in the Grenadines for a relaxing couple of hours to enjoy a meal, sailors can relish the magnificent Tobago Cays, a protected wildlife reserve of five islets bordered by a giant horseshoe reef, known as a sailing, snorkeling and scuba diving mecca. The Tobago Cays have small sand beaches that are perfect for an afternoon barbeque. Sailors can also enjoy a stop off for an idyllic picnic on Mopion, a tiny sand bar perched atop a coral reef with bright white sand and turquoise waters. Sailing off into the sunset has never been so easy and enjoyable!

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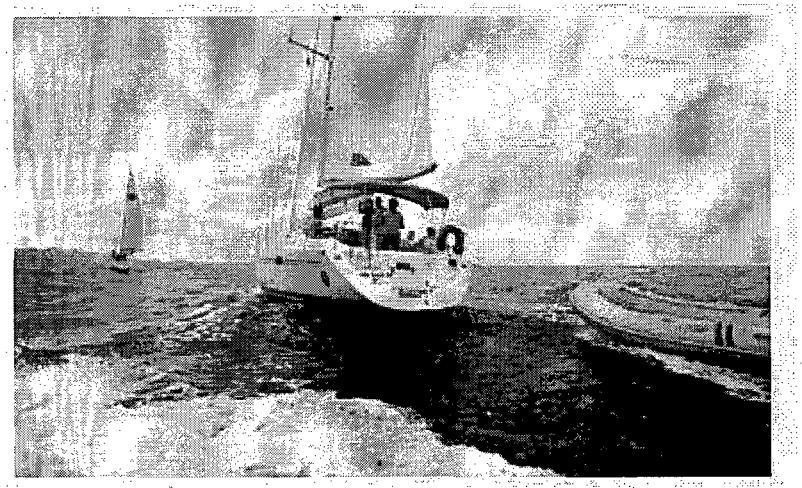
SAILfeed Blogsite – 12/6 Sponsored Blog Post



December 6th

Top 5 Reasons for Sailing in SVG

POSTED BY ST. VINCENT AND THE GRENADINES // DECEMBER 6, 2012 // COMMENT (0 COMMENTS)

St. Vincent, Grenadines, sailing, Charter, great escape

Courtesy of the Sail Magazine Great Escape Contest winner, here is Elliot Crowder's winning entry top 5 reasons to win a charter in St. Vincent and the Grenadines from TMM Charters:

1. Our family of 3 live and sail on the cold & rugged Oregon Coast. Our love of sailing has us out year round. When the wind is blowing sideways & the rain gauge shows 20 inches for the month an escape to a tropical paradise torn from the pages of Sail Magazine sounds like a dream come true!

2. Our 8-year old son is on the junior sailing team & is quite good at racing! He has been on boats since he was days old and loves charts and navigation. Our family has chartered before in the BVIs & our son was our Jr. Navigator when he was 5! A trip on TMM Charters to St. Vincent and the Grenadines would be a wonderful way to introduce us all to new sailing grounds and learn about a new country, its customs, its charts, and enhance our sailing skills in a new environment. Not to mention our son would "freak out" to be where "Pirates of the Caribbean" was filmed & visit Wallilabou Bay.

3. We are active Board members of our Yacht Club (more of a beer can club than a champagne club) and help promote sailing to our community in all aspects. We would be wonderful ambassadors to promote chartering in St. Vincent and the Grenadines to all our fellow Pacific Northwest sailors who are looking to escape long, wet winters and charter in tropical warm water destinations.

4. We would be the perfect "poster family" for Sail Magazine! We are in our 40's, an 8-year old whom we are introducing to a lifetime of sailing, are active, race bikes also love on skiing, are the owners of a small family bike shop, have a Pearson Ariel 27, but someday dream of a larger boat that we can cast the lines & explore the world on.

5. Our family would be a great choice to win this trip. We are a middle income family who love to sail and read every book, blog & article we can get our hands on about sailing families. We believe that sailing is a wonderful family sport that should be encouraged from an early age to continue the life long love for the sport that my husband and I share and be the Olympic dream for kids, as it is for our son!

You can find your own reasons at www.dockside.com.

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Caribbean Travel & Life
&
CaribbeanTravelMag.com

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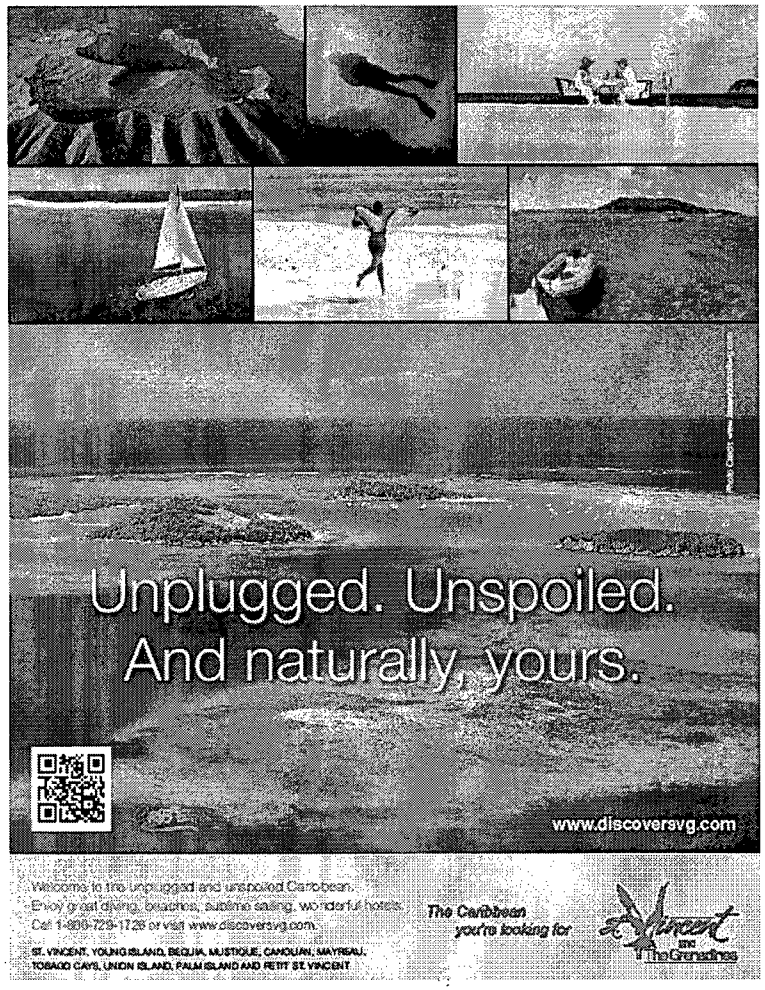
Full Page Ad in July/August issue
Circulation: 150,000



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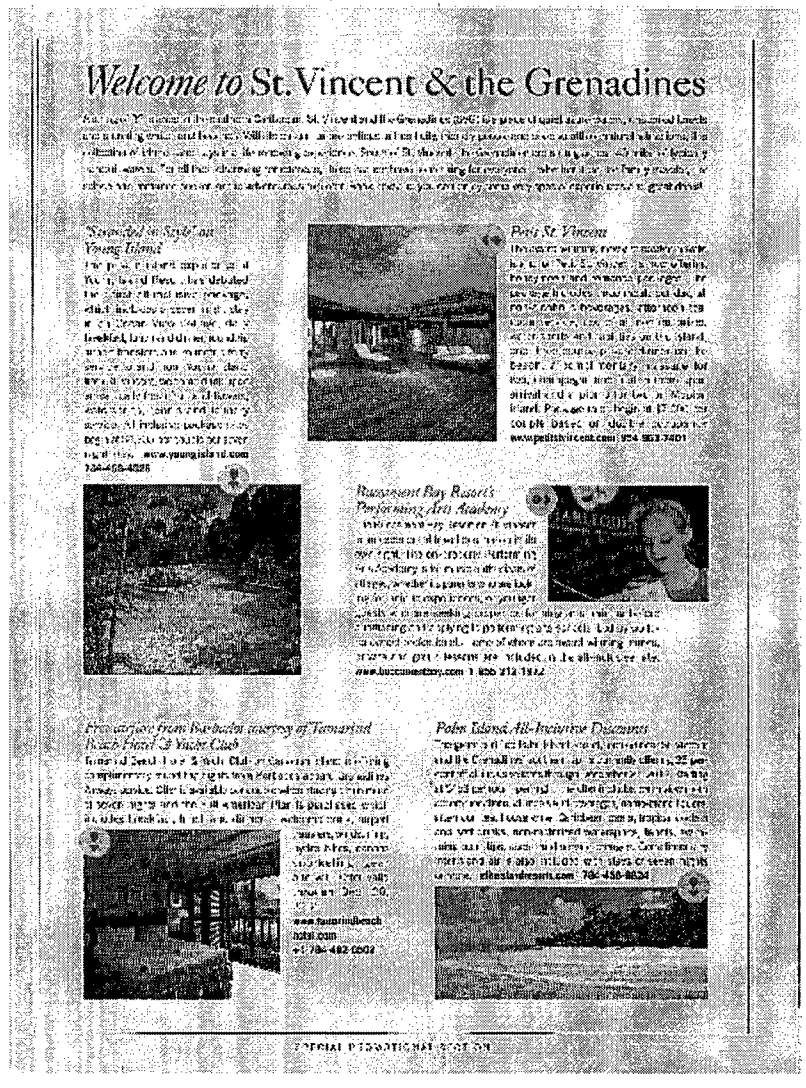
Full Page Advertorial in July/August issue
Circulation: 150,000



Welcome to St. Vincent & the Grenadines

Young Island

Petit St. Vincent

Buccament Bay Resort's Performing Arts Academy

Frequent flyer from Barbados courtesy of Tamarind Beach Hotel & Yacht Club

Palm Island All-Inclusive Dreams

300x250 Banner, 6/10-9/15

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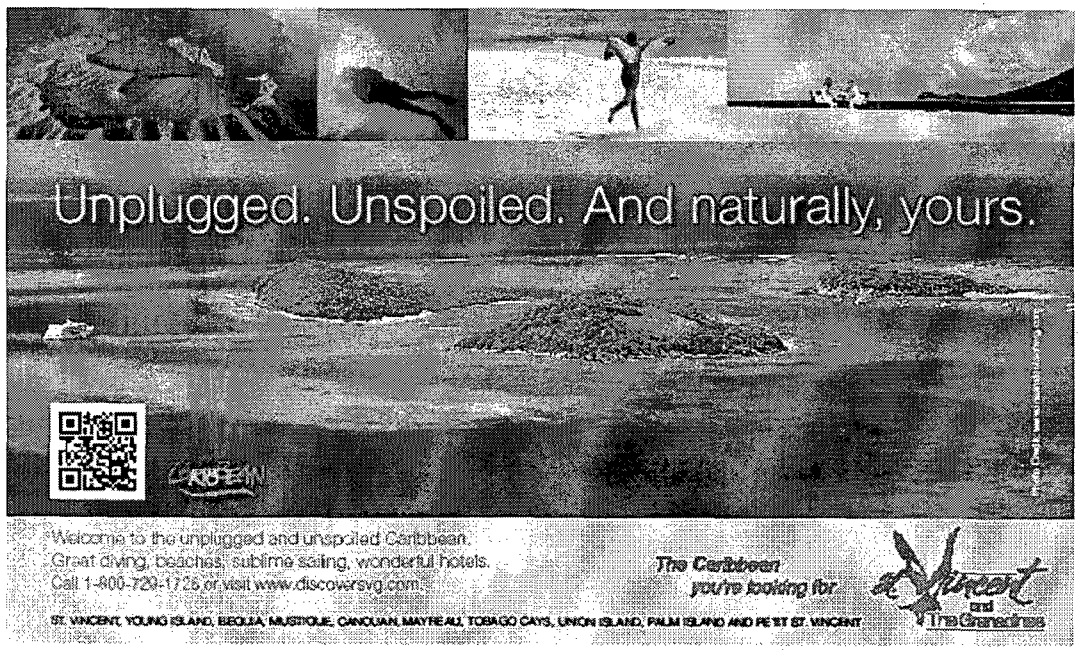
Islands Magazine

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

Half Page Ad in November
Circulation: 200,000



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Frommer's Radio Show
Fall Campaign

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300x250 and 960x60 Banners, October-December

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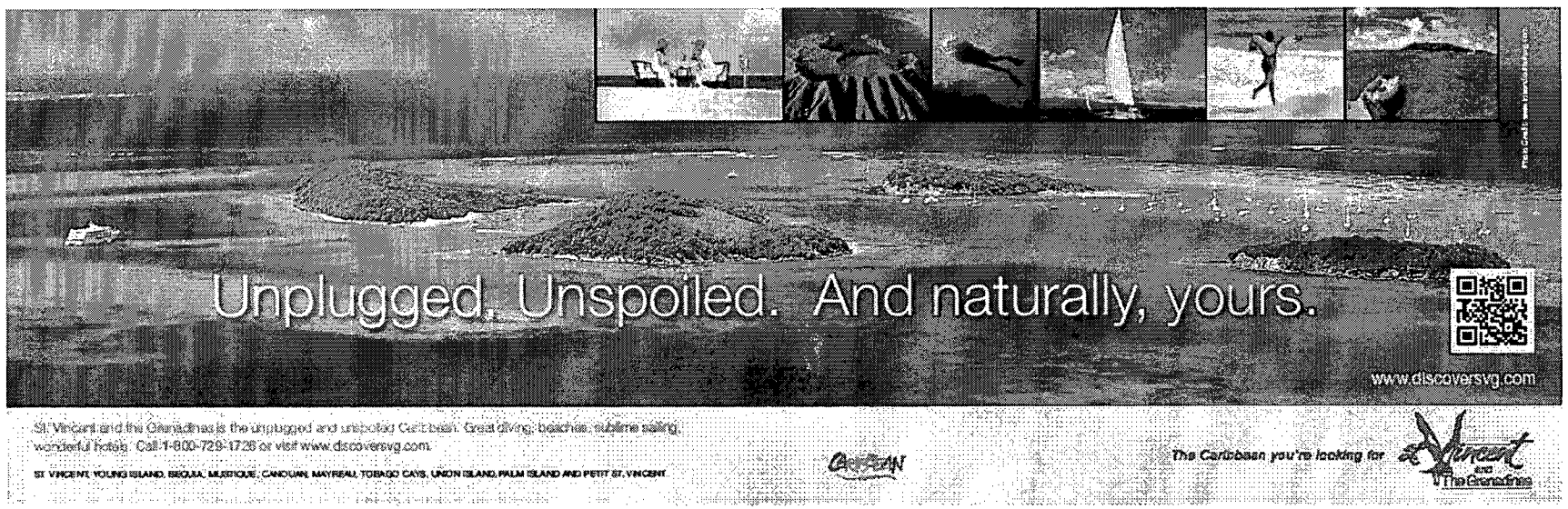
Recommend Magazine &
Recommend.com

Half Page Spread Ad in July, September, November
Circulation: 50,000



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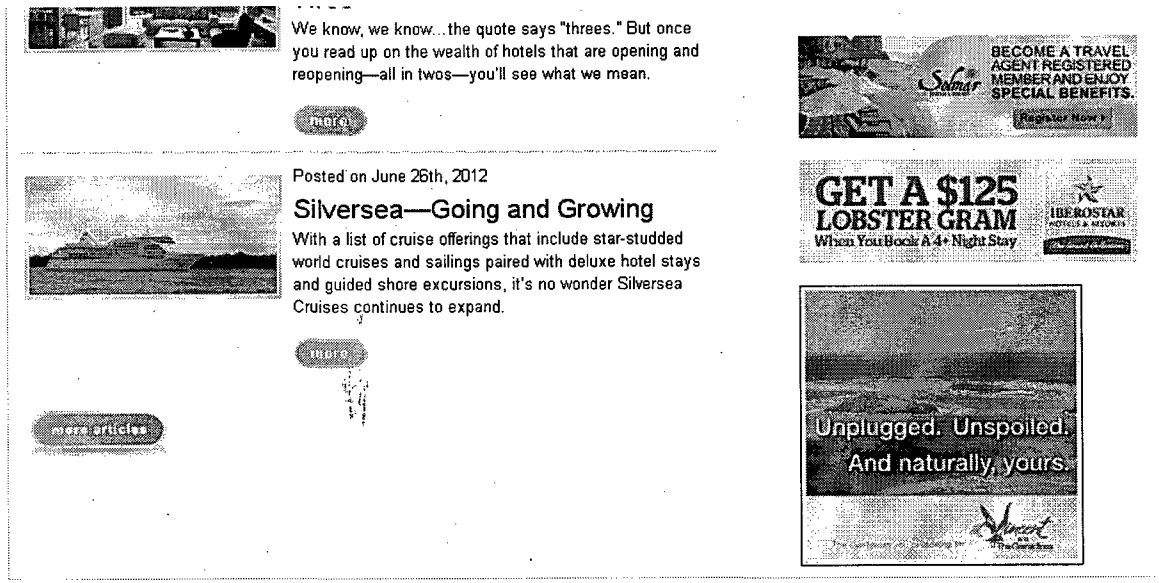
ROS Banner – 250x250

July – December



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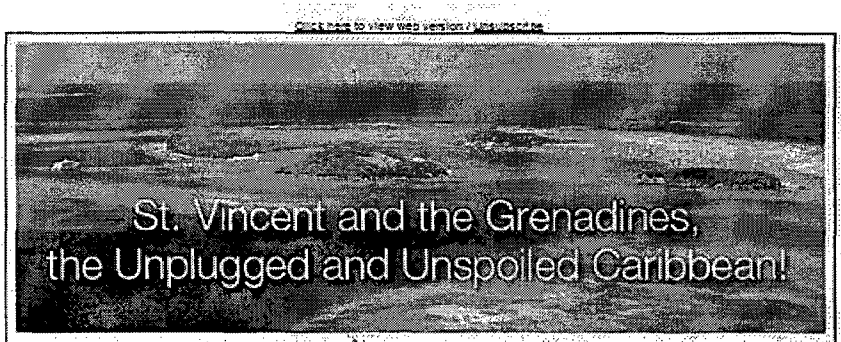
7/19 E-Blast – General Destination

Subject Line: The Unplugged and Unspoiled Caribbean

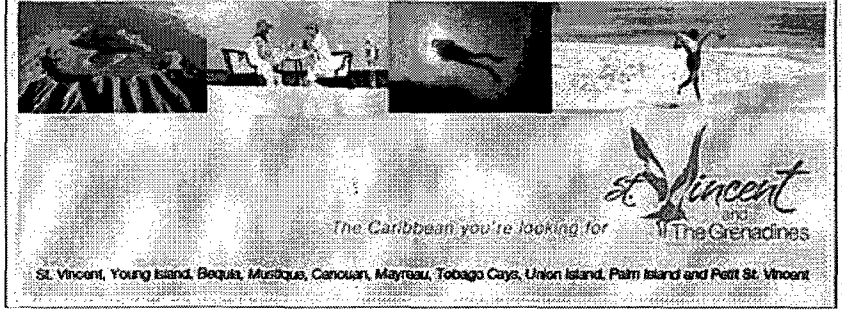


A string of 32 islands in the southern Caribbean, St. Vincent and the Grenadines (SVG) is a place of quiet azure waters, unspoiled forests, and stunning white sand beaches. It is a destination for those seeking a truly off the beaten path getaway.

With its casual, unpretentious authenticity, friendly people and deep wealth of natural attractions, this collection of islands and cays is a life-renewing experience. From the imposing La Soufriere volcano to the oldest botanical gardens in the Western Hemisphere, the main island of St. Vincent has so much to offer. South of St. Vincent, the Grenadines are strung across 40 miles of typically tranquil waters. Only eight of these islands are inhabited: Young Island, Bequia, Mustique, Canouan, Mayreau, Union Island, Palm Island and Petit St. Vincent. For all their charming remoteness, these islands have something for everyone – the family traveler, the romance-seeker, or the adventurous explorer. Another must-see is the Tobago Cays, a family of five sibling islands protected by a huge horseshoe reef.

You'll find a qualified lineup of tour operators, charter companies and dive shops ready to help coordinate itineraries for your clients. When it comes to accommodations, SVG extends a welcoming hand of inborn hospitality to just about every taste and wallet, from intimate-sized, family-owned hotels and boutique properties to private island resorts.

To learn more, visit www.discoversvg.com.



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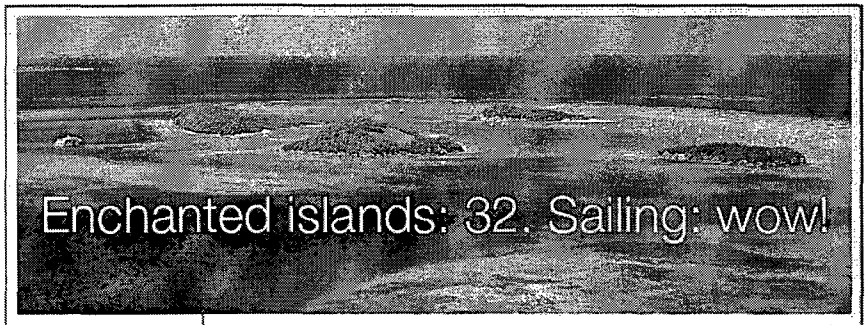
8/16 E-Blast – Sailing

Subject Line: Sail the 32 Enchanted Islands of St. Vincent and the Grenadines



Sailing Events in SVG:

- **Bequia Easter Regatta** has grown into one of the region's most popular small island regattas, with visitors and competitors coming from all over the world to partake in the Easter weekend's festivities.
- **Canouan Regatta** is held every May-June and includes boat races, sports and games, calypso competition and a beauty pageant.

In a destination made up of a constellation of close-knit islands and cays, it's only natural that sailing is an intrinsic part of the local culture. St. Vincent and the Grenadines (SVG) is one of the most sought-after sailing destinations in the world and has naturally become a major hub for yachts, schooners, and all manner of sailing vessels. A blue voyage over its calm tropical waters in a steady breeze is the best way to explore hidden bays and vibrant harbors.

With 32 islands and cays to choose from, visitors can see as much or as little as they like. While individualized itineraries can be designed beforehand, a typical 1-week itinerary will cover approximately 90 miles of cruising with distances between islands ranging from two to five hours. Anchorages on the nine inhabited islands (St. Vincent, Mustique, Bequia, Canouan, Mayreau, Union Island, Palm Island, Young Island, and Petit St. Vincent) offer charming towns, remote villages and pristine beaches for exploring ashore and wonderful restaurants for nightly dinners. Sailors can also spend time in the beautiful Tobago Cays, a protected marine park of small islands on a horseshoe reef offering some of the Caribbean's best snorkeling, where a beach barbeque can be taken ashore.

To learn more about sailing in SVG and to find charter companies, visit www.discoversvg.com.

St Vincent and The Grenadines

The Caribbean you're looking for

St. Vincent, Young Island, Bequia, Mustique, Canouan, Mayreau, Tobago Cays, Union Island, Palm Island and Petit St. Vincent

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

9/6 E-Blast – Hidden Gems

Subject Line: Hidden Gems of St. Vincent and the Grenadines

Hidden gems of St. Vincent and the Grenadines.

A collection of 32 unspoiled islands and cays in the secluded Southern Caribbean, **St. Vincent and the Grenadines** offers something for every interest on your honeymoon, including some of these hidden treasures:

The **Tobago Cays**, a protected wildlife reserve of five islets bordered by a giant horseshoe reef, is renowned sailing, snorkeling and scuba diving mecca. It also has small sand beaches that are perfect for an afternoon barbeque. There remain few places on earth today that can match the unblemished natural beauty, easy accessibility and "feel good" tranquility of the Tobago Cays. The waters, with their ever-changing kaleidoscope of blues, greens and seemingly limitless shades of aquamarine, create a truly picture perfect background.

Mopion, the quintessential deserted island, is a dollop of brilliantly white sand that seems to float magically in clear turquoise sea, with nothing more on it than a singular thatched umbrella. It is the idyllic setting for an intimate picnic spot.

Saltwhistle Bay on Mayreau island is a perfectly half-moon shaped beach outlined by palm trees. It is one of (if not the) most beautiful beach in SVG. With only 250 residents, the island with no airports, no roads and no banks will offer couples an intimate getaway.

To learn more about St. Vincent and the Grenadines, visit www.discoversvg.com.

St. Vincent and The Grenadines

The Caribbean you're looking for.

St. Vincent, Young Island, Bequia, Mustique, Canouan, Mayreau, Tobago Cays, Union Island, Palm Island and Petit St. Vincent

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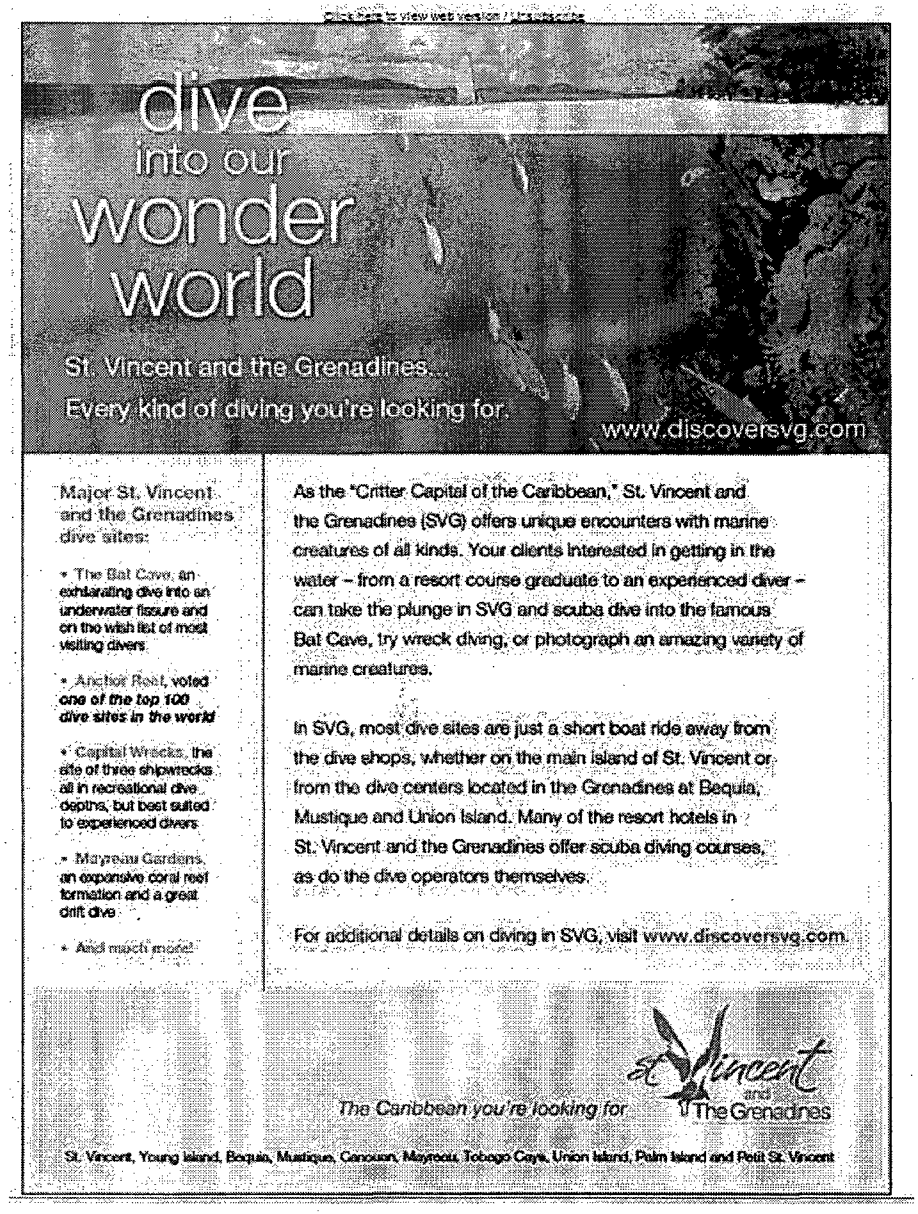
10/25 E-Blast – Diving

Subject Line: Dive into St. Vincent and the Grenadines



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11/8 E-Blast – Private Getaways

Subject Line: Private Getaways in the Caribbean

Click here to view web version / unsubscribe

With 32 islands and cays, St. Vincent and the Grenadines is made for romance. Its off the beaten track location, lack of busy crowds, and top notch private island resorts create the ultimate romantic seclusion for couples.

Located 200 yards off the southern coast of St. Vincent and just a three-minute water taxi ride away, **Young Island** is a 13-acre private island resort that features beachfront and hillside cottages with open-air showers, beachside dining under thatched kiosks, and a full-service spa – and just off shore is the "Coconut Bar" where drinks are served in fresh coconuts.

Mustique, often referred to as the playground for the stars, only offers one full service hotel, the 17 suite **Cotton House**. Accommodations feature plunge pools, specialty pillows and flat-screen TVs. The upscale resort offers a wide range of massages and spa treatments, tennis courts lit for nighttime play, and complimentary watersports.

Just 10-minutes via ferry from Union Island, you'll find the all-inclusive **Palm Island Resort**, with white sand beaches and 43 guestrooms set on 135 acres. Here you'll find everything you need: two restaurants, watersports, a salon and spa, relaxing activities like beach barbeque and afternoon tea, romantic dining settings by the water and nightly entertainment.

For the ultimate getaway, **Petit St. Vincent** (known as "PSV") offers 22 exclusive cottages spread across 115 acres and surrounded by two miles of white sand beaches. PSV recently completed a multi-million dollar renovation – its natural beauty, tranquility, privacy and friendly non-intrusive service did not change, though the island's comforts, amenities and activities are all enhanced. With no airport, telephones, TVs or even room keys, couples can truly escape at this luxurious hideaway.

To learn more about St. Vincent and the Grenadines, visit www.discoversvg.com.

The Caribbean you're looking for

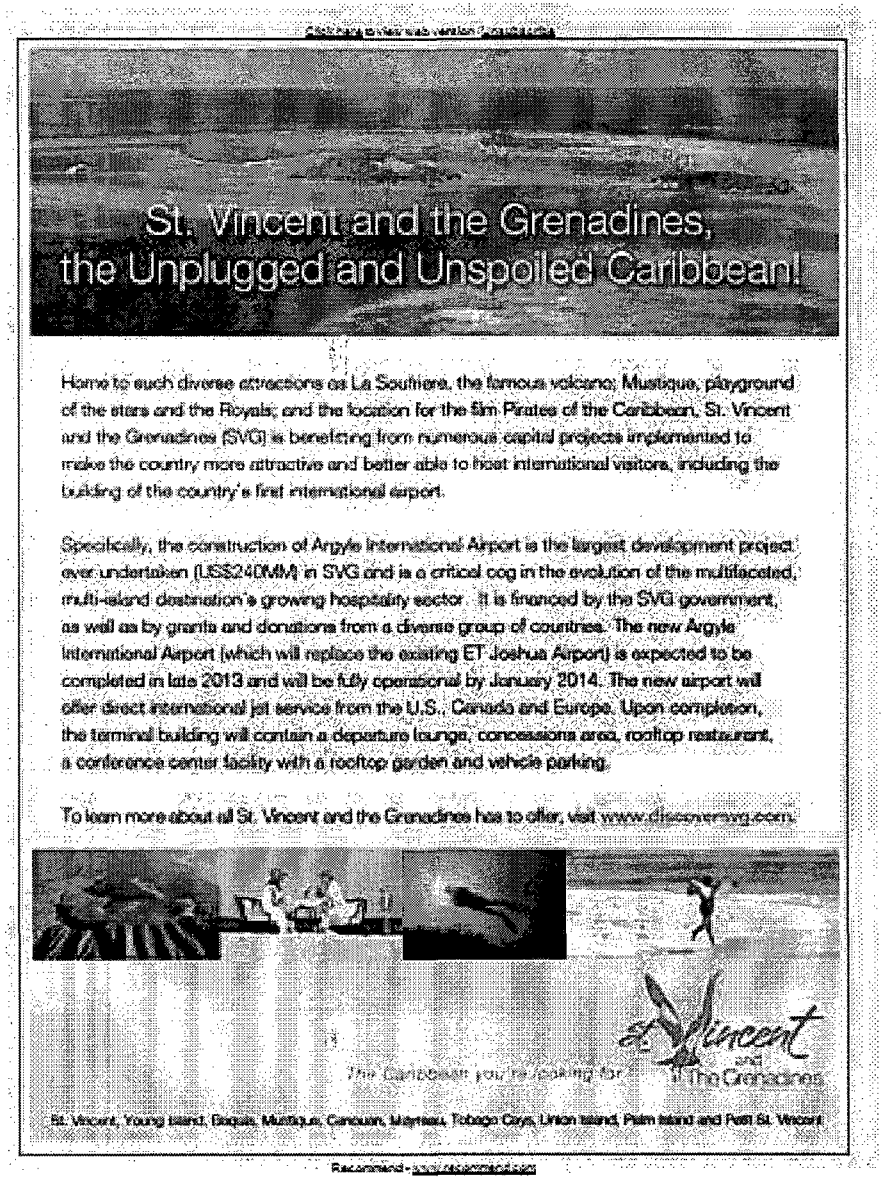
St. Vincent and The Grenadines

St. Vincent, Young Island, Bequia, Mustique, Canouan, Mayreau, Tobago Cays, Union Island, Palm Island and Petit St. Vincent

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

12/6 E-Blast – Airport

Subject Line: St. Vincent and the Grenadines' New International Airport



St. Vincent and the Grenadines, the Unplugged and Unspoiled Caribbean!

Home to such diverse attractions as La Soufriere, the famous volcano; Mustique, playground of the stars and the Royals; and the location for the film Pirates of the Caribbean, St. Vincent and the Grenadines (SVG) is benefiting from numerous capital projects implemented to make the country more attractive and better able to host international visitors, including the building of the country's first international airport.

Specifically, the construction of Argyle International Airport is the largest development project ever undertaken (US$240MM) in SVG and is a critical cog in the evolution of the multifaceted, multi-island destination's growing hospitality sector. It is financed by the SVG government, as well as by grants and donations from a diverse group of countries. The new Argyle International Airport (which will replace the existing ET Joshua Airport) is expected to be completed in late 2013 and will be fully operational by January 2014. The new airport will offer direct international jet service from the U.S., Canada and Europe. Upon completion, the terminal building will contain a departure lounge, concessions area, rooftop restaurant, a conference center facility with a rooftop garden and vehicle parking.

To learn more about all St. Vincent and the Grenadines has to offer, visit www.discovering.com.

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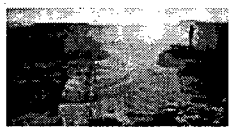
8/7 Caribbean Feature Story – General Destination

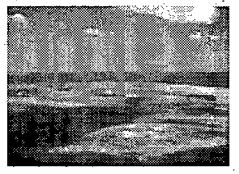
Swim with the (Whale) Sharks...and Other Mexico Fun

Mexico is a destination where fun is just waiting to be had. This week we're making it easy on you—here are our picks for currently trending fun on the Mexico vacation front.



Chile's Latest Tourism Campaign, Discussed

Chile is embarking on a major tourism promotion campaign based on the country's first *National Strategy for Tourism* that centers on five pillars.



The Caribbean Your Clients are Looking For

A string of 32 islands in the southern Caribbean, St. Vincent and the Grenadines is a place of quiet azure waters, unspoiled forests and stunning white sand beaches.

The Caribbean Your Clients are Looking For

written by Promotional Partner | Posted on August 7th, 2012

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The Tobago Cays

A string of 32 islands in the southern Caribbean, St. Vincent and the Grenadines is a place of quiet azure waters, unspoiled forests and stunning white sand beaches. It is a destination for those seeking a getaway that's truly off the beaten path.

With its casual, unpretentious authenticity, friendly people and deep wealth of natural attractions, this collection of islands and cays is a life-renewing experience. From the imposing La Soufriere volcano to the oldest botanical gardens in the Western Hemisphere, the main island of St. Vincent has so much to offer. South of St. Vincent, the Grenadines are strung across 40 miles of typically tranquil waters. Only eight of these islands are inhabited: Young Island, Bequia, Mustique, Canouan, Mayreau, Union Island, Palm Island and Petit St. Vincent. For all their charming remoteness, these islands have something for everyone—the family traveler, the romance seeker, or the adventurous explorer. Another must see are the Tobago Cays, a family of five sibling islands protected by a huge horseshoe reef.

You'll also find a qualified lineup of tour operators, charter companies and dive shops ready to help coordinate itineraries for your clients. When it comes to accommodations, SVG extends a welcoming hand of inborn hospitality to just about every taste and wallet, from intimate-sized, family-owned hotels and boutique properties, to private island resorts.

To learn more, visit discoversvg.com.

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9/5 Weekly Feature Story – Private Getaways

Eye on the World: Germany, Italy & Switzerland

Here's a photo tour across Germany, Italy & Switzerland.

Private Getaways on the Islands of St. Vincent and the Grenadines

With 32 islands and cays, St. Vincent and the Grenadines is made for romance.

Private Getaways on the Islands of St. Vincent and the Grenadines

written by Promotional Partner | Posted on September 5th, 2012

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With 32 islands and cays, St. Vincent and the Grenadines is made for romance. Its off-the-beaten-track location, lack of busy crowds and top-notch private island resorts create the ultimate romantic seclusion for couples.

Located 200 yards off the southern coast of St. Vincent and just a three-minute water taxi ride away, Young Island is a 35-acre private island resort that features beachfront and hillside cottages with open-air showers, beachside dining under thatched kiosks and a full-service spa. On the white sand beach, there are chaise longues and mattresses for sunbathers while hammocks hang under thatched roofs for reading and napping in the shade. Just offshore is the "Coconut Bar," where drinks are served in fresh coconuts.

Mustique, often referred to as the playground for the stars, only offers one full-service hotel, the 17-suite Cotton House. Accommodations feature plunge pools, specialty pillows and flat-screen TVs. The upscale resort offers a wide range of massages and spa treatments, tennis courts lit for nighttime play and complimentary watersports.

Just 10 minutes via ferry from Union Island, you'll find the all-inclusive Palm Island Resort, with white sand beaches and 43 guestrooms set on 135 acres. Here your clients will find everything they need: two restaurants, watersports, a salon and spa, relaxing activities like beach barbeque and afternoon tea, romantic dining settings by the water and nightly entertainment.

For the ultimate getaway, Petit St. Vincent (PSV) offers 22 exclusive cottages spread across 115 acres and surrounded by two miles of white sand beaches. PSV recently completed a multi-million dollar renovation—its natural beauty, tranquility, privacy and friendly non-intrusive service did not change, though the island's comforts, amenities and activities are all enhanced. With no airport, telephones, TVs or even room keys, couples can truly escape at this luxurious hideaway.

For more information about the one destination that offers 32 gorgeous Caribbean islands, visit discoverswg.com.

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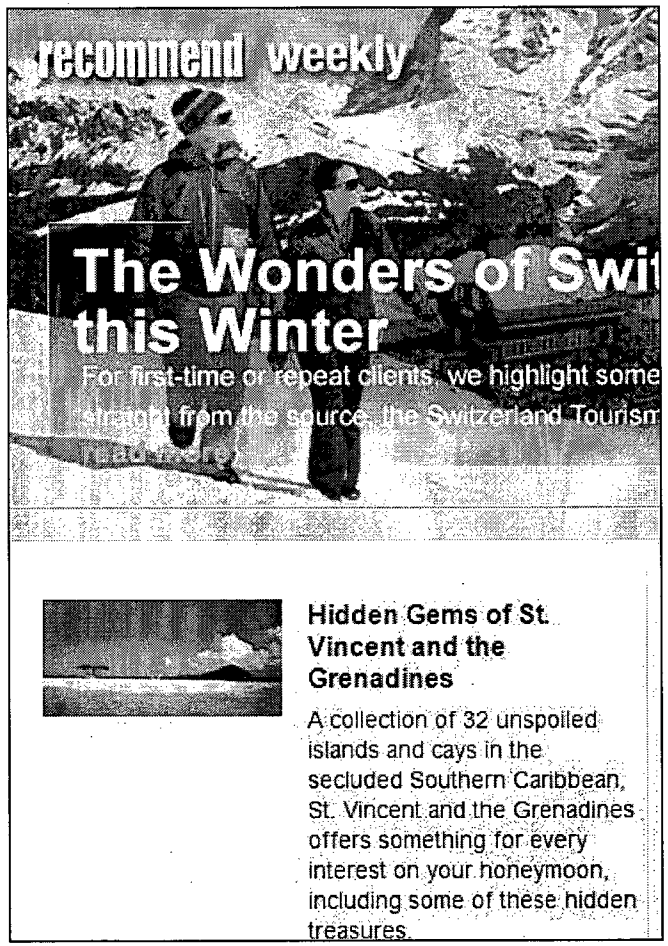
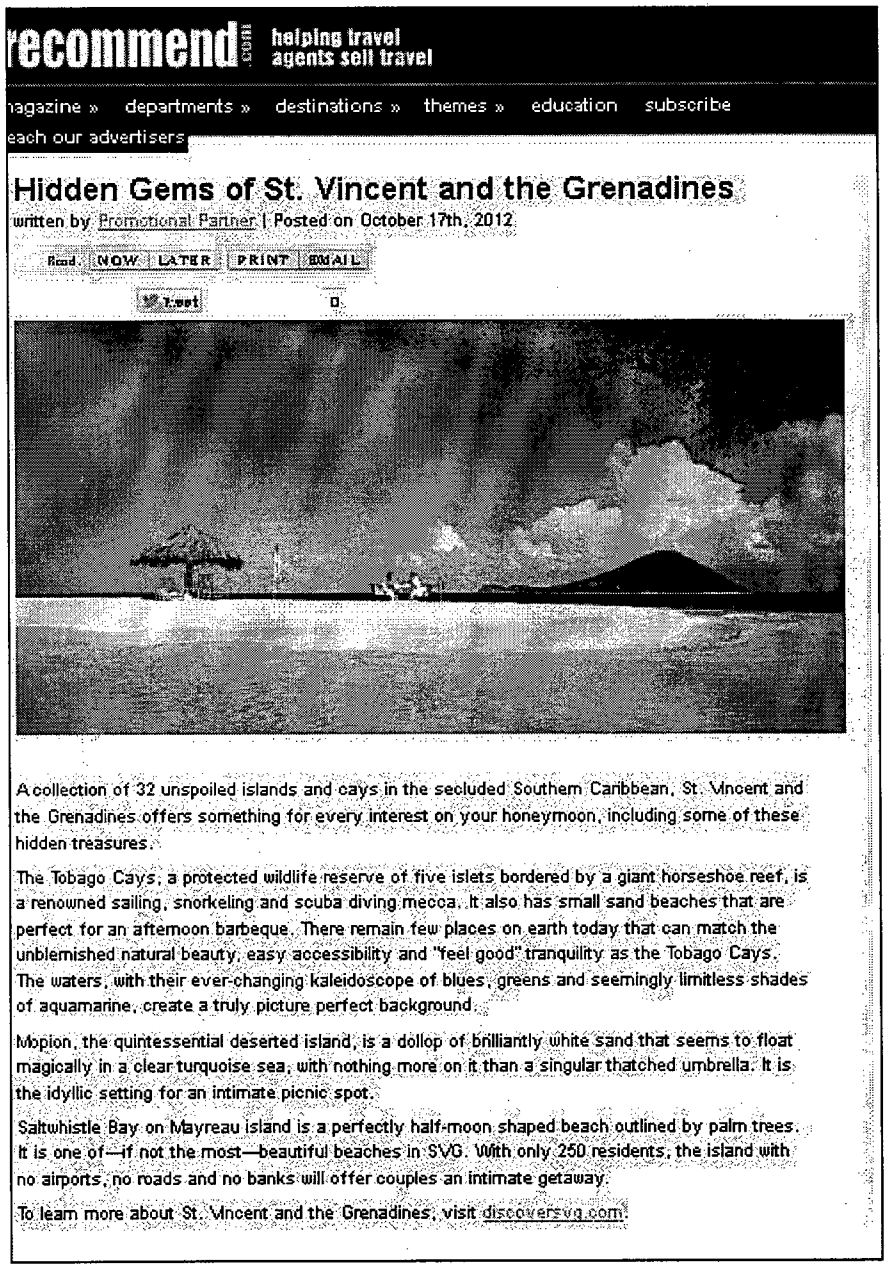
10/17 Weekly Feature Story – Hidden Gems





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Hidden Gems of St. Vincent and the Grenadines

written by Promotional Partner | Posted on October 17th, 2012

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A collection of 32 unspoiled islands and cays in the secluded Southern Caribbean, St. Vincent and the Grenadines offers something for every interest on your honeymoon, including some of these hidden treasures.

The Tobago Cays, a protected wildlife reserve of five islets bordered by a giant horseshoe reef, is a renowned sailing, snorkeling and scuba diving mecca. It also has small sand beaches that are perfect for an afternoon barbeque. There remain few places on earth today that can match the unblemished natural beauty, easy accessibility and "feel good" tranquility as the Tobago Cays. The waters, with their ever-changing kaleidoscope of blues, greens and seemingly limitless shades of aquamarine, create a truly picture perfect background.

Mopion, the quintessential deserted island, is a dollop of brilliantly white sand that seems to float magically in a clear turquoise sea, with nothing more on it than a singular thatched umbrella. It is the idyllic setting for an intimate picnic spot.

Saltwhistle Bay on Mayreau island is a perfectly half-moon shaped beach outlined by palm trees. It is one of—if not the most—beautiful beaches in SVG. With only 250 residents, the island with no airports, no roads and no banks will offer couples an intimate getaway.

To learn more about St. Vincent and the Grenadines, visit discoversvg.com.

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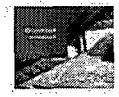
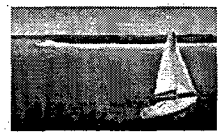
11/6 Caribbean Feature Story – Sailing

The Wedding of Your Clients' Dreams is Here

Palace Resorts is ideal for destination weddings, while rewarding the travel agents that book them. Incentives, commission and free stays are just some of the benefits available.





Sailing the Islands of St. Vincent & the Grenadines

In a destination made up of a constellation of close-knit islands and cays, it's only natural that sailing is an intrinsic part of the local culture.

Sailing the Islands of St. Vincent & the Grenadines

written by Promotional Partner | Posted on November 6th, 2012

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In a destination made up of a constellation of close-knit islands and cays, it's only natural that sailing is an intrinsic part of the local culture. St. Vincent & the Grenadines (SVG) is one of the most sought-after sailing destinations in the world and has naturally become a major hub for yachts, schooners, and all manner of sailing vessels. A blue voyage over its calm tropical waters in a steady breeze is the best way to explore hidden bays and vibrant harbors.

With 32 islands and cays to choose from, visitors can see as much or as little as they like. While individualized itineraries can be designed beforehand, a typical 1-week itinerary will cover approximately 90 miles of cruising with distances between islands ranging from two to five hours. Anchorages on the nine inhabited islands—St. Vincent, Mustique, Bequia, Canouan, Mayreau, Union Island, Palm Island, Young Island, and Petit St. Vincent—offer charming towns, remote villages and pristine beaches for exploring ashore and wonderful restaurants for nightly dinners.

Sailors can also spend time in the beautiful Tobago Cays, a protected marine park of small islands on a horseshoe reef offering some of the Caribbean's best snorkeling, where a beach barbeque can be taken ashore.

There are a number of charter companies operating out of SVG. Travelers can contact TMM Yacht Charters, Barefoot Yacht Charters, Sunsail, The Moorings, or Captain Yannis, for bareboat charters, skippered yachts or a day trip.

Everything clients need to enjoy the best vacation is found on board, from snorkeling equipment to fresh bed linens. Professional sailors captain each boat, so vacationers can rest assured that a qualified skipper is at the helm. Boats are fully provisioned before departure according to the special requests or specific dietary requirements of each guest and upon request, a private chef can be hired to handle the preparation of meals.

Friendship Rose, which operates out of Bequia, is also of special note. After running a ferry service for 20 years between St. Vincent and Bequia, today the 100-ft. schooner offers cruises between Bequia and the Tobago Cays, and between Bequia and Mustique, with snorkeling, diving and nature watching along the way.

Sailing Events in SVG

Bequia Easter Regatta has grown into one of the region's most popular small island regattas, with visitors and competitors coming from all over the world to partake in the Easter weekend's festivities.

Every May-June, Canouan Regatta takes place with boat races, sports and games, calypso competition, and a beauty pageant.

To learn more, visit discoversvg.com.

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12/4 Caribbean Feature Story – Diving

Why is Palace Resorts in AWE About Agents?

Elegance can be detected from a distance, but it is best appreciated up-close—like the gorgeous details of the Colin Cowie Wedding Collections available only at Palace Resorts.

Venturing through Latin America

Whether your client wants to capture the scenery in Latin America through their photo lens, or experience different wine regions by bike, here are a few tours for all types of adventure-seekers.

Take a Plunge in St. Vincent & the Grenadines

Travelers can take the plunge in St. Vincent & the Grenadines and scuba dive into the famous bat cave, try wreck diving, or photograph an amazing variety of marine creatures.

A $30 Million Makeover

If your clients are looking for a Hawaii vacation, look no further. Pride of America's $30 million makeover includes the addition of 24 ultra-luxurious suites, including two Deluxe Owner's Suites and four Studio Staterooms—perfect for solo travelers.

Take a Plunge in St. Vincent & the Grenadines

written by Promotional Partner | Posted on December 4th, 2012

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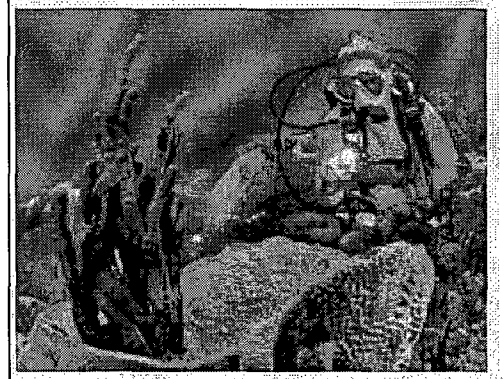

Travelers can take the plunge in St. Vincent & the Grenadines (SVG) and scuba dive into the famous bat cave, try wreck diving, or photograph an amazing variety of marine creatures. They can experience the kind of underwater diving adventures found only at the world's premier dive destinations.

SVG's islands are a dream for scuba divers, whatever level of experience. From easy shallow reef dives to drift dives, wreck dives and even cave dives, in SVG, most dive sites are just a short boat ride away from the dive shops, whether on the main island of St. Vincent or at the dive centers located in the Grenadines. Many of the resort hotels in St. Vincent & the Grenadines offer scuba diving courses, as do the dive operators themselves.

Divers will be enthralled by the variety of marine creatures to see, including frogfish, seahorses, colorful mollusks, crustaceans, anemones, tunicates, nurse sharks, lobsters, octopus and squid. Visiting squadrons of eagle rays and manta rays are frequently sighted, and patrolling reef sharks and barracuda add an element of excitement.

The destination is known as the "Critter Capital of the Caribbean" because it has a variety of underwater habitats including walls, rock formations, coral reefs, sandy slopes and beds of sea grass—each attracting its own unique form of life.

Just a few of the dive sites in SVG:

- The Bat Cave is an exhilarating dive into an underwater fissure and is on the wish list of most visiting divers.
- Anchor Reef, voted one of the top 100 dive sites in the world, is a spectacular wall dive with swim-throughs and a lovely coral reef formation.
- Layou Wall is an excellent wall dive and a drift over the formations of Rock Fort.
- Capital Wreck is the site of three shipwrecks all in recreational dive depths, but best suited for experienced divers.
- In Bequia, explore an array of gently sloping reefs with hawksbill turtles and eagle rays. The shallow waters are home to seahorses, pipefish and bat fish, amongst others.
- Mustique's sloping reefs and coral expanse offer glimpses of sky spotted drums and banded coral shrimp, among other fascinating fish and critters.
- Mayreau Gardens is an expansive coral reef formation and a great drift dive. Crinoids, garden eels and flamingo tongues are common here. Also off Mayreau is *Puerari*, the wreck of a 1918 British gunship that is lying in only 40 ft. of water, great for beginners as well as advanced wreck divers.
- The Tobago Cays are home to green turtles, as well as horseshoe reef surrounding and protecting four of the five Tobago Cays. This makes for great diving, whether on the protected and shallow inside, or along the deeper and more dramatic drop-off on the outside.
- Mopion Reef, just off Petit St. Vincent, can be a good place to see sharks. Nearby is Mopion, a picture-perfect deserted island.

For more information, visit discoversvg.com.

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8/15 Weekly Offer Link – General Destination

Offer Links

- Morocco **FAM** + Air
- **Apple Vacations** Expands 2012/2013 Itineraries
- **Outrigger** Adds Another Paradise Property
- **ME London** Prepares for a Dazzling Debut
- The Caribbean Your Clients are Looking For
- Access-Dominican Republic [Vol. 156]

The Caribbean Your Clients are Looking For

written by Promotional Partner | Posted on August 15th, 2012

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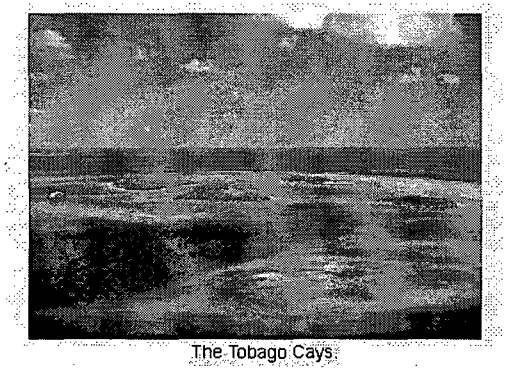

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9/4 Caribbean Offer Link – Hidden Gems

Offer Links

- Now Open: **Hotel Indigo Veracruz Boca del Rio**
- **Abaco Beach Resort**, Bahamas, Welcomes Families
- Saint Lucia's Rebranded **Sugar Beach Resort**
- **Nature Air** Offers 10-Day Ecotourism Package
- Hidden Gems of St. Vincent and the Grenadines

Hidden Gems of St. Vincent and the Grenadines

written by Promotional Partner | Posted on September 4th, 2012

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Couples enjoy perfect seclusion on the island of Mopion.

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Saltwhistle Bayon Mayreau Island offers a perfectly shaped half-moon beach outlined by palm trees. It is one of the most beautiful beaches in SVG. With only 250 residents, the island has no airports, no roads and no banks and offers couples an intimate getaway.

To learn more about St. Vincent and the Grenadines, visit discoversvg.com.

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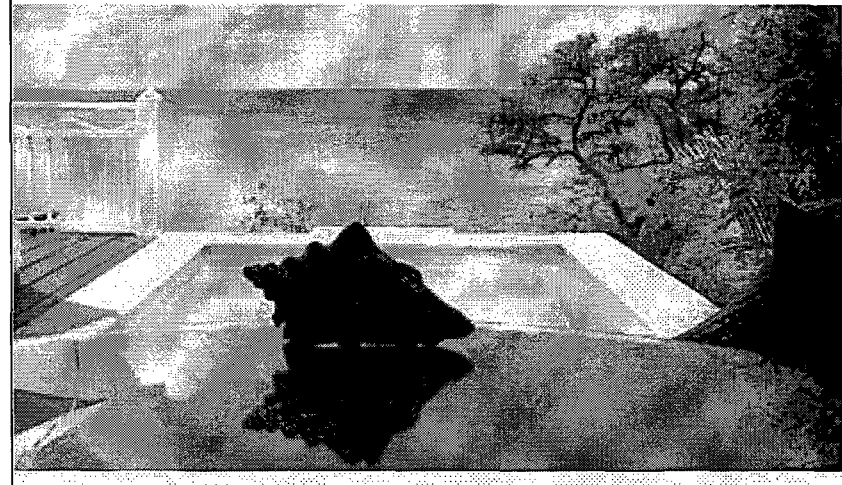
10/2 Caribbean Offer Link – Private Getaways

Offer Links

- Discover What's New in **Avanti's** Latin America
- Private Getaways in St. Vincent and the Grenadines
- **American Airlines** to Launch the Only U.S. to Paraguay Air Service
- Seven Perfect Days at **Bluefields Bay**, Jamaica
- Clients Save at **The Sands at Grace Bay**
- **Maya World Tours** Hosts *End of an Era Festival* Itinerary
- Authentic *Mayan Wedding* Ceremonies at **Grand Velas Riviera Maya**

Private Getaways in St. Vincent and the Grenadines

written by Promotional Partner | Posted on October 2nd, 2012



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For more information about the resorts, visit discoversvg.com.

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11/7 Weekly Offer Link – Diving

Offer Links

- Access Dominican Republic Has it All
- Up to $1000 in Resort Credits at **IBEROSTAR**
- Take a Plunge in St. Vincent & the Grenadines
- Romantic Safari at **Cottar's**
- Girlfriend Getaway at **Grand Traverse**
- **LOT** Offers Bonus Plus Commission

Take a Plunge in St. Vincent & the Grenadines

written by Promotional Partner | Posted on November 7th, 2012

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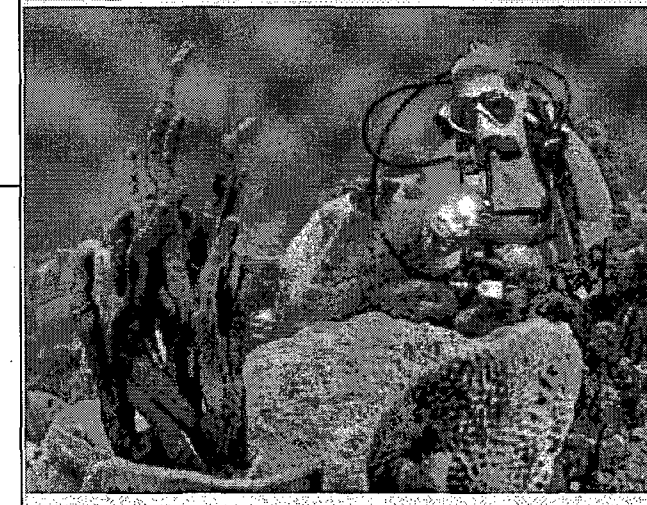

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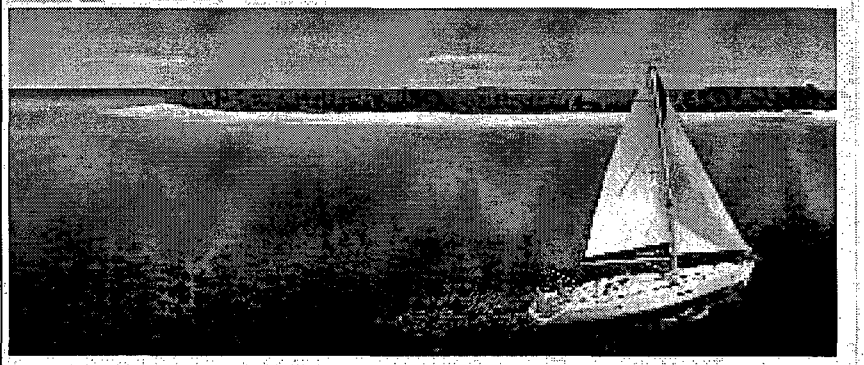
12/4 Caribbean Offer Link – Sailing

Offer Links

- Start Marketing Norwegian's Hawaii with These Free Tools
- Sailing the Islands of St. Vincent & the Grenadines
- Up to $1000 in Resort Credits at IBEROSTAR
- Central American FAM Trips
- Elite Island Resorts Offers Rewards Program
- Gran Melia Cancun Transforms Into All-Inclusive Paradise
- H. Barbados Opening in Fall 2013

Sailing the Islands of St. Vincent & the Grenadines

written by Promotional Partner | Posted on December 4th, 2012



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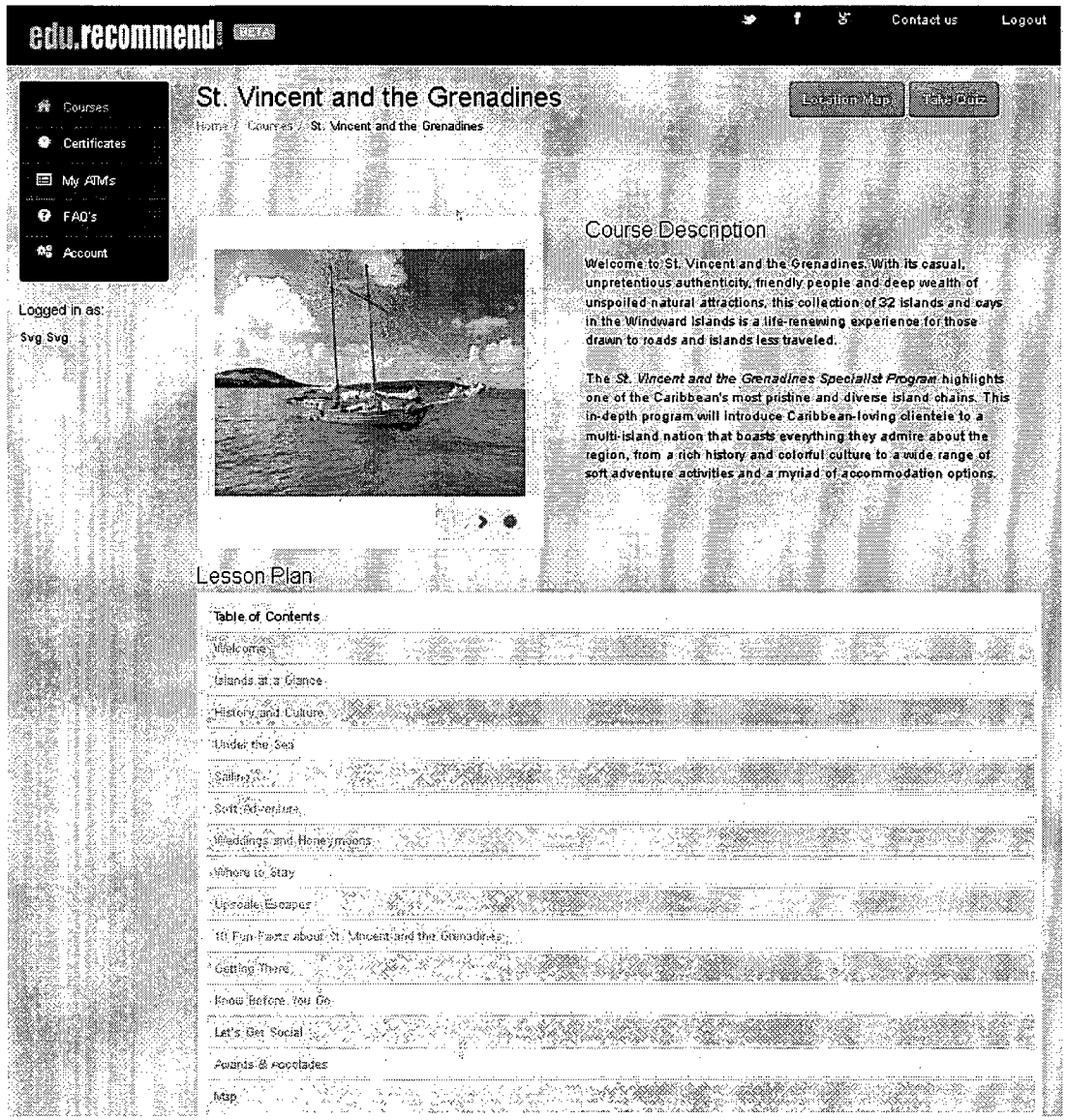
Professional sailors captain each boat, so vacationers can rest assured that a qualified skipper is at the helm.

To learn more, visit vincentia.com.

Specialist Program



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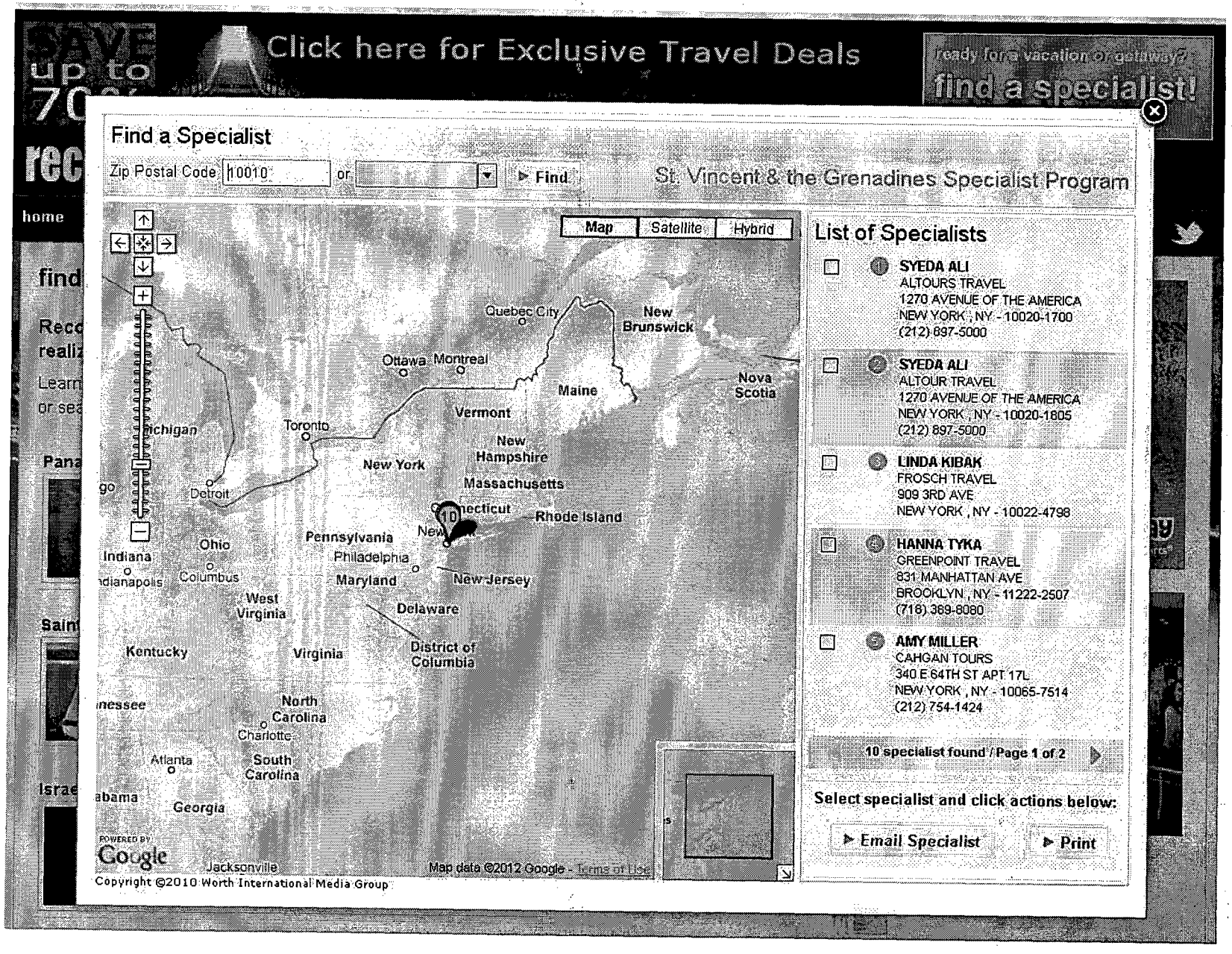
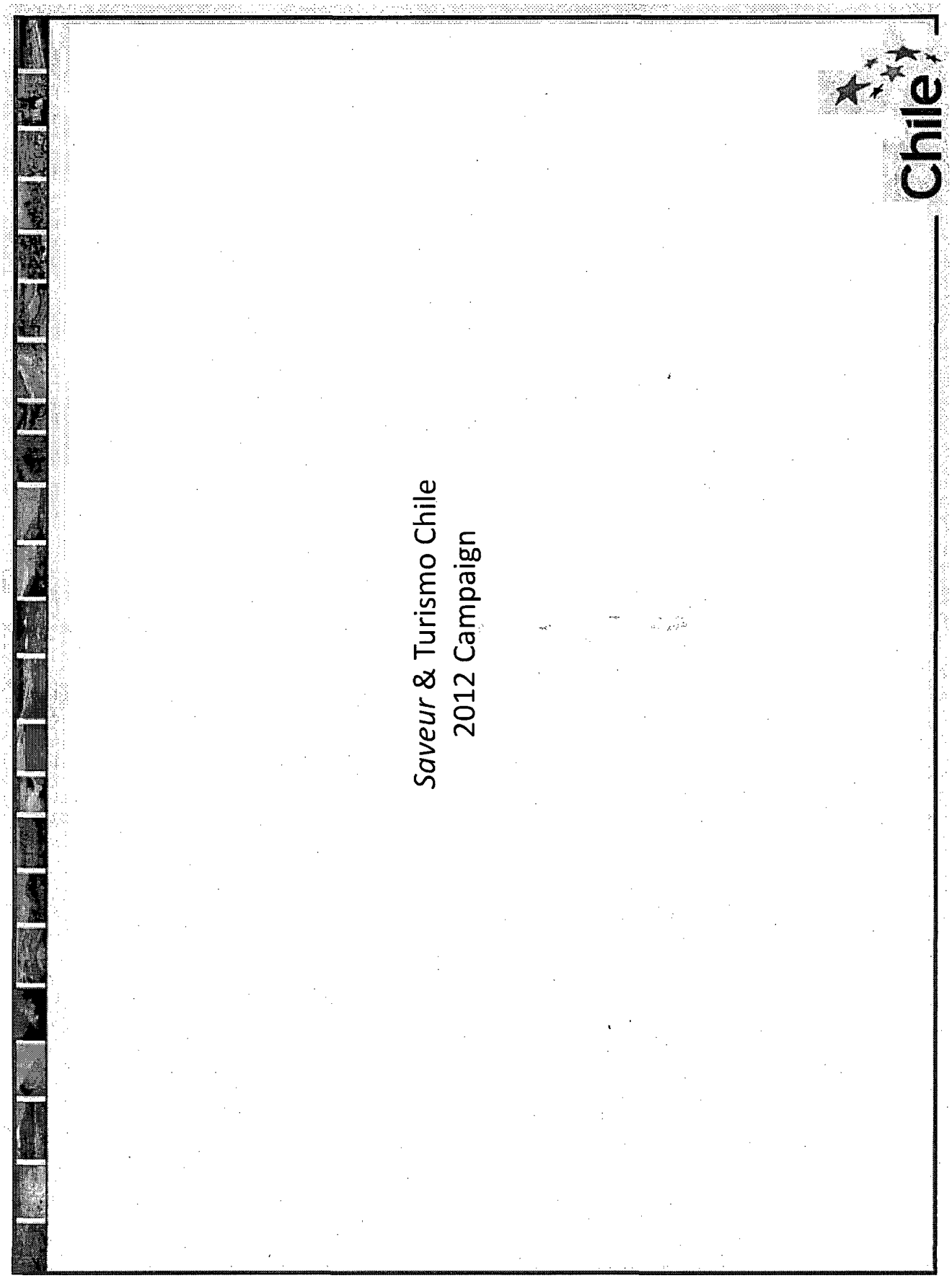
Specialist Program – Find a Specialist



Turismo Chile program (US) revised 11.20.12

			Cost to Turismo Chile	Value	Hard Dollar Contributions
Saveur					
3 Full Page Ads			$68,889	$141,117	
Issue	Space Close	Material Close			
June / July (creative: PATAGONIA fishing)	BOOKED 4/10/2012	PROVIDED 5/1/2012			
Aug / Sept (ATACAMA food & wine)	BOOKED 6/8/2012	PROVIDED 6/15/2012			
October (EASTER ISLAND moai)	BOOKED 7/20/2012	PROVIDED 8/1/2012			
Bonus 2x Full Page Ad			None	$47,039	$47,039
One Custom Virtuoso Itinerary			None	$20,000	$20,000
Two Custom Advertorial Creations (to be used within purchased Full Page Units)			None	$15,000	$15,000
One custom email to SAVEUR Travel Advisory Board			None	$1,000	$1,000
One In-Book and Online MENU Listing			None	$11,000	$11,000
2 Reader Service Listings			None	$6,000	$6,000
1 Custom Email Blast - to 155,937 subscribers			None	$13,255	$13,255
500,000 ROS Impressions on Saveur.com			None	$10,000	$10,000
PROGRAM TOTAL			$68,889	$264,411	$123,294
			Value / Cost ratio		3.84
Men's Journal					
3 Full Page Ads			$98,889	$320,445	
Issue	Space Close	Material Close			
June (creative: PATAGONIA fishing)	BOOKED 3/27/2012	PROVIDED 4/5/2012			
September (New ATACAMA)	BOOKED 6/8/2012	PROVIDED 7/19/2012			
October (creative Easter Island)	BOOKED 7/20/2012	PROVIDED 8/7/2012			
One 1/3 page advertorial in October			None	$35,605	$35,605
3 x Custom email blasts (25,000 subscribers each email)			None	$18,750	$18,750
Custom production of emails (3x)			None	$9,000	$9,000
Online program impressions - 1m			$15,556	$28,000	$14,000
PROGRAM TOTAL			$114,445	$411,800	$77,355
			Value / Cost ratio		3.60
Outside					
3 Full Page Ads			$100,000	$285,000	
Issue	Space Close	Material Close			
June (creative: ATACAMA horseback)	BOOKED 3/21/2012	PROVIDED 3/30/2012			
September (PATAGONIA glacier)	BOOKED 6/8/2012	PROVIDED 6/29/2012			
October (EASTER ISLAND moai)	BOOKED 7/16/2012	PROVIDED 8/1/2012			
3 Full Page advertorial units ('Perfect Days' custom units)			None	$285,000	$285,000
Production & design of custom units			None	$30,000	$30,000
Targeted travel channel and ROS units August - October (1.6m impressions)			$22,222	$36,000	$13,778
2 x Email blast to 60,000 opt-ins			None	$15,000	$15,000
PROGRAM TOTAL			$122,222	$651,000	$343,778
			Value / Cost ratio		5.33
Outside Online (Aysen Focus)					
1 month online program			$26,025	$54,410	
Issue	Space Close	Material Close			
November 22-December 22 Online ONLY	BOOKED 11/9/2012	PROVIDED 11/14/12			
Adventure Channel Targeted banners					
2 Days of Homepage Takeover					
Run-of-Site banners					
1,295,000+ total impressions					
PROGRAM TOTAL			$26,025	$54,410	$0
			Value / Cost ratio		2.09
Travel+Leisure (Global Bazaar Package)					
3 x single sheet inserts (creative supplied by Chile, T+L to print)			$194,444	$418,827	$50,000
Selected distribution: NY, CA, FL and DC (291,054 total circulation)					
Issue	Space Close	Material Close			
September (creative: PATAGONIA kayak)	BOOKED 5/4/2012	PROVIDED 6/29/2012			
October (EASTER ISLAND moai)	BOOKED 7/20/2012	PROVIDED 8/1/2012			
November (Santiago / Wine region)	BOOKED 8/14/2012	PROVIDED 9/6/2012			
Printing of 873,162 inserts			None	-	-
Development of itinerary (A&K) and full page advertorial (reverse of insert)					
2.2m geo - and Latin American content- targeted impressions on T+L.com			None	-	-
E-newsletter banner sponsorship (560,000 subscribers)			None	-	-
Hot Deals newsletter(x2) - package featured to 163,000 opt-in readers			None	-	-
Travel Agent Outreach Newsletter: 1 page advertorial in 3 issues, and 1/4 page ad in 1 issue			None	-	-
PROGRAM TOTAL			$194,444	$418,827	$50,000
			Value / Cost ratio		2.15
Travel+Leisure (Araucania Focus)					
1 x single sheet insert (creative supplied by Chile, T+L to print)			$47,000	$94,000	-
Selected distribution: NY metro (110,945 total circulation)					
Issue	Space Close	Material Close			
January 2013 (ARAUCANIA)	BOOKED 10/29/2012	PROVIDED 11/7/2012			
Printing of 110,945 inserts			None	-	-
Onboard In-Book Promotion			None	$24,870	
Check-In Online Promotion			None	$10,000	-
Social Media Outreach			None	$10,000	-
PROGRAM TOTAL			$47,000	$138,870	$0
			Value / Cost ratio		2.95
Virtuoso Life					
1 x Full page ad + 1 x Double page spread					
Issue	Space Close	Material Close			
September / October (ATACAMA food & wine)	n/a	PROVIDED 6/29/2012	n/a	n/a	n/a
September Destination Guide South America, Mexico & Caribbean (PATAGONIA double page)	n/a	PROVIDED 6/29/2012	n/a	n/a	n/a
TOTALS			$547,000	$1,984,908	$594,427
			Value / Cost ratio		3.45



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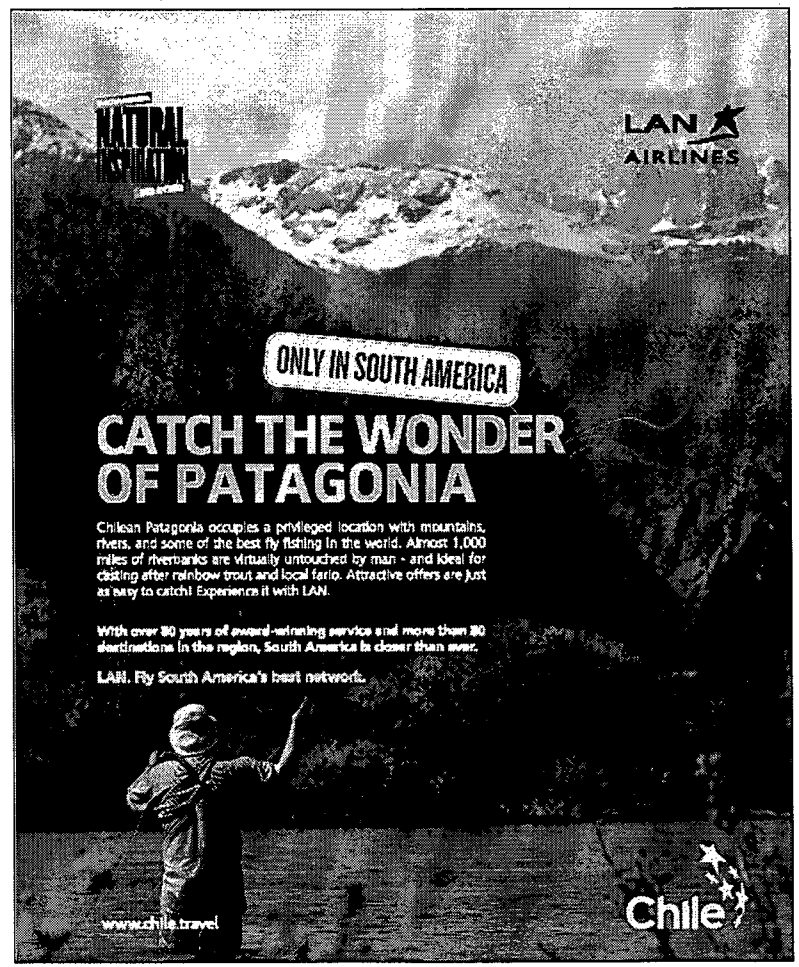

Saveur Magazine, June/July 2012. Circulation: 325,000
Full Page Ad

Chile

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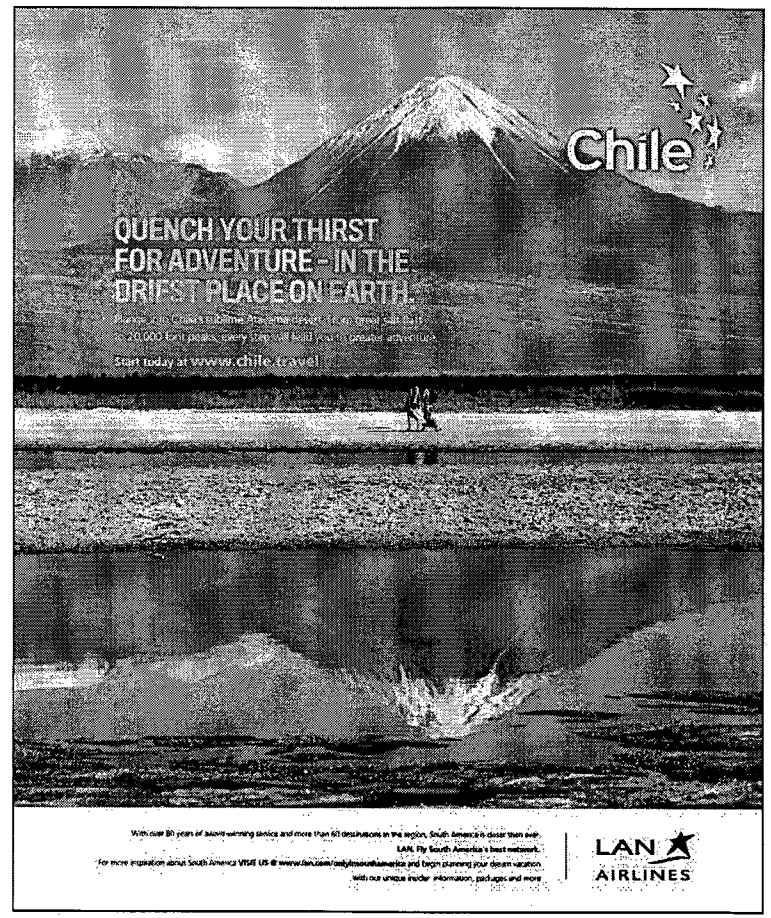

Saveur Magazine, August/September 2012. Circulation: 325,000
Full Page Ad

Chile

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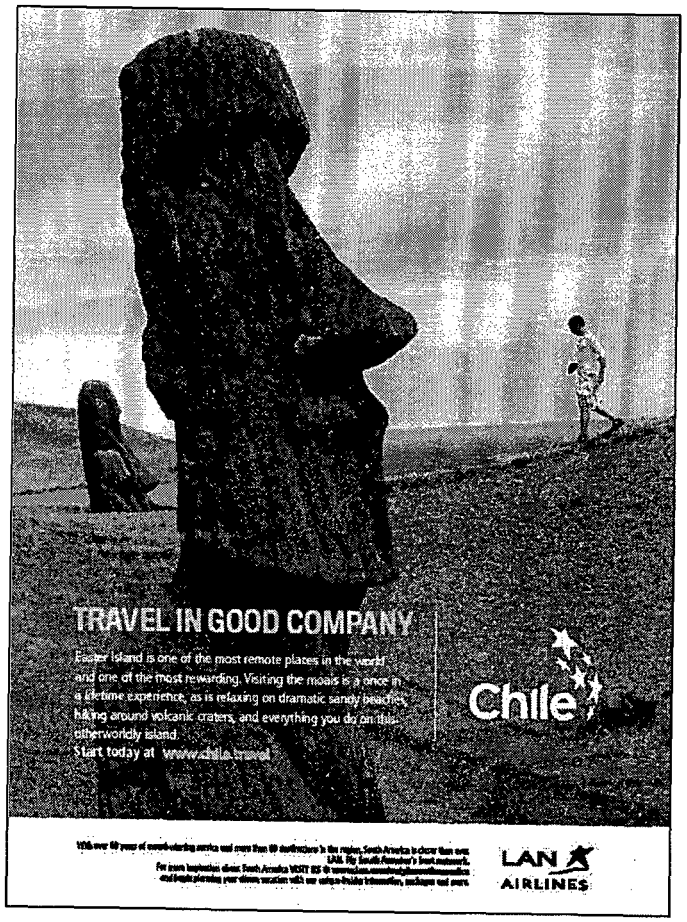

Saveur Magazine, October 2012. Circulation: 325,000
Full Page Ad

Chile

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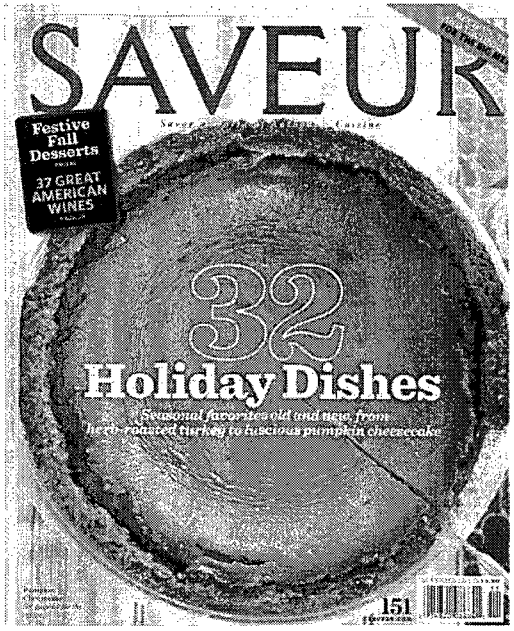

ADVERTISEMENT.

Discover Chile

From its luxurious city life to its reputable wine country

There's perhaps no sight more stunning than the modernity of Santiago's skyline against the backdrop of ancient mountains—the Andes on one side and the Coastal Mountains on the other. And visitors to this stunning capital city will find this contrast in every nook and cranny.

A popular city break is the Colchagua Wine Route (Ruta del Vino), family-owned wineries, the majority of which are in the central valley and easy to access by car.

Start downtown where you'll find the heart of historic Santiago and its key attractions. The Plaza de Armas is a gracious Colonial Baroque plaza lined with palm trees and some of the oldest architecture in the city. But come here to get a sense of grandeur and modern day Chileans as this is both a meeting place and a crossroads, making for excellent people-watching. Pop up to Cerro Santa Lucia, the grassy hill named for the day Pedro de Valdivia founded the city. It's a work of living architecture and history itself with its winding stairs, fountains, sculptures and monuments. From here, you'll have a view of Santiago from the inside looking out.

Two neighborhoods best show Santiago as a city of contrast, both artistic and elegant–Providencia and Barrio Bellavista.

Providencia is a shopper's paradise with a range of choices from shopping centers (very popular in South America) to designer boutiques. Barrio Bellavista is a bohemian mosaic of cafés, known for its nightclubs and art galleries amid historic homes (Pablo Neruda lived here).

Take the Teleférico, the gondola that stretches to the top of San Cristobal Hill for the outside-looking-in view of the city.

A popular city break is the Colchagua Wine Route (Ruta del Vino), family-owned wineries, the majority of which are in the central valley and easy to access by car. This route is one of Chile's best-known regions for premium red varieties. Here you'll taste world-class Cabernet and Syrah, which have European pedigrees, and Carmenere, Chile's "lost grape," which has been rediscovered and is touted as the country's response to Malbec.

For more information on Chile's capital and wine regions visit » www.chile.travel

Chile

Saveur Magazine, November 2012. Circulation: 325,000
Full Page Advertorial

Chile

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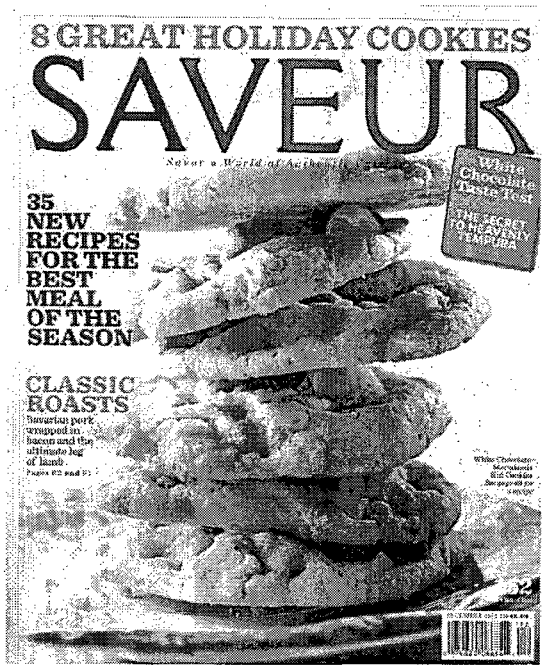

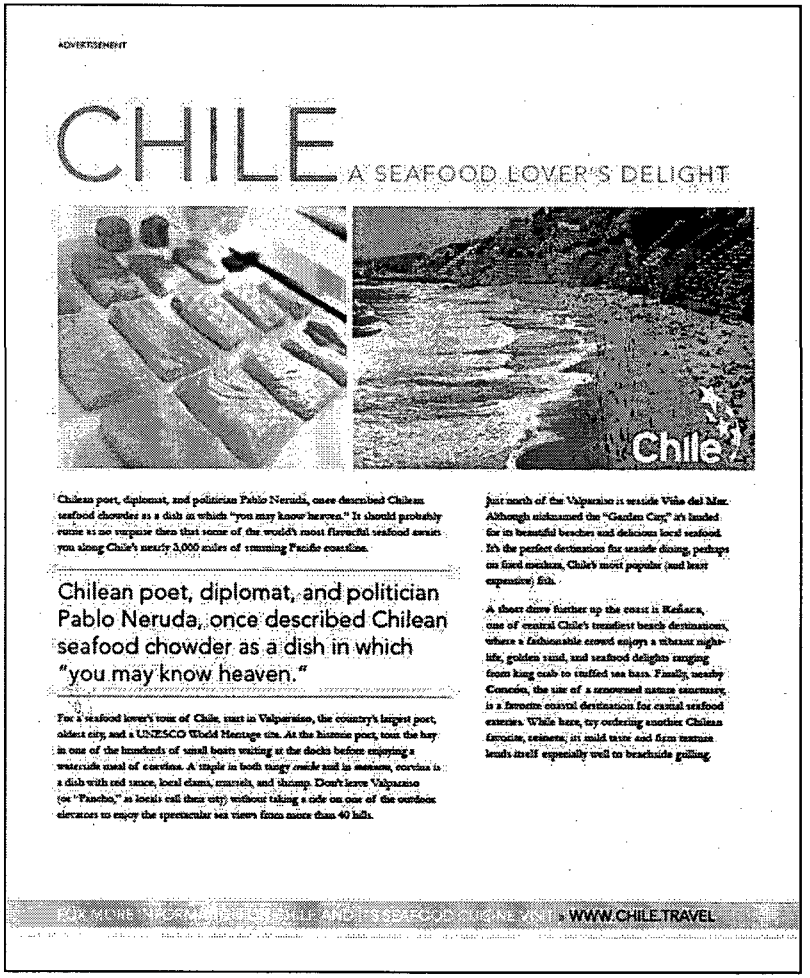

ADVERTISEMENT

CHILE A SEAFOOD LOVER'S DELIGHT

Chilean poet, diplomat, and politician Pablo Neruda, once described Chilean seafood chowder as a dish in which "you may know heaven." It should probably come as no surprise then that some of the world's most flavorful seafood awaits you along Chile's nearly 3,000 miles of stunning Pacific coastline.

Chilean poet, diplomat, and politician Pablo Neruda, once described Chilean seafood chowder as a dish in which "you may know heaven."

For a seafood lover's tour of Chile, start in Valparaíso, the country's largest port, oldest city, and a UNESCO World Heritage site. At the historic port, tour the bay in one of the hundreds of small boats waiting at the docks before enjoying a waterside meal of *cocotas*. A staple in both tangy *ceviche* and in *mariscos*, cocotas is a dish with red sauce, local clams, mussels, and shrimp. Don't leave Valparaíso (or "Pancho," as locals call their city) without taking a ride on one of the outdoor elevators to enjoy the spectacular sea views from more than 40 hills.

Just north of the Valparaíso is seaside Viña del Mar. Although nicknamed the "Garden City," it's lauded for its beautiful beaches and delicious local seafood. It's the perfect destination for seaside dining, perhaps on fried merluza, Chile's most popular (and least expensive) fish.

A short drive further up the coast is Reñaca, one of central Chile's trendiest beach destinations, where a fashionable crowd enjoys a vibrant nightlife, golden sand, and seafood delights ranging from king crab to stuffed sea bass. Finally, nearby Concón, the site of a renowned nature sanctuary, is a favorite coastal destination for casual seafood eateries. While here, try ordering another Chilean favorite, *cazuela*, its mild taste and firm texture lends itself especially well to beachside grilling.

FOR MORE INFORMATION ON CHILE AND ITS SEAFOOD, VISIT US AT WWW.CHILE.TRAVEL

Saveur Magazine, December 2012. Circulation: 325,000
Full Page Advertorial

Chile

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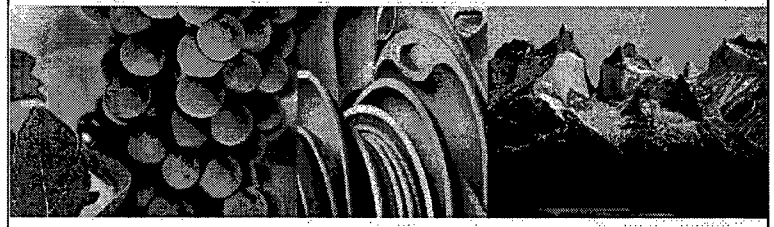
Abercrombie & Kent
CHILE

Tailor Made Proposal prepared for

SAVEUR Magazine



&

Custom Virtuoso Itinerary

Chile

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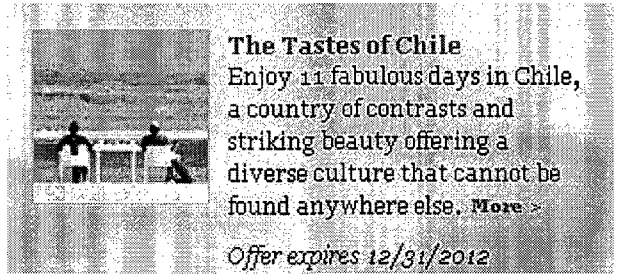

SAVEUR
TRAVEL ADVISORY BOARD
Exclusively VIRTUOSO

SAVEUR Exclusive Offers

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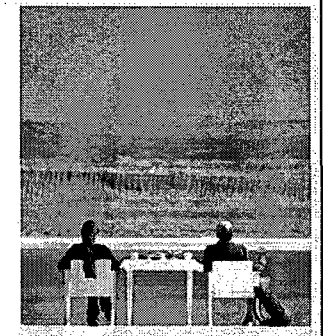
The Tastes of Chile



Enjoy 11 fabulous days in Chile, a country of contrasts and striking beauty offering a diverse culture that cannot be found anywhere else. Chile retains an air of uniqueness as it is the most southerly nation in the world, and is separated from its neighbors by natural barriers.

From fine culinary experiences to extensive adventures, Chile offers a vast range of opportunities that will meet your travel passion points.

Your journey will begin in Santiago, Chile's sophisticated capital, where a private guide will give you an in-depth look at its prominent landmarks such as the Plaza de Armas, the city's most famous square.

Next you'll travel to one of Chile's most important wine-producing areas, the Casablanca Valley, where you will visit the Loma Larga family vineyard and discover the peaceful vineyard's area and its beautiful old parks before an exclusive wine tasting on the country-state house.

As your trip comes to an end, take an off-the-beaten-path excursion to Torres del Paine Park, the heart of Patagonia. You can explore the beautiful surroundings by vehicle, boat, or horseback.

For more information or to book this or a similar itinerary, contact Pam Walker of Walker Adventures, an affiliate of Travel Market Vacations, at 888.790.8977 or pliwalker@earthlink.net

SAVEUR Advantage:
- Upgrade on arrival, subject to availability, daily breakfast, and an exclusive gift from Explora en Patagonia.

Price: Starting at $7,250 per person plus airfare within Chile of $753.00 per person.

Offer Expires: 12/31/2012

Restrictions: Prices are estimated based on two travelers and itinerary is based on availability and current exchange rate. Blackout dates and restrictions may apply. Final package pricing will be based on final itinerary details.

Request information by calling 866-299-5636
24 hours a day, 7 days a week

Online Virtuoso Itinerary Listing

Chile

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In-Book and Online Menu Listing in November issue

Chile

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Discover Chile

No images? View the online version.

SAVEUR

PRESENTS

When planning your next getaway consider Chile - a country of striking beauty that offers a broad range of opportunities that will meet your travel passions.

For cultural seekers, there's no sight more stunning than the modernity of Santiago. Two neighborhoods that best show Santiago as a city of contrast are Providencia and Barrio Bellavista. Providencia is a shopper's paradise with a range of choices from shopping centers to designer boutiques. Barrio Bellavista is a bohemian mosaic of cafés, known for its nightclubs and art galleries.

For those travelers in search of notable wine country, visit the Colchagua Wine Route. This route is one of Chile's best-known regions for premium red varieties, the majority of which are in the central valley and easy to access by car.

For more information on Chile and to book a trip

Visit www.chile.travel Today!

Chile

www.chile.travel

9/25 E-Blast, sent to 157,146 subscribers

% of Opened (Unique): 14.48%, CTR of Opens: 3.08%

Subject Line: Discover Chile

Chile

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

11/8 E-Blast to Travel Advisory Board, sent to 7,500 subscribers
Unique Opens: 730, CTR of Opens: 23.97%

Chile

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

300x250 Easter Island Banner Ad

Chile

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

300x250 Atacama Banner Ad

Chile

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

300x250 Patagonia Banner Ad

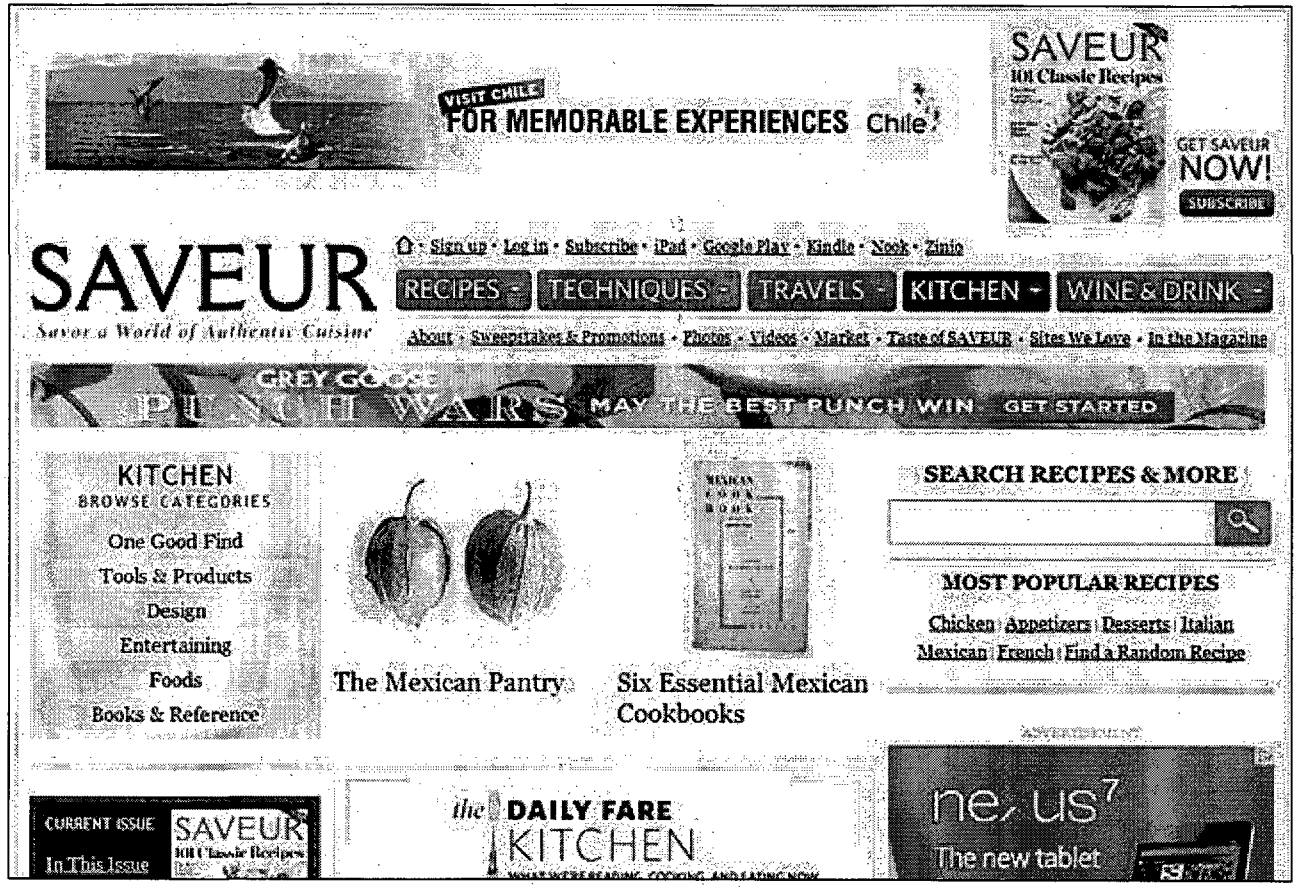
Chile

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

728x90 Patagonia (1) Banner Ad

Chile

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM



728x90 Patagonia (2) Banner Ad

Chile

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

728x90 Atacama Banner Ad

Chile

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

Online: ROS Banners
Impressions Guaranteed: 500,000
Impressions Delivered: 500,034
CTR: .04% per banner
Clicks: 201

Complete Online reporting

Chile

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Men's Journal & Turismo Chile
2012 Campaign

Chile

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

Men's Journal Magazine, September 2012. Circulation: 700,000
Full Page Ad

Chile

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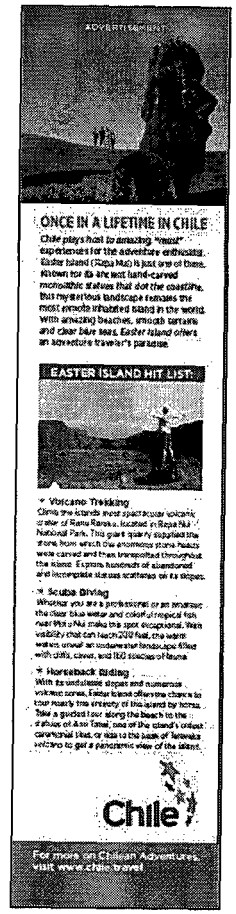

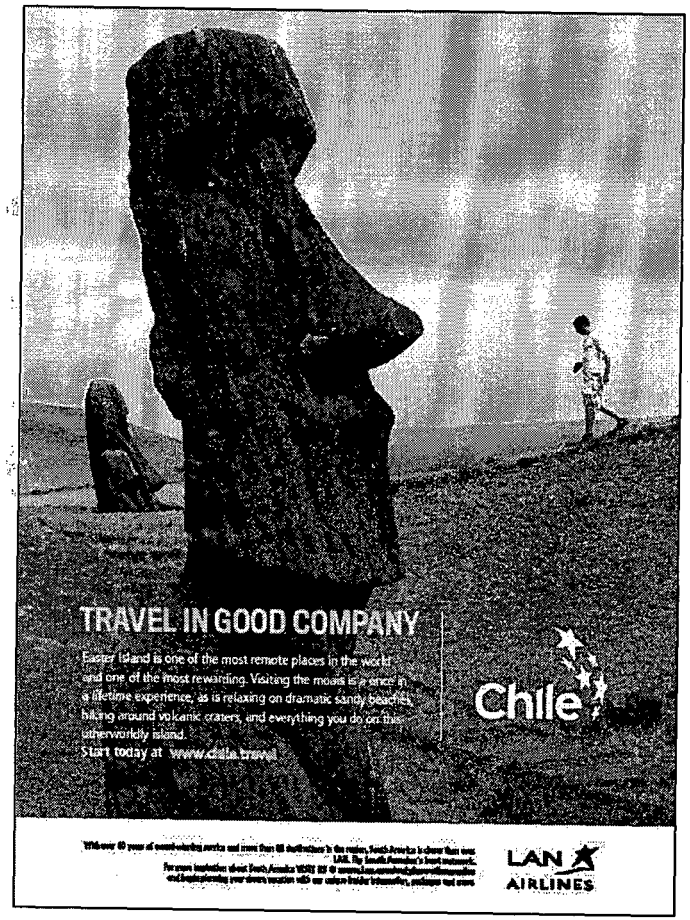

Men's Journal Magazine, October 2012. Circulation: 700,000
1/3 Page Advertorial + Full Page Ad

Chile

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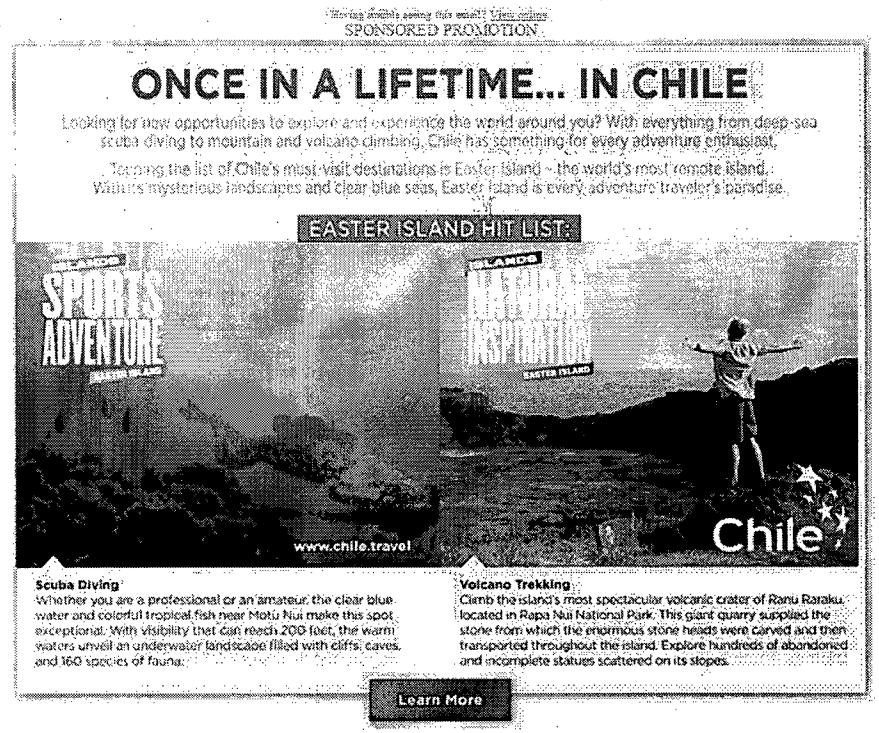


9/18 E-Blast, sent to 26,132 subscribers

4,056 Opens, 16% Open Rate, 294 Clicks, 7.25% CTR

Subject Line: Once in a Lifetime in Chile - Easter Island Hit List

Chile

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

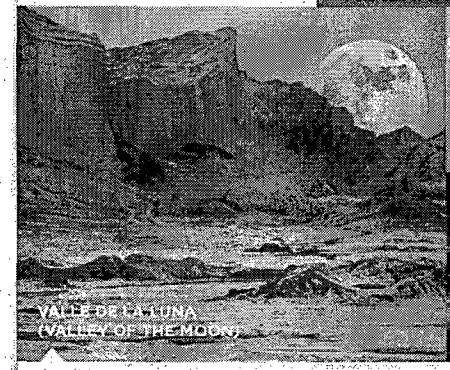
SPONSORED PROMOTION

ONCE IN A LIFETIME... IN CHILE

Looking for new opportunities to explore and experience the world around you? With everything from deep-sea scuba diving to mountain and volcano climbing, Chile has something for everyone to enjoy.

The northern region of Atacama is a unique region in Chile that is home to many geographic phenomena, such as dry deserts, salt flats and boiling geysers but also flourishing towns – making it a must-visit destination.

ATACAMA HIT LIST:



VALLE DE LA LUNA (VALLEY OF THE MOON)

Towering dunes and twisting canyons craft an uncanny resemblance to the surface of the moon. On two wheels, you can experience the entire landscape with trails ranging from medium to difficult. Make sure to witness a sunset, when an extraordinary color palette and overwhelming silence will make you feel like you're exploring a place out of this world.

ATACAMA SALT FLAT

Many travelers come to the Atacama Salt Flat, located in the Los Flamencos National Reserve in search of the flamingoes that live there. The three species that nest and feed in the "ojos de agua", or "eyes of water," are the Andean, Chilean, and James' flamingoes. Guides are on hand to help you identify them and other birds in the area.

LEARN MORE

10/15 E-Blast, sent to 25,817 subscribers

4,851 Opens, 19% Open Rate, 271 Clicks, 5.59%CTR

Subject Line: Once in a Lifetime in Chile - Atacama Hit List

Chile

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

11/5 E-Blast, sent to 25,148 subscribers

4,914 Opens, 19.6% Open Rate, 284 Clicks, 5.78%CTR

Subject Line: Once in a Lifetime in Chile – Patagonia Hit List

Chile

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Run of Travel 728x90 banner

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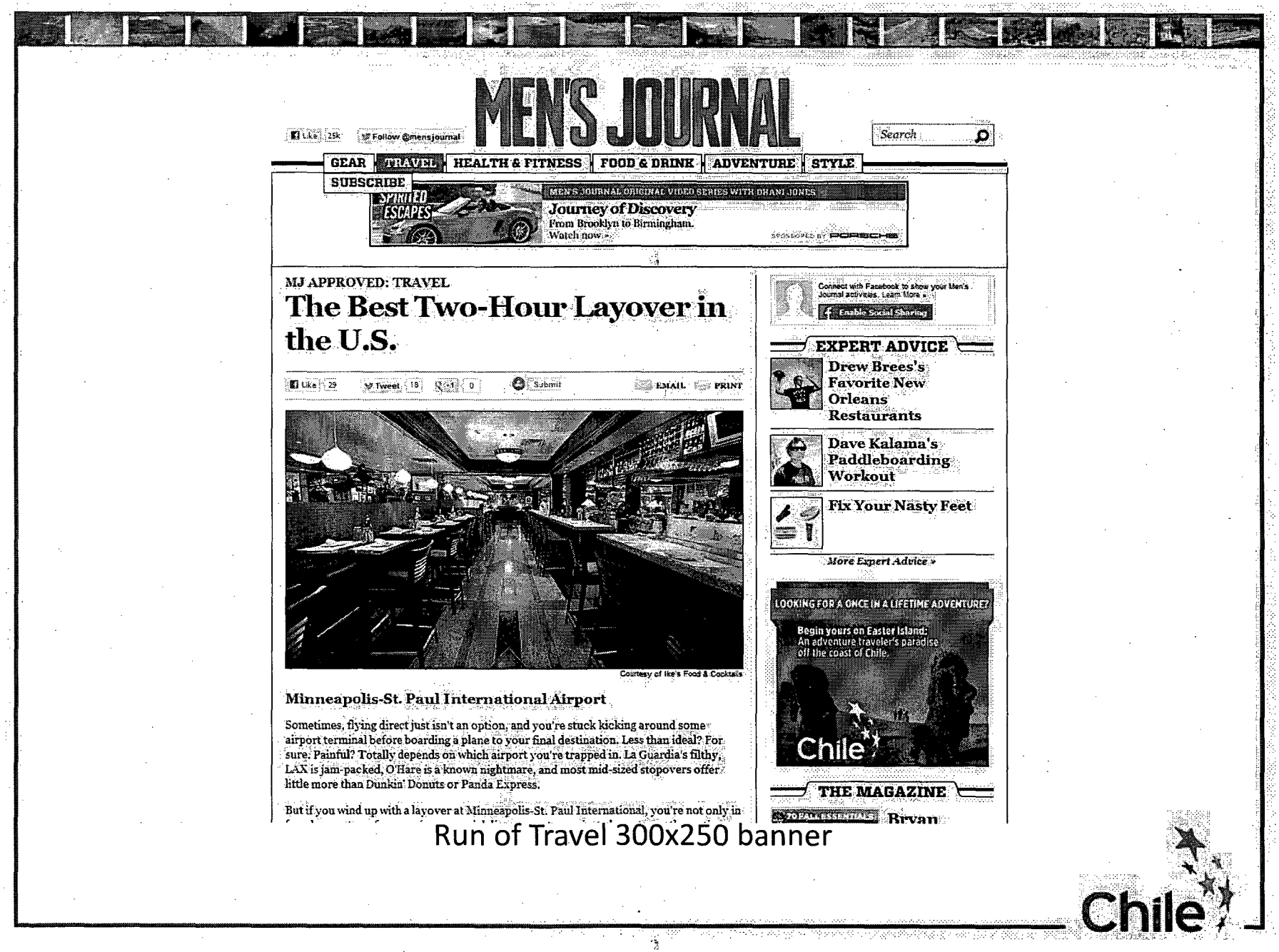

Run of Travel 300x250 banner

Chile

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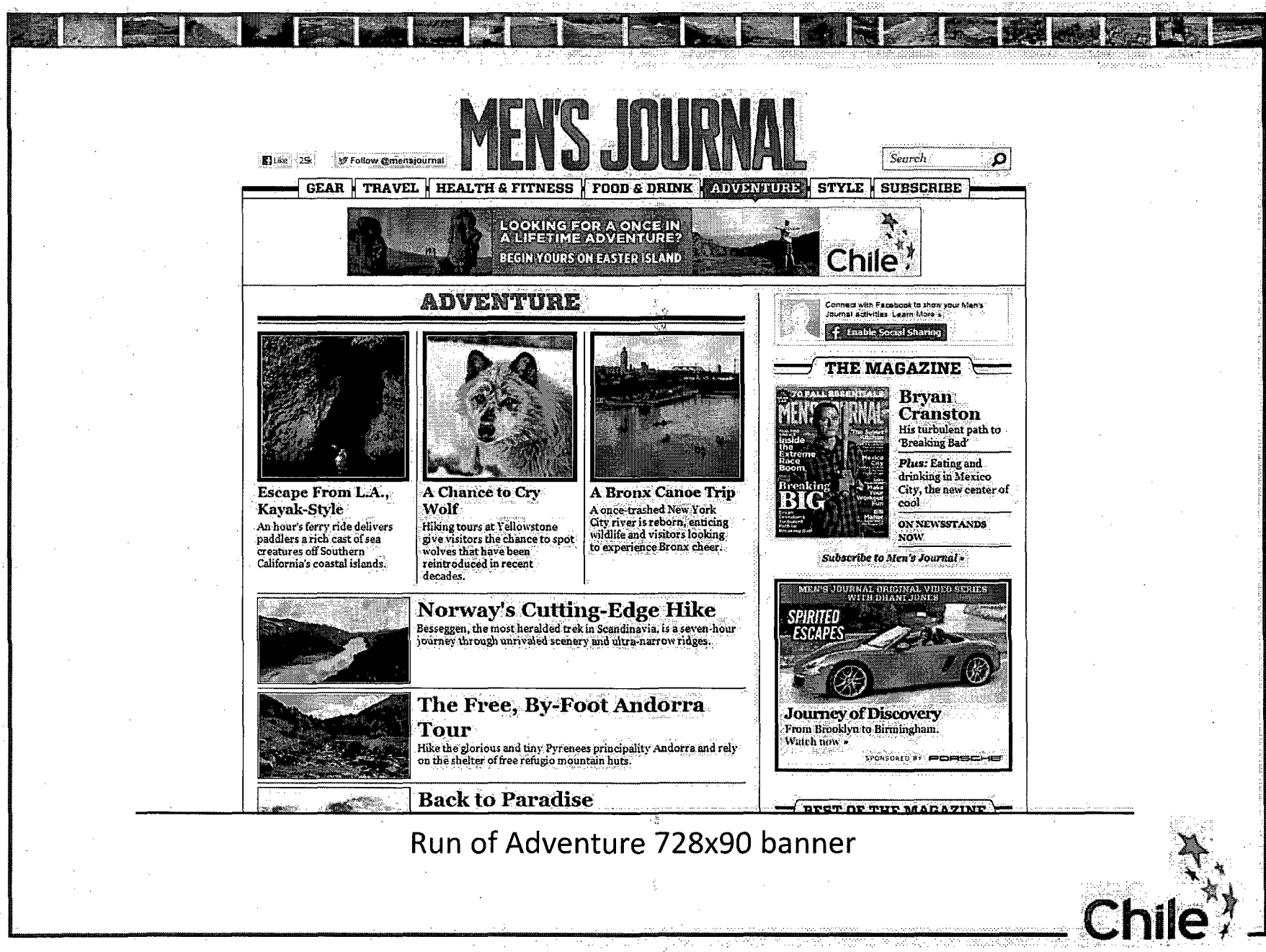


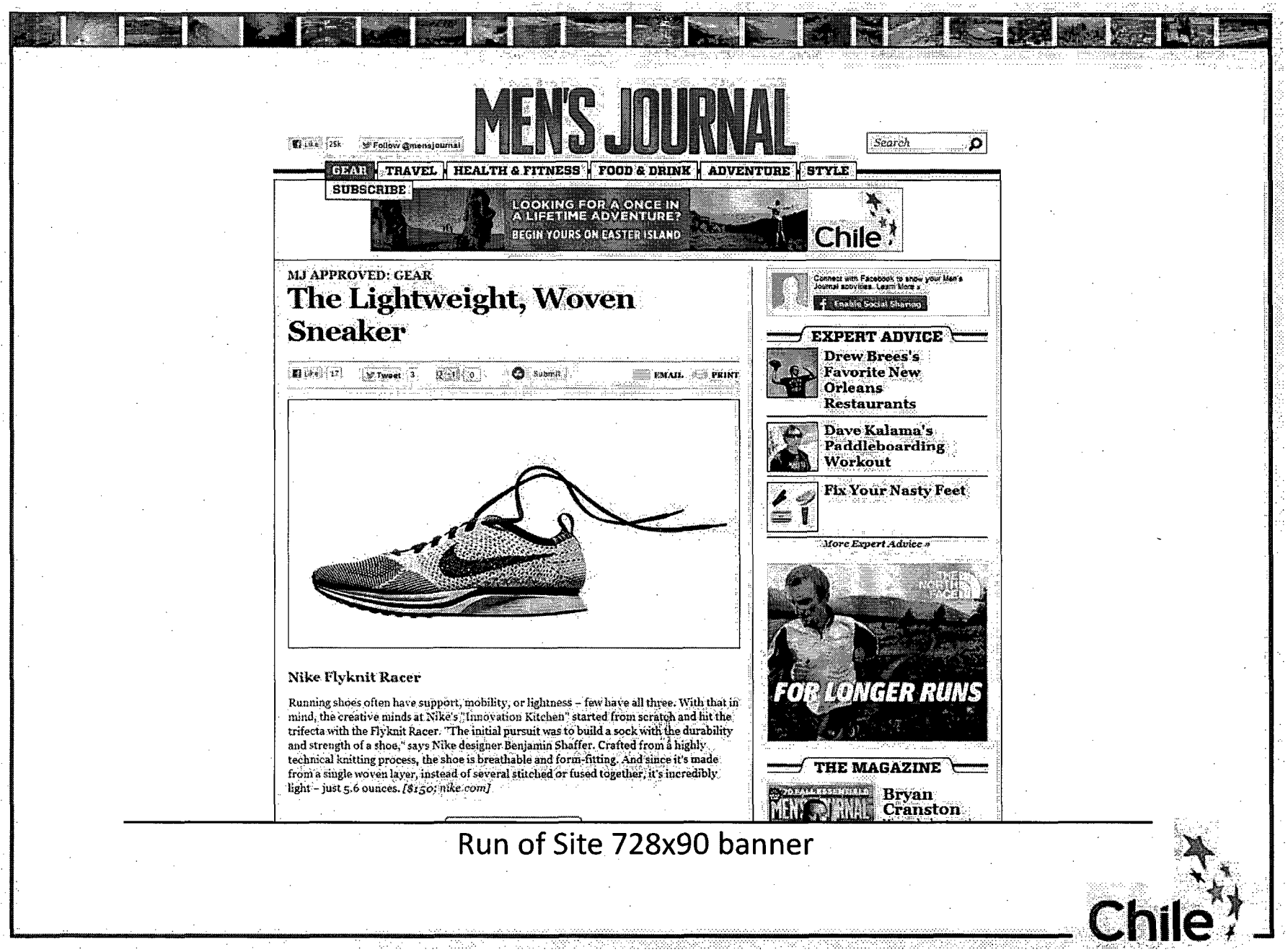
Run of Adventure 728x90 banner

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

Run of Adventure 300x250 banner

Chile

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM



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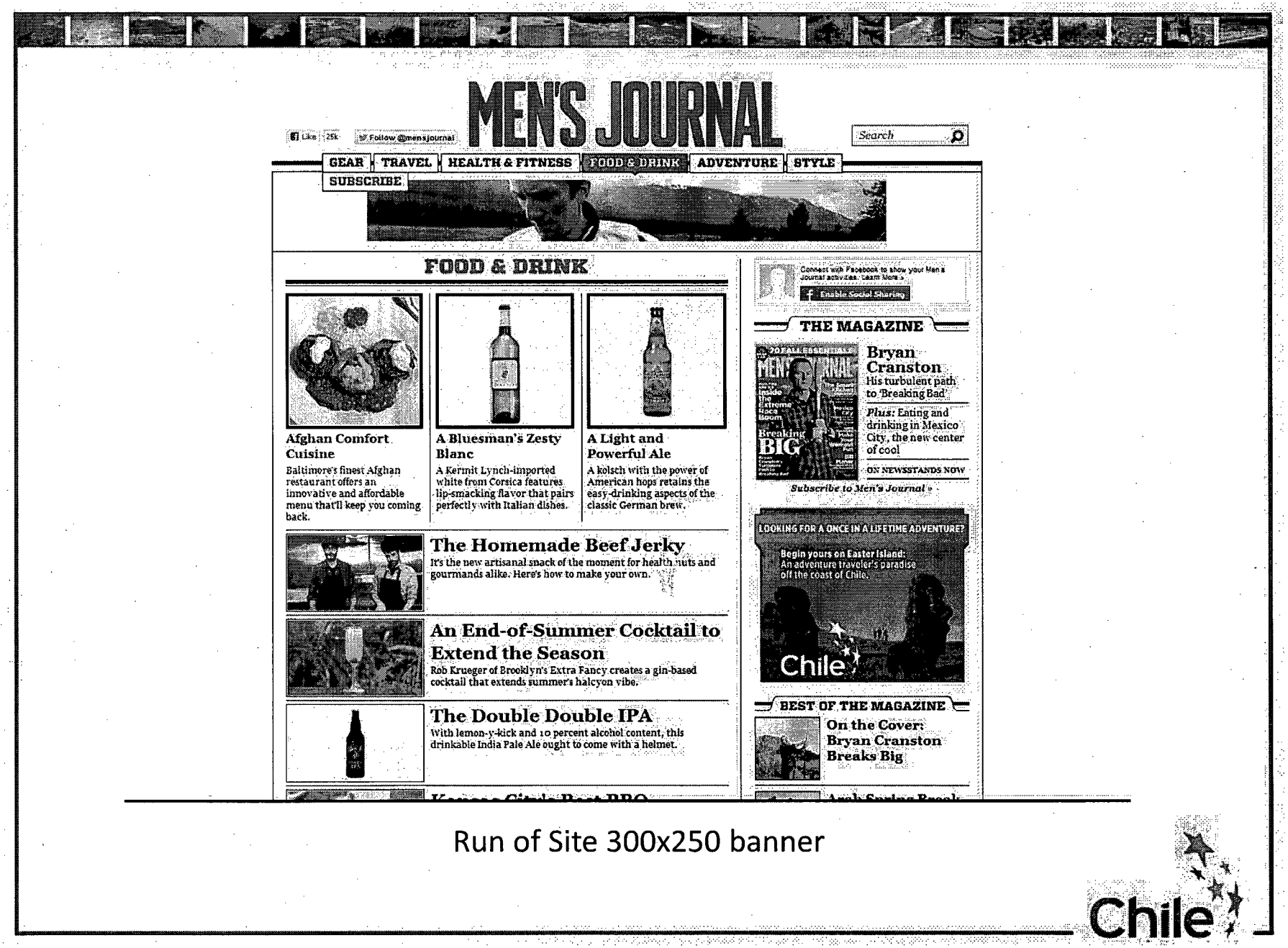

Run of Site 300x250 banner

Chile

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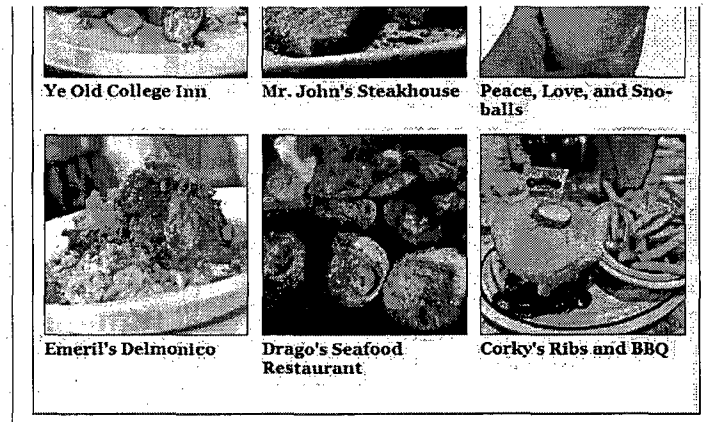

Ye Old College Inn | Mr. John's Steakhouse | Peace, Love, and Sno-balls

Emeril's Delmonico | Drago's Seafood Restaurant | Corky's Ribs and BBQ

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- Inside Jimmie Johnson's Man Cave
- Timothy "Speed" Levitch's Favorite Quirky Bars

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- The Lightweight, Woven Sneaker
- Afghan Comfort Cuisine

THE MAGAZINE

- In This Issue: Bill Maher Q&A
- In This Issue: Dino Costa, the Angriest Man on the Airwaves
- In This Issue: 'Homeland's' CIA Connection

On the Cover: Bryan Cranston Breaks Big

Arab Spring Break

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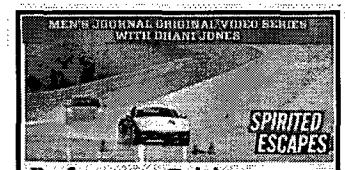

Performance Driving in Birmingham

Lessons from a legend.

Run of Site Added Value 300x250 BTF banner

Chile

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Placements	Unit	Start	End	Guaranteed	Delivered	Clicks	CTR	% Impressions delivered
Run of Travel Channel Box	300x250	09/15/12	11/23/12	73,529	73,530	80	0.11%	100%
Run of Travel Channel Leaderboard	728x90	09/15/12	11/23/12	78,125	78,127	126	0.16%	100%
Run of Adventure Channel Box	300x250	09/15/12	11/23/12	73,529	73,530	65	0.09%	100%
Run of Adventure Channel Leaderboard	728x90	09/15/12	11/23/12	78,125	78,127	84	0.11%	100%
Run of MensJournal.com Box	300x250	09/15/12	11/15/12	321,429	321,579	243	0.08%	100%
Run of MensJournal.com Leaderboard	728x90	09/15/12	11/15/12	346,154	346,160	383	0.11%	100%
Run of MensJournal.com Box (Below Fold)	300x250	09/15/12	11/15/12	30,000	30,000	13	0.04%	100%
OVERALL TOTALS		9/15/12	11/15/12	1,000,891	1,001,053	994	0.10%	100%

Complete Online reporting

Chile

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

Outside & Turismo Chile
2012 Campaign

Chile

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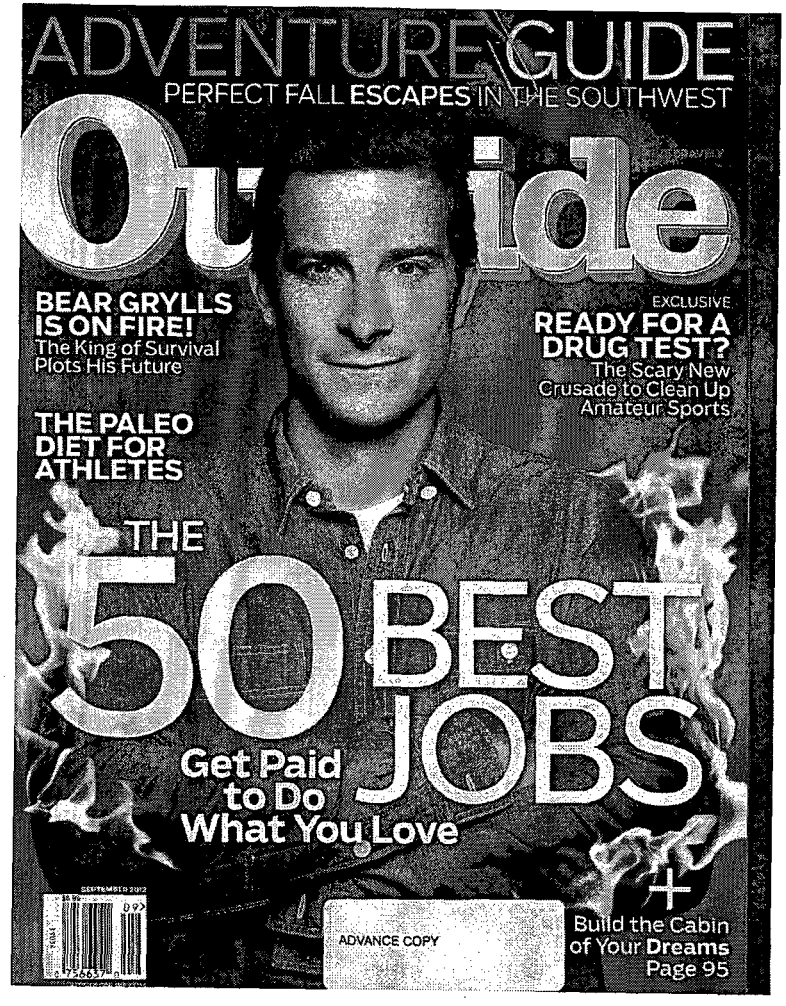

Outside Magazine, September 2012. Total Reach: 2.2 million
Full Page Advertorial + Full Page Ad

Chile

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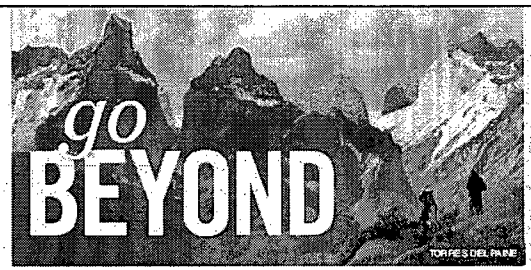


TAKE A VERY LONG WALK AT THE BEAUTIFUL END OF THE EARTH

From a distance, the Torres del Paine look like the spine of an ancient beast, broken giant's teeth, Earth's very skeleton. They rise like endless crooked staircases, then fall in the smooth arc of a terrible petrified wave. They're a pale, pearl gray against the dark blue sky, half veiled in mist. Below the towers, glacial lakes gleam like opals. And cutting through them, carved by ice and time, are deep, shadowy passages that seem to lead, as Charles Darwin once put it, "beyond the confines of this world."

WALKING BEYOND

You can't see this place by airplane, not through the window of a car, not on film. Patagonia—the remote, moonscaped expanse of southern Chile—has to be walked, paddled, climbed, breathed. Skim your fingers in the gleaming silver silt of Grey Lake, step carefully around a tiny cluster of jewel-bright flowers struggling to live in naked rock, sit among the curious plant cushions of the Magellan tundra, watch for quiet pumas padding gracefully through the barren hills, rest in the shadow of the towers. Keep walking.

The landscape is huge, sublime, but the trekking is reasonable; it's challenging enough to be *really* satisfying, and it's thoughtfully organized. There are two main trails through the Torres del Paine: the Circuit Trail (93 miles) and the W Trail (46 miles). Of the two, the W is more popular: it skips a long haul over the John Gardner Pass with no refugios (although the view of the Patagonia Ice Field will blow your mind). Some companies provide guided treks, or you can explore with your own group; the one thing you can't do is wander the Torres del Paine alone.

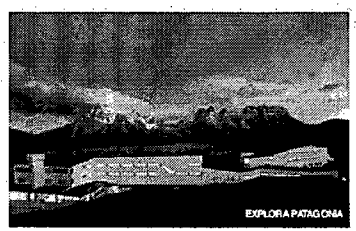
Trekking the W offers a singular satisfaction: the sweetness of the air as you huff along, a chance to examine tiny creatures and plants on the trail, the taste of Chilean wine at sunset (forget carrying it: the *refugios*—little huts that dot the trail and shelter weary hikers—have it on offer), the delicious tiredness after a day spent hiking. The *refugios* provide food, hot showers, and beds. Book them well in advance, or bring your own tent: when you trek in the mild Patagonian summer, you're sure to have company.


GREY GLACIER

A DIFFERENT KIND OF NATURAL BEAUTY

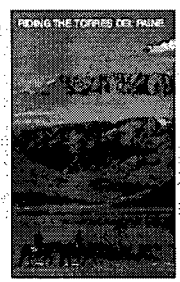
Before you leave, treat yourself to some time in the beautiful Explora Patagonia, which sits on the edge of the Salto Chico waterfall with an unparalleled view of the three Torres del Paine. Created to form a "dialogue with nature," the clean, elegant lines of the hotel make you feel sheltered not from nature but *within* it. Explora Patagonia offers treks and horseback rides that depart right from the living room and a full bar and restaurant when you return.

Patagonia is like nowhere else in this world: the silver light, the architecture of wind and water, the soaring granite, the endless sky. When Darwin came to this spectacular place, saw the Torres del Paine, wandered through the jutting spires, the silent, brooding valleys— it changed him, and history, forever. Come see why.


EXPLORA PATAGONIA

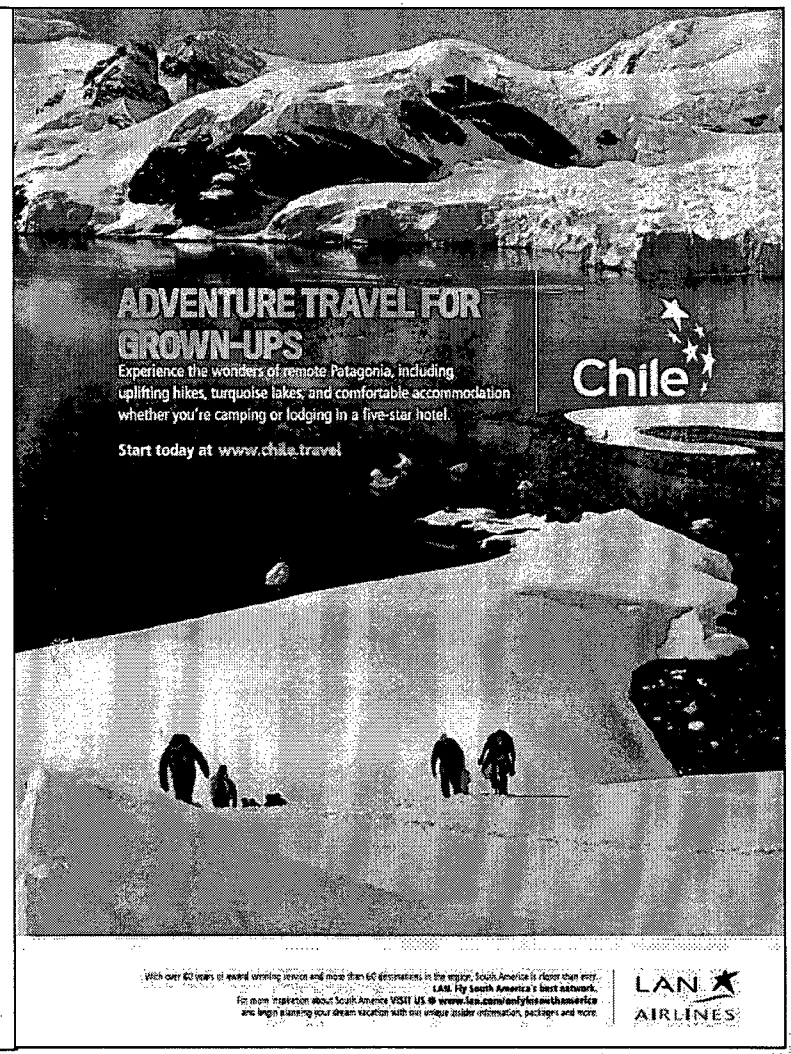
A HISTORY OF WATER AND HORSES

Hiking is just one way to see breathtaking Torres del Paine National Park. You can kayak the aquamarine-and-pewter lakes and get a feel for Chile's ancient glacial waters. Or you can ride a horse through the pampas. Local gauchos will guide you on an intimate journey through their Patagonian homelands, and trips vary according to ability. Some rides give you a chance to gallop freely across this timeless, wild land; all rides lead you to surprising, glorious views.


HIKING THE TORRES DEL PAINE

WWW.LAN.COM

WWW.CHILE.TRAVEL



Outside Magazine, September 2012. Total Reach: 2.2 million
Full Page Advertorial + Full Page Ad

Chile

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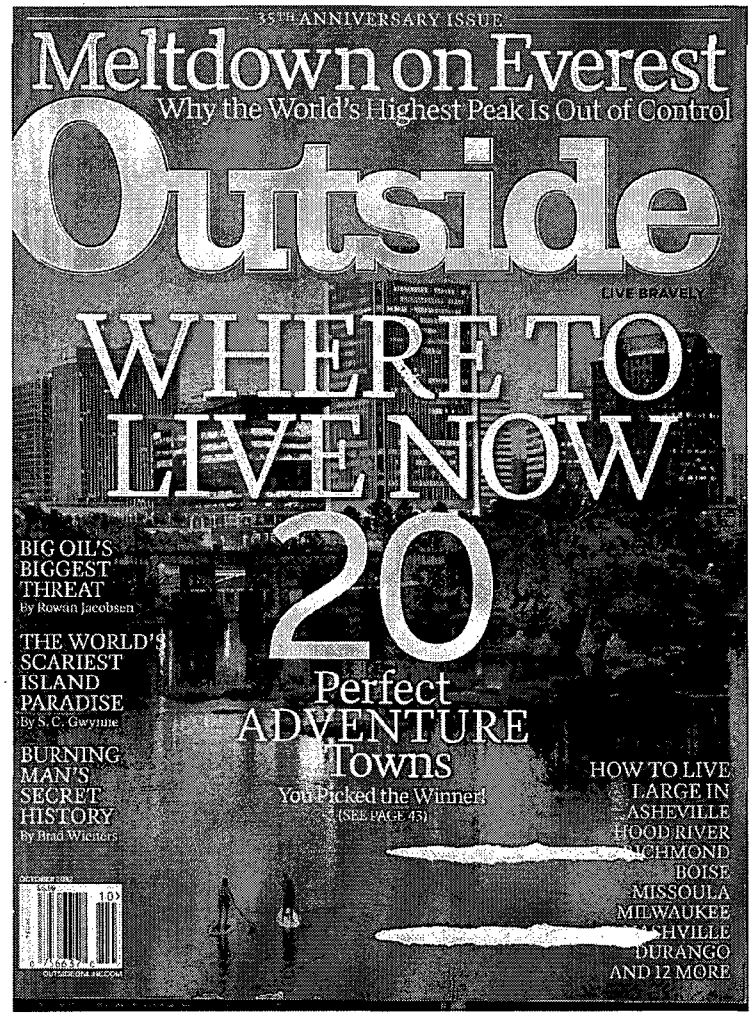

Outside Magazine, October 2012. Total Reach: 2.2 million
Full Page Advertorial + Full Page Ad

Chile

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get LOST

ROBINSON CRUSOE. ALEJANDRO SELKIRK. CHILOÉ. EASTER ISLAND. FOR *TRUE* CHILEAN ADVENTURE, CASTAWAY STYLE.

Being a castaway has its downsides. You're (maybe) alone on some wild island. The people at work can't reach you. You've got to eat lobster, bathe in the sea, sleep on a deserted beach, and hunt through craggy volcanoes and ancient ruins in hope of finding civilization. You know the island has secrets (what are those huge stone heads?), but they haven't revealed themselves. Yet. You have to drink from crystalline pools, and at night you have only the light of the stars. You get very tan.

THE ISLANDS OF CHILE

Uh, downsides? Never mind. We're going to go shipwreck ourselves somewhere. Remote. Gorgeous. Right off the coast of Chile, in fact. Here's something Robinson Crusoe never really mentioned: islands are paradise. Especially the Chilean Islands—approximately 4,000 perfect sea-ringed ecosystems, still pristine, mostly uninhabited, and all offering the kind of adventure and beauty you simply can't get if you stick to the mainland.

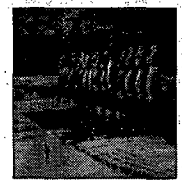
Since shipwreck is unlikely (and also means) you can't take your scuba gear, you're best plan is to choose from among the thousands of islands and take the ferry or the short flight from the Chilean mainland to start your adventure. The (arguably) most famous of the islands—Isla de Pascua, or Easter Island—is an excellent place to begin.

ISLA DE PASCUA: EASTER ISLAND

Easter Island is the most remote inhabited island on the planet. A thousand miles from Chile, this island retains a deep sense of mystery. You can get there via a five-hour flight from Santiago, and once there the things to explore and discover are endless.

Hanga Roa is the heart of the island; there you can find lodging (maybe try the Hanga Roa Eco Village and Spa) and restaurants serving delicious preparations of the local tuna, wine, and local crafts. Hanga Roa also hosts a number of diving schools; the scuba diving is excellent: warm, great visibility, rainbows of native fish, and a labyrinth of underwater caves that seduced Jacques Cousteau himself. Only one Easter Island beach is officially approved for swimming—the white sands and turquoise waters of Anakena—but the diving and surfing are premium everywhere.

Trekking is a good way to get a sense of the island's rich history and magnificent stone idols—the famous moai, the huge carved heads that watch over the island. One excellent trek takes you through the crater of the Rano Kau volcano to the ceremonial village of Orongo, where you can immerse yourself in the petroglyphs, sculptures, and icons of the ancient Rapa Nui (the welcoming Rapa Nui still flourish and are delighted to share their culture).



Because the island is small, a horseback excursion allows you to see almost all of it; if you opt not to trek the volcano you can take a ride through the grasslands and moai statues right up to the sides of Rano Kau. What you can't see on horseback is the honeycomb of caves under Easter Island. Researchers have mapped out more than 7,000 meters of volcanic caverns, and with a guide and a good flashlight you can have a whole different sort of island trip underground.

THE JUAN FERNANDEZ ARCHIPELAGO

Made up of three islands—Santa Clara, Robinson Crusoe, and Alejandro Selkirk, this archipelago lies in the South Pacific 400 miles from the Chilean mainland. Robinson Crusoe takes its name from the famous castaway in Daniel Defoe's 1719 novel. You can try living in a cave and making a goatskin umbrella if you like, but this island—unlike the other two—is inhabited and welcomes visitors. Take a beautiful trail to the Alejandro Selkirk lookout (Selkirk is said to have been the "real" Robinson Crusoe) and see the native flora and fauna that won this island distinction as a World Biosphere Reserve. The diving and snorkeling are fantastic, and as for food—well, the main economy is lobster fishing. Enough said.

CHILOÉ ISLAND

As your island hopping winds down and you consider returning to the mainland, make sure you stop at Chile's second largest island, Isla de Chiloé, separated from Chile's coast only by the Chacao Strait and the Gulf of Corcovado. Once there, Chiloé National Park is accessible by a series of trails through the lush forest. Sixteen of the island's churches have been designated Unesco World Heritage sites. And the local palafitos, colorful houses built on stilts over the water, are definitely worth a visit before your time as a castaway comes to an end.

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With over 60 years of award-winning service and more than 60 destinations in the region, South America is closer than ever. LAN. Fly South America's best network.
For more inspiration about South America VISIT US @ www.lan.com/stylinsouthamerica and begin planning your dream vacation with our unique insider information, packages and more.

LAN AIRLINES

Outside Magazine, October 2012. Total Reach: 2.2 million
Full Page Advertorial + Full Page Ad

Chile

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Placement	Description	Dates	Impressions
Travel Channel Targeted Units	728x90 leaderboard ad unit	8/14 - 10/9	110,000
Travel Channel Targeted Units	336x280 box ad unit	8/14 - 10/9	125,000
Travel Channel Targeted Units	160x600 tower ad unit	8/14 - 10/9	100,000
Campaign Subtotal			335,000
ROS	728x90 leaderboard ad unit	8/14 - 10/9	170,000
ROS	336x280 box ad unit	8/14 - 10/9	175,000
ROS	160x600 tower ad unit	8/14 - 10/9	164,063
Campaign Subtotal			509,063
Consecutive Homepage Takeovers	Integrated as a fixed offering, Chile receives 100% SOV on the homepage for 2 days; High impact exectuion with button, push down unit, and box ad; all 3 units above the fold. 260x60, 970x60, 300x250	within flight	No impression guarantee
Campaign Subtotal			60,000
Dispatch eNewsletter Sponsorship	728x90 static and 160x600 static ad units sent to list of 140K per drop	within flight	140K sends per email No Impression Guarantee
Campaign Subtotal		approx	100,000
ADDED VALUE			
ROS	728x90 leaderboard ad unit	Dates TBD	20,000
ROS	336x280 box ad unit	Dates TBD	25,000
ROS	160x600 tower ad unit	Dates TBD	20,000
Campaign Subtotal			65,000

OutsideOnline.com campaign overview
1,109,063 total impressions

Chile

OutsideOnline.com
Banners – 160x600
ROS

Chile

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OutsideOnline.com
Banners – 300x250
ROS

Chile

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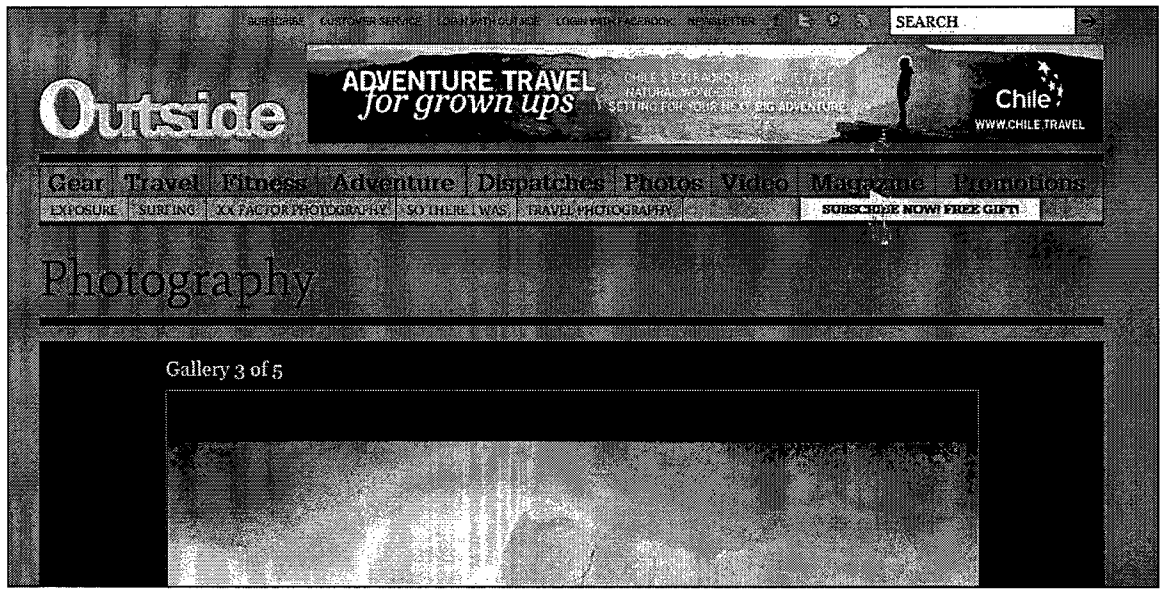

OutsideOnline.com
Banners – 728x90
ROS

Chile

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

OutsideOnline.com
Banners – 160x600
Travel

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

OutsideOnline.com
Banners – 300x250
Travel

Chile

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OutsideOnline.com
Banners – 728x90
Travel

Chile

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

Outside Magazine, 8/16 eNewsletter. Sent to 145,000 opt-in participants.

Chile

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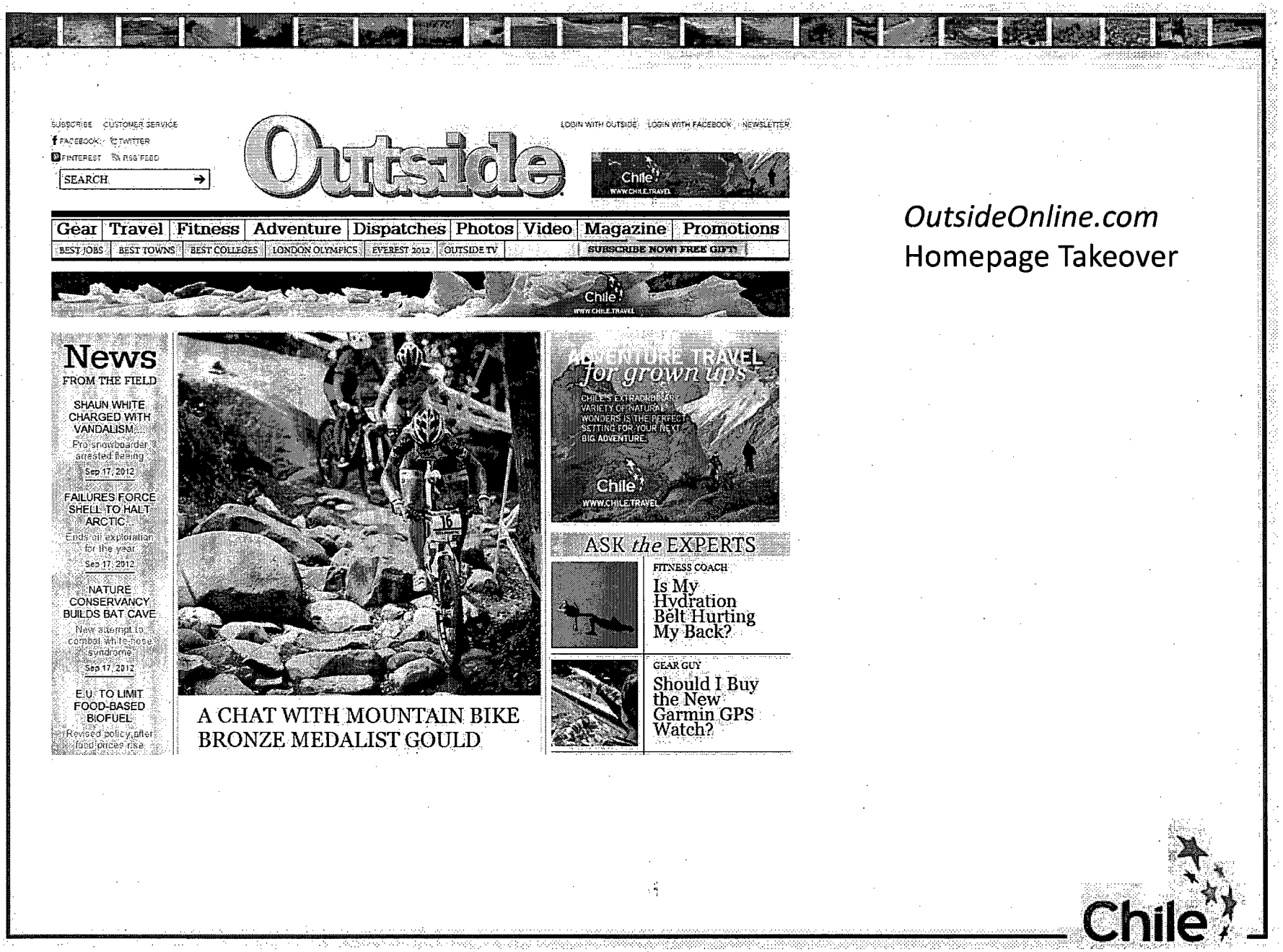

OutsideOnline.com
Homepage Takeover

Chile

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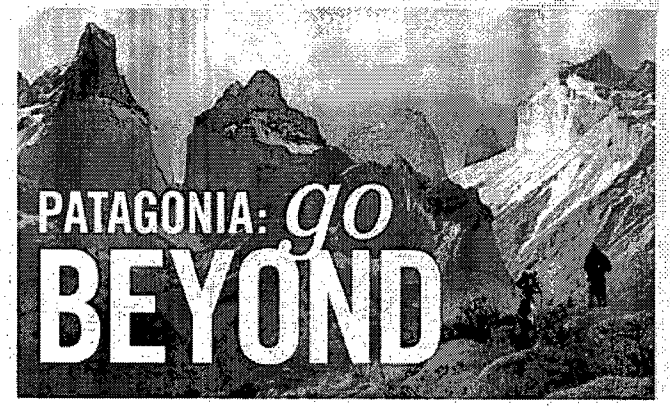
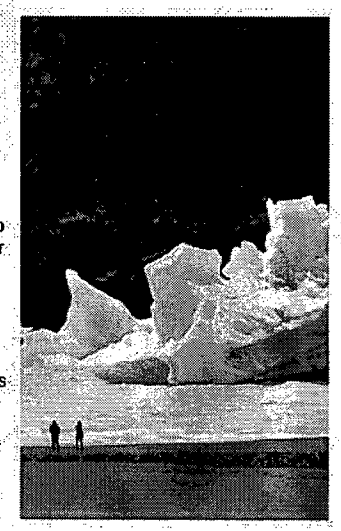


Chile



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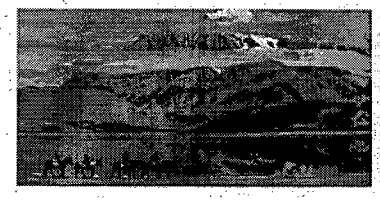

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WWW.CHILE.TRAVEL

9/25 exclusive email blast sent to 48,647

5,575 Opens, 11.46% Open Rate, 114 Clicks, 2.04% CTR

Subject Line: Chilean Patagonia: Discover Its Magnificence for Yourself

Chile

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

get LOST IN CHILE

Chile

EASTER ISLAND is the most remote inhabited island on the planet. A thousand miles from Chile, this island retains a deep sense of mystery. You can get there via a 5-hour flight from Santiago, and once there the things to explore and discover are endless. Hanga Roa is the heart of the island; there you can find lodging (maybe try the Hanga Roa Eco Village and Spa), restaurants serving delicious preparations of the local tuna, wine, and local crafts. Hanga Roa also hosts a number of diving schools; the SCUBA diving is excellent: warm, great visibility, rainbows of native fish, and a labyrinth of underwater caves that seduced Jacques Cousteau himself. Only one Easter Island beach is officially approved for swimming - the white sand and turquoise waters of Anakena - but the diving and surfing are premium everywhere.

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WWW.CHILE.TRAVEL

10/2 exclusive email blast sent to 57,820 subscribers
7,652 Opens, 13.23% Open Rate, 91 Clicks, 1.19% CTR
Subject Line: Easter Island: Get Lost in Chile

Chile

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

Turismo Chile — Date: Final

Customer IO/PO#: 6987 / 97
Campaign Name: Turismo Chile Aug-Oct 2012
Agency: Spring O'Brien & Co. Inc.
Account Manager: Katie Goodwin
Digital Manager: Lindsay Berg

Campaign Start Date: 8/14/2012
Campaign End Date: 10/31/2012
Report Date Range: 8/14/12 - 10/31/12
3rd Party: n/a

Flight Dates Start	Flight Dates End	Placement / Product / Size	Cost Model	Rate	Ordered Volume	Line Item Total	Outside Delivered To Date	Overdelivered Impressions	Total Clicks	Total CTR
9/18/12	9/19/12	HPT 9/18-9/19	Flat	$ 3,000.00	1	$3,000.00	122,378	n/a	142	0.12%
8/16/12	8/16/12	Dispatch Newsletter 8/16	Flat	$ 2,000.00	1	$2,000.00	58,337	n/a	38	0.07%
8/14/12	10/9/12	Travel 728x90	CPM	$ 16.00	110,000	$1,760.00	110,275	275	91	0.08%
8/14/12	10/9/12	Travel 300x250	CPM	$ 16.00	124,000	$1,984.00	124,313	313	148	0.12%
8/14/12	10/9/12	Travel 160x600	CPM	$ 16.00	99,750	$1,596.00	100,000	250	39	0.04%
8/14/12	10/9/12	ROS 728x90	CPM	$ 14.00	220,000	$3,080.00	220,551	551	167	0.08%
8/14/12	10/9/12	ROS 300x250	CPM	$ 14.00	260,000	$3,640.00	260,675	675	264	0.10%
8/14/12	10/9/12	ROS 160x600	CPM	$ 14.00	210,000	$2,940.00	210,525	525	84	0.04%
8/14/12	10/9/12	ROS 728x90 Bonus	CPM	$ -	125,000	$0.00	125,312	312	100	0.08%
8/14/12	10/9/12	ROS 300x250 Bonus	CPM	$ -	175,000	$0.00	175,443	443	180	0.10%
8/14/12	10/9/12	ROS 160x600 Bonus	CPM	$ -	116,250	$0.00	116,526	276	43	0.04%
					1,440,000	$20,000.00	1,624,335	3,620	1,296	0.08%

Complete Online reporting

Chile

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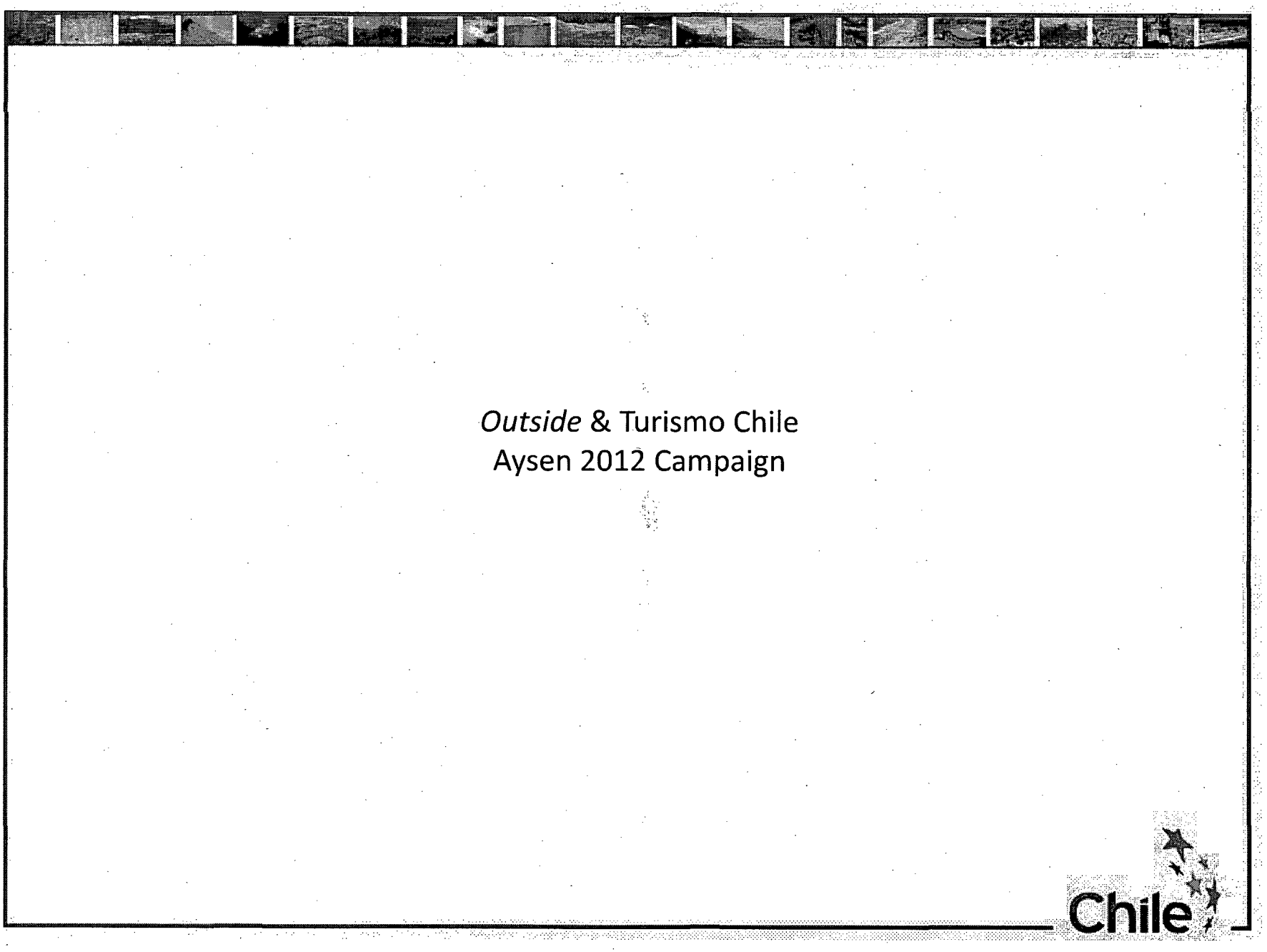

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

Placement	Description	Dates	Impressions
Consecutive Homepage Takoevers	100% SOV on Outside Online's homepage for 2 days ad units include 970x60, 300x250 & 160x60	12/11/12 - 12/12/12	no impression guarantee
		estimated	**60,000**
Adventure Channel targeted units	728x90 leaderboard ad unit	11/22/12 - 12/22/12	48,500
Adventure Channel targeted units	300x250 box ad unit	11/22/12 - 12/22/12	275,500
Adventure Channel targeted units	160x600 tower ad unit	11/22/12 - 12/22/12	52,500
Campaign Subtotal			376,500
ROS	728x90 leaderboard ad unit	11/22/12 - 12/22/12	130,500
ROS	300x250 box ad unit	11/22/12 - 12/22/12	555,000
ROS	160x600 tower ad unit	11/22/12 - 12/22/12	173,977
Campaign Subtotal			859,477
2012 CAMPAIGN TOTALS:			**1,295,977**

OutsideOnline.com campaign overview
1,295,977 total impressions

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

OutsideOnline.com
Banners – 160x600
ROS

Chile

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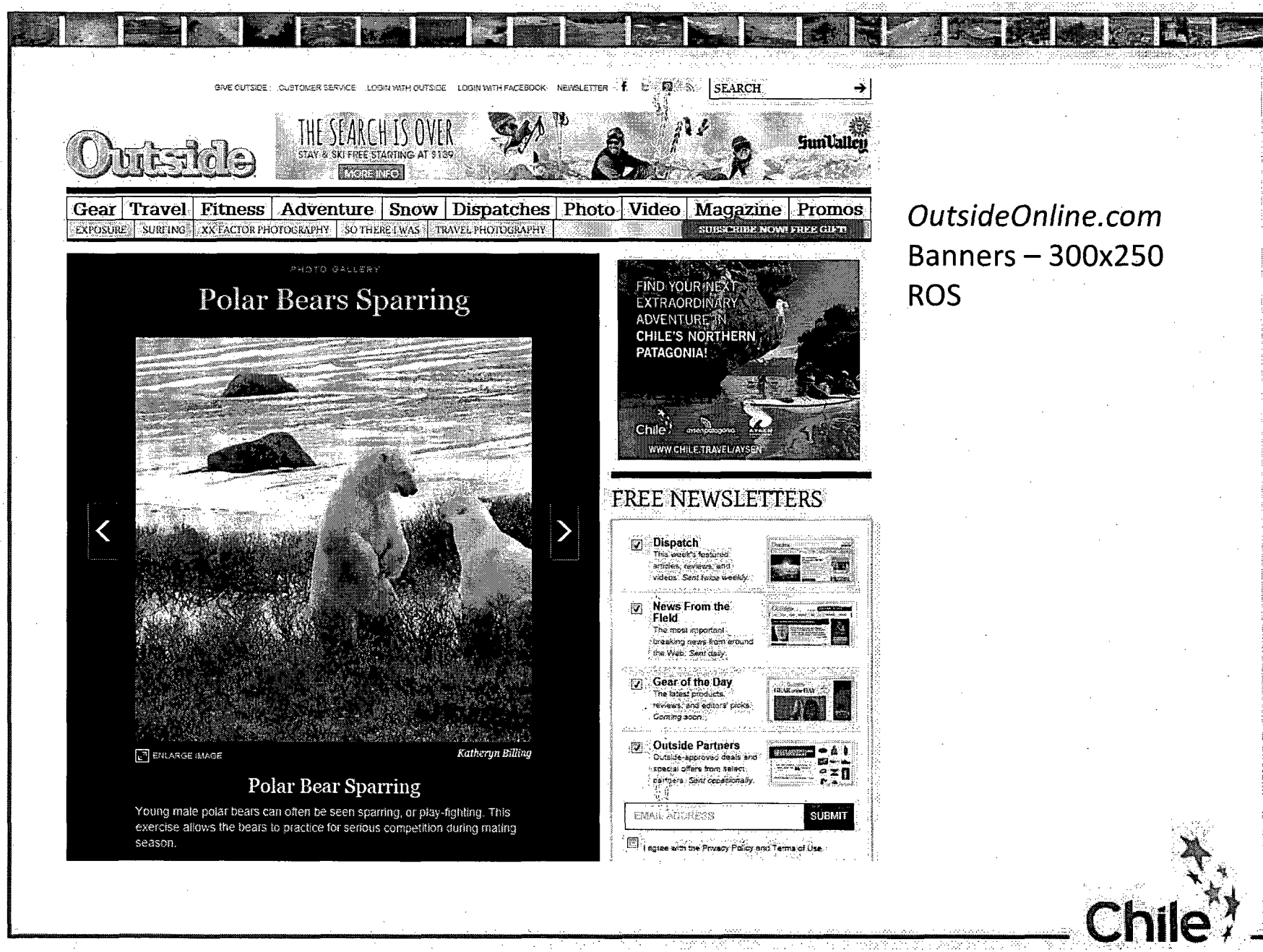

OutsideOnline.com
Banners – 300x250
ROS

Chile

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OutsideOnline.com
Banners – 728x90
ROS

Chile

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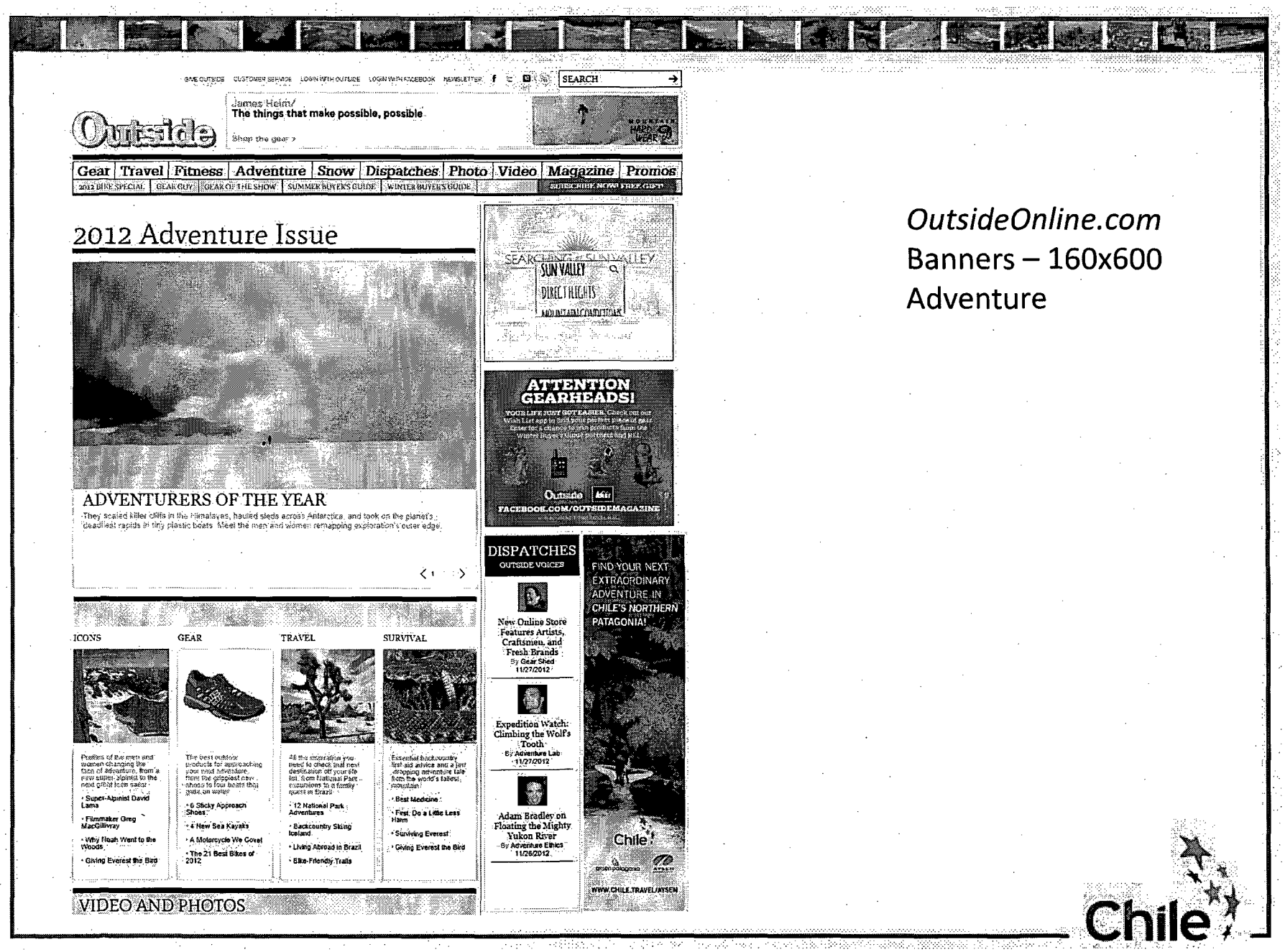

OutsideOnline.com
Banners – 160x600
Adventure

Chile

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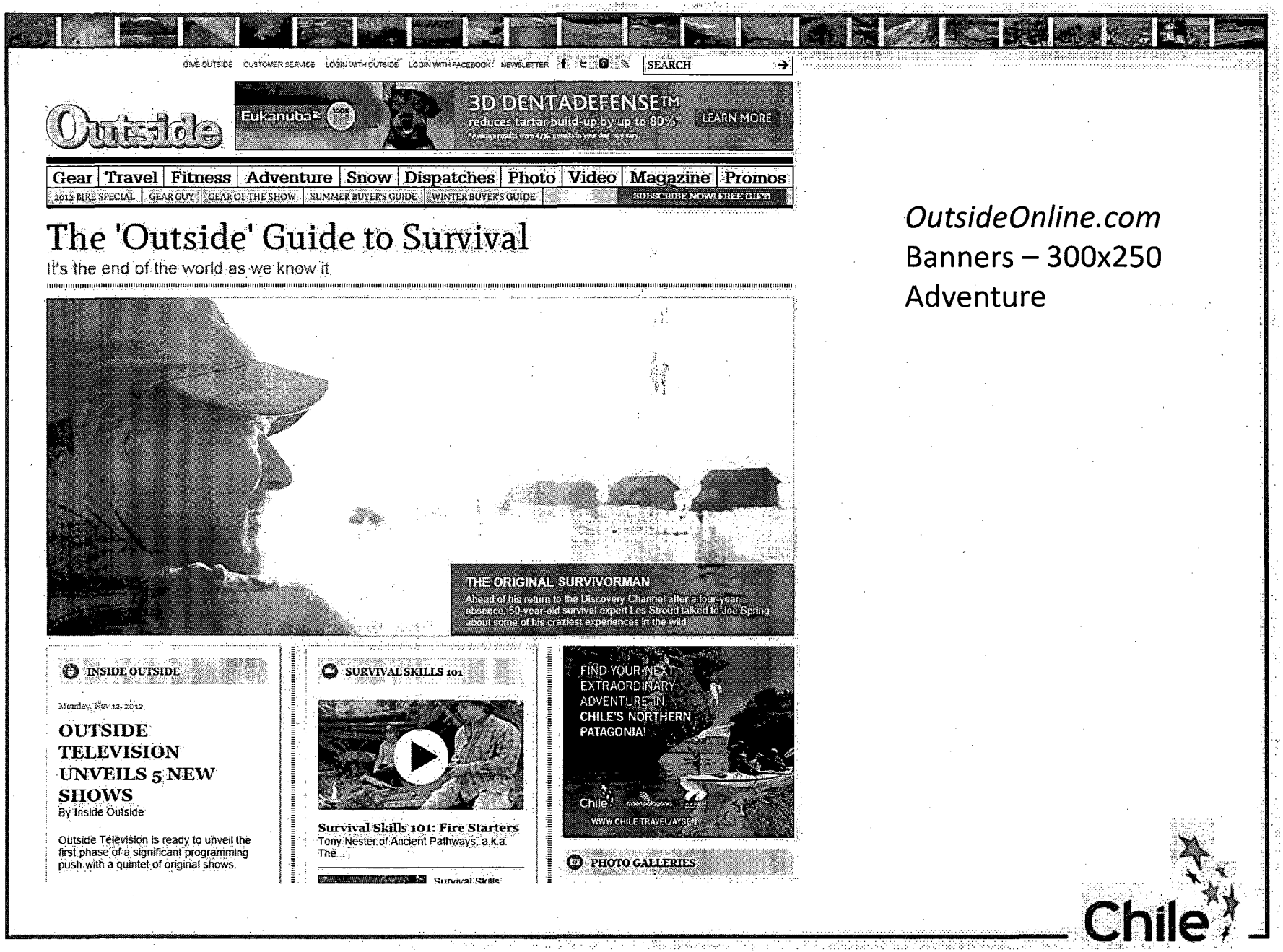

OutsideOnline.com
Banners – 300x250
Adventure

Chile

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OutsideOnline.com
Banners – 728x90
Adventure

Chile

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OutsideOnline.com
Homepage Takeover

Chile

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Travel + Leisure & Turismo Chile
2012 Campaign

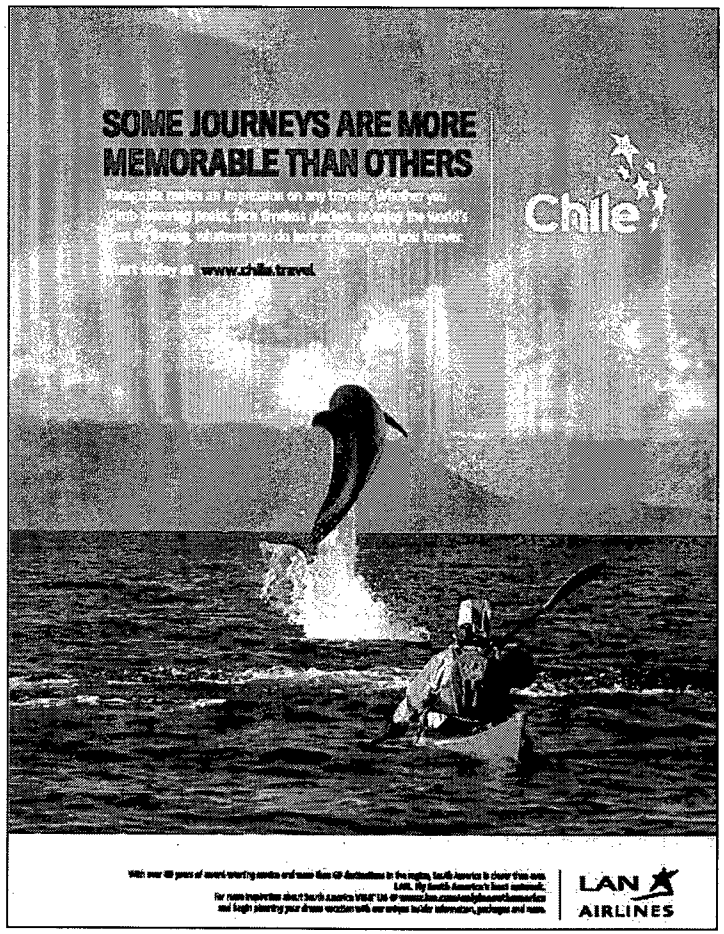
Chile

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

Travel + Leisure Magazine, September 2012. 291,094 circulation.
Single Sheet Insert

Chile

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM



SPECIAL ADVERTISING SECTION

DESTINATION CHILE

Whatever your travel passions, the magnificent country of Chile has the perfect getaway spots for you—all backed by some of the world's most stunning vistas. Read on for a taste of the diverse experiences drawing visitors to this vibrant South American hot spot.

SANTIAGO

A growing art, culture, and design scene and proximity to an array of natural pursuits help make Santiago a top visit capital. It's no wonder the city was voted among the top 10 cities in Mexico, Central, and South America by the readers of Travel + Leisure. Enjoy gourmet food and trendy shopping in neighborhoods like chic Italia and bohemian Bellavista, then stop by sites like the Teatro Municipal or the impressive Museum of Memory and Human Rights. Considered one of South America's safest cities, Santiago is set in the Andes foothills and is an ideal base for exploring nearby ski centers, vineyards, or beach towns like Valparaíso.

LAKES & VOLCANOES

Bordered by the Biobío River, southern Chile is the ancestral home of the Mapuche culture and a scenic world of ancient forests, saltwater lakes, and snow-capped volcanoes. The diverse landscapes make it a year-round favorite: ski at Nevados de Chillán, Pucón, and Antillanca in winter; or try rafting, canoe rides, and volcano hiking in summer.

PATAGONIA

With more than 50 percent of its land designated as Protected Wilderness, Chilean Patagonia is a nature lover's paradise. Wake up early for the spectacular sunrise over Torres del Paine National Park (a UNESCO Biosphere Reserve), then explore the area's glaciers, waterfalls, forests, and granite towers. For an in-depth experience, join one of the exciting regional tours offered by Explora Patagonia, based at the luxury Hotel Salto Chico, voted among the top 10 resorts in Central and South America by Travel + Leisure readers.

MAIPO VALLEY

Of the two designated trail routes leading visitors through Chile's thriving wine regions, one of the most popular meanders through the Maipo Valley, just outside of Santiago. Home to some of the country's oldest vines (planted by the conquistadors), the valley is dotted with notable vineyards where guests can learn about the wine-making process, enjoy tastings, and savor local cuisine.

To learn more, visit www.chile.travel

Tranquilo River, Puerto

Touring Valle del Maipo

SPECIAL OFFER

Hotel Salto Chico, Explora Patagonia

DISCOVER *Signature Chile* with Abercrombie & Kent and SAVE $250 per person!*

Chile's rich culture and dramatic scenery come alive with Abercrombie & Kent's Signature Chile 12-day journey. Explore iconic Chile at your own pace with this incredible private tour. Highlights include:

- Historic Santiago tour & wine tasting in Rosario Valley
- Gorgeous horseback ride in the Lake District
- Two days exploring breathtaking Patagonia
- Stays at deluxe Explora Patagonia hotels

Eligible, enrolled American Express® Cardmembers can enjoy Double Membership Rewards® Points** when booking with American Express Travel.

TO BOOK this spectacular journey or customize your own, call American Express Travel at 1-866-299-3533 and mention promo code AETUR014.

Terms & Conditions: *11 nights from $6,020 per person, land only, based on double occupancy and subject to availability. Book and travel between 9/1/12 and 12/31/12. Mention promo code AETUR014 to save $250 per person. Agents please mention promo code ILCH10C. Visit abercrombiekent.com for full terms & conditions. **To be eligible to earn double points, you must charge vacation to Membership Rewards program-enrolled Card. Bonus points will be credited to Cardmember's Membership Rewards account 10-12 weeks after final payment is made. See membershiprewards.com/terms for Membership Rewards program terms and conditions. Based on ASPV. American Express Travel Related Services Company, Inc. acts solely as sales agent for travel suppliers and is not responsible for the actions or inactions of such suppliers. We want you to be aware that certain suppliers pay us commissions and other incentives, and may also provide incentives to our travel counselors. CST#1022318-10, IATA#1192. Washington: 88800-058-054, OAOCZ – Maryland: Lic# Travel Agency, MVA2001-0125.

TRAVEL

Travel + Leisure Magazine, September 2012. 291,094 circulation.
Single Sheet Insert

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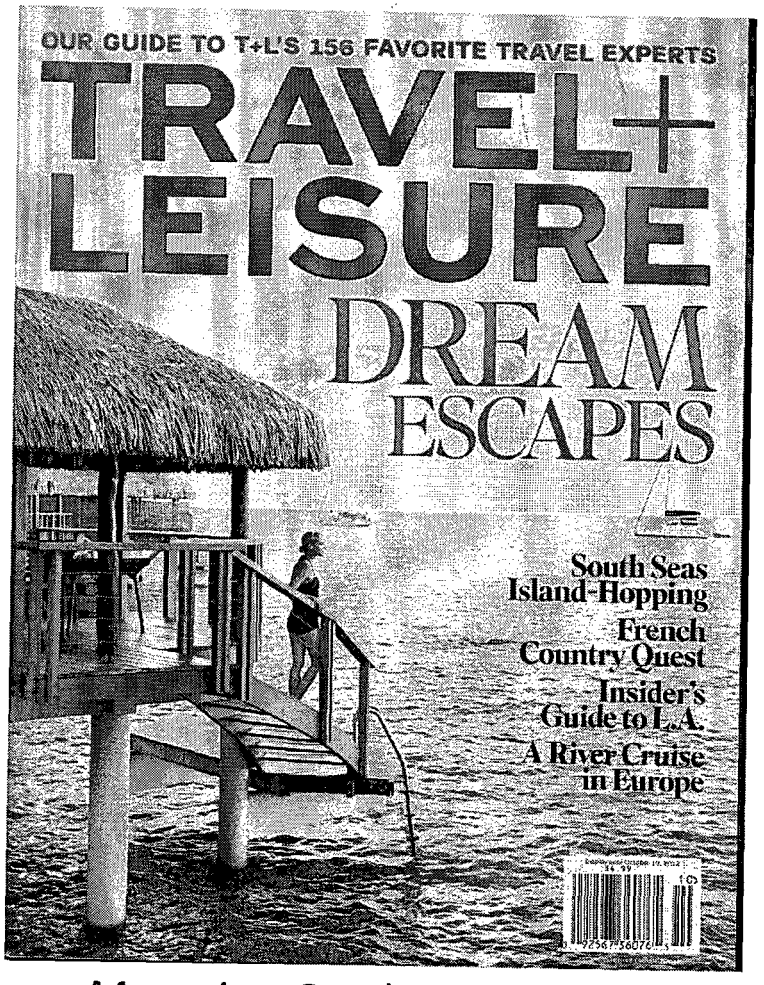

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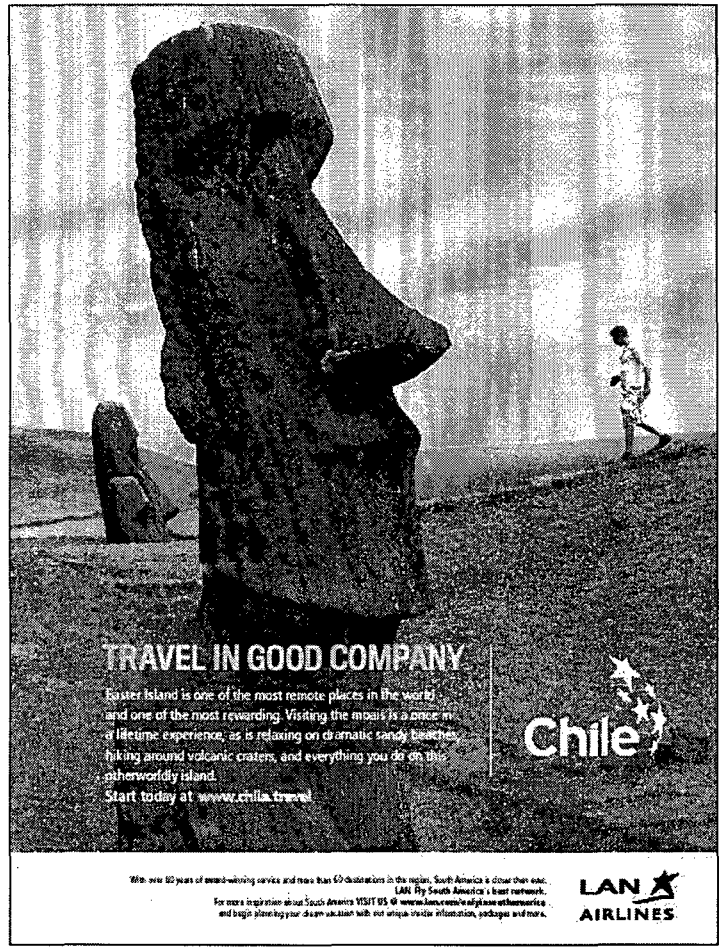

SPECIAL ADVERTISING SECTION

Discover Easter Island
CHILE

BEYOND ITS VIBRANT CITIES AND BEAUTIFUL BEACHES, AWARD-WINNING VINEYARDS AND DRAMATIC PATAGONIAN LANDSCAPES, CHILE OFFERS VISITORS SOMETHING EXTRA SPECIAL: ONE OF THE WORLD'S MOST FAMOUS ISLANDS, EASTER ISLAND.

CHECK-IN
The first LEED-certified lodge in South America, Explora's Posada de Mike Rapu is a 30-room retreat with ocean views and a low-impact modern design.

HIDDEN SECRETS
Nearly 800 underground networks and close to 23,000 feet of hidden caves were once used by tribes to hide from enemies and safeguard supplies. Today, you can visit spots like the Ana Kai Tangata cavern, which boasts sea views and ancient paintings. Other hidden wonders await snorkelers and divers beneath the crystal clear waters surrounding the Island. You'll spy a wide variety of colorful native fish, plus underwater caves, at top spots like Anakena Beach and Las Ancoras Reef (home to a submerged moai statue).

ANCIENT WONDERS
Also known as Rapa Nui, Easter Island is best known for the massive moai statues left by the tribes who lived here more than 800 years ago. It is thought that the statues represented the tribes' ancestors and were meant to protect their villages. Learn more about the moai and the Island's fascinating history, mythology, and culture at the Padre Sebastian Englert Anthropological Museum.

VOLCANIC ADVENTURES
Don't miss a visit to one of Easter Island's spectacular volcanoes. At Ranu Raraku volcano, considered the "cradle of the moai," view more than 300 statues dotted along its slopes. At Rano Kau volcano, pass right through the crater to get to the ceremonial village of Orongo. Feeling adventurous? Try visiting a volcano on a horseback excursion.

To learn more, visit www.chile.travel

Moai carving at Orongo, Easter Island

SPECIAL OFFER

DISCOVER CHILE
with Abercrombie & Kent and SAVE $250 per person![1]

Chile's rich culture and dramatic scenery come alive with A&K's *Signature Chile* 12-day journey. This incredible private tour takes you to Santiago, the Lake District, and breathtaking Patagonia.

Extend your experience to include 5 days on Easter Island. A&K's add-on itinerary[2] includes an in-depth tour of the iconic moai statues, a visit to the petroglyphs of Orongo, and a horseback ride or hike to Maunga Terevaka volcano.

Eligible, enrolled American Express® Cardmembers can enjoy Double Membership Rewards® Points[3] when booking with American Express Travel.

TO BOOK this spectacular journey or customize your own, call American Express Travel at 1-866-299-3533 and mention promo code AETUR016.

TRAVEL

Terms & Conditions: 1. Flights from $6,620 per person, land only, based on double occupancy and subject to availability. Book by 11/30/12 for travel between 10/1/12 and 12/31/13. Mention promo code AETUR016 to save $250 per person, valid for "Signature Chile" itinerary only. Agents please mention promo code TLCI-REC. 2.) Easter Island extension priced from $2,725 per person. Visit abercrombiekent.com for full terms & conditions. 3.) To get double points, you must charge cruise or tour vacation to Membership Rewards program-enrolled Card. Bonus points will be credited to Cardmember's Membership Rewards account 10-12 weeks after final payment is made. See membershiprewards.com/terms for Membership Rewards program terms and conditions. Bonus 10X A.Pts. American Express Travel Related Services Company, Inc. acts solely as sales agent for travel suppliers and is not responsible for the actions or inactions of such suppliers. We want you to be aware that certain suppliers pay us commissions and other incentives, and may also provide incentives to our travel counselors. CST#1022814-40. MLB1992. Washington UBI#603-469-694. TA0002 - Registered Iowa Travel Agency. IVA2001-0126.

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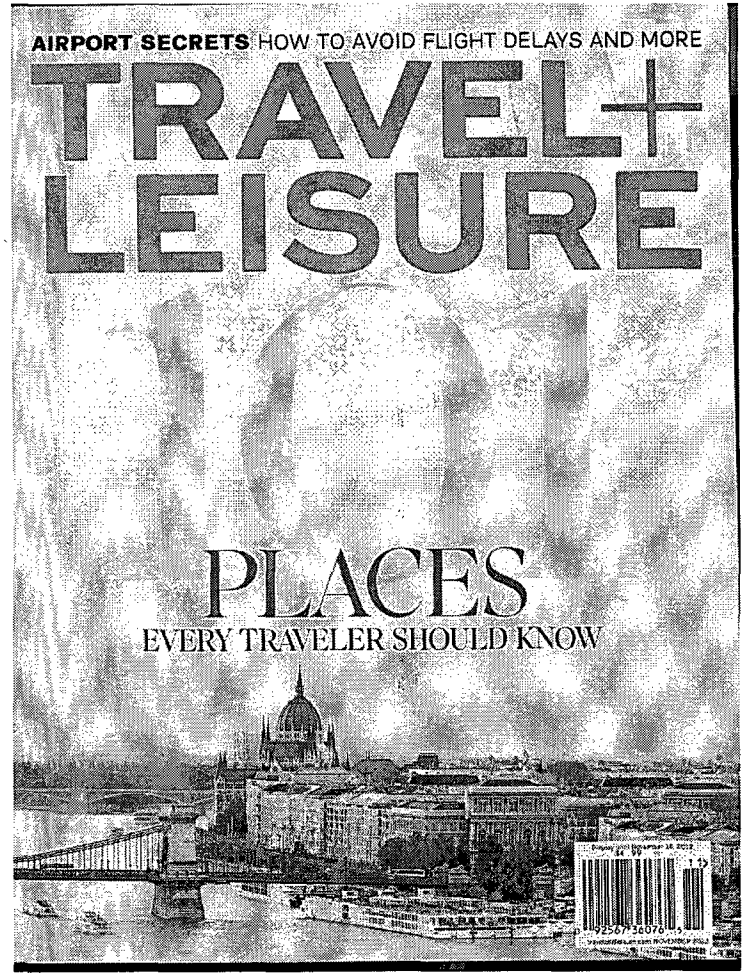

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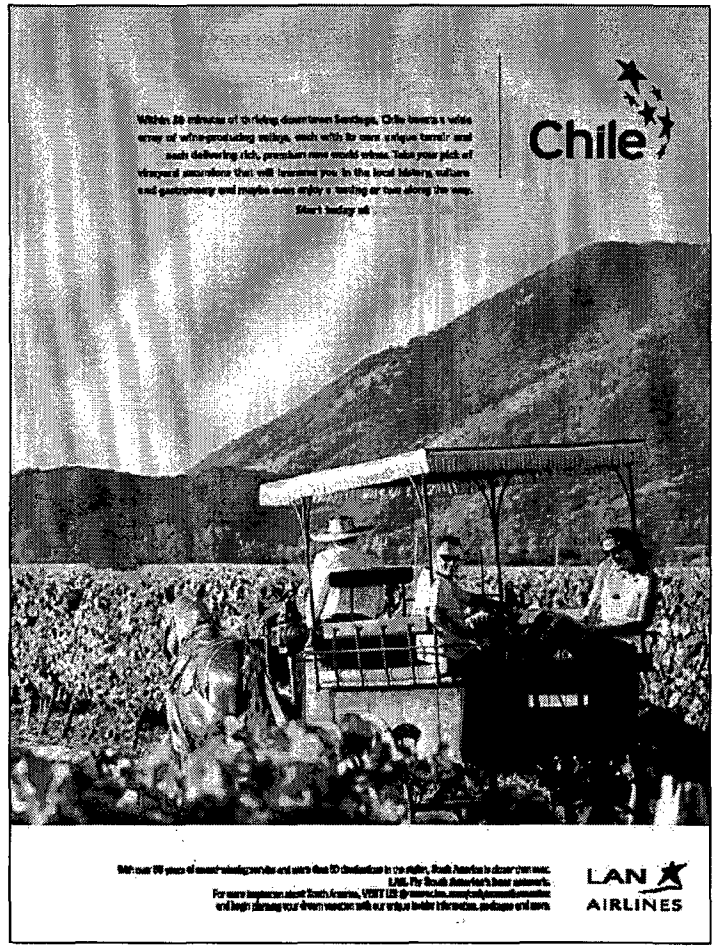
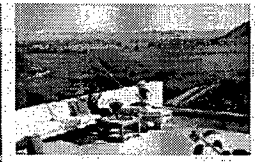


SPECIAL ADVERTISING SECTION

EXPLORE CHILE

SANTIAGO + WINE REGIONS With a rich arts-and-culture scene, gourmet food and wine, historic sites, and lively nightlife, Chile's fast-growing capital and its surrounding wine country are not-to-be-missed destinations—and perfect jumping-off points for exploring the rest of the country.



SANTIAGO

HISTORIC HEART Santiago may be a thoroughly modern capital, but its heart is in its historic downtown. Start at the famous Plaza de Armas, surrounded by 18th- and 19th-century buildings, then explore nearby sites like the 16th-century Church of San Francisco and the Museo de Bellas Artes.

CULTURE HUB Set between the Mapocho River and Cerro San Cristóbal, picturesque Bellavista is Santiago's arts and nightlife hub. Visit Casa Museo La Chascona, the former home of poet Pablo Neruda; take in a show at the Teatro Bellavista; and dine in one of the myriad restaurants along Patio Bellavista.

TOP WALK The compact Providencia neighborhood—with its bookstores, cafés, and boutiques—is a popular place to stroll. Start at Plaza Italia then take in the vibrant scene around Orrego Luco. Check out the sculpture collection in the Parque de las Esculturas and finally, enjoy the views in beautiful Parque Balmaceda.

For more inspiration and information, visit www.chile.travel

WINE COUNTRY

Set between the Andes and Coastal Mountain Ranges, Chile's fertile Central Valley has been growing grapes since the colonial period. Today, world-class Carménère, Syrah, Pinot Noir, Sauvignon Blanc, and Chardonnay are produced here. Plan to visit a few wineries to sample the vintages and take time to enjoy biking, horseback rides, and other valley attractions. The Colchagua Valley, meaning "the place of small lakes," is home to the noted Colchagua Wine Route, which includes 17 wineries. Don't miss a ride on the charming Tren del Vino (wine train).

SPECIAL OFFER!
DISCOVER CHILE with Abercrombie & Kent and SAVE $250 per person!

Chile's rich culture and dramatic scenery come alike with A&K's Signature Chile 10-day journey. This incredible private tour takes you to Santiago, the Lake District, and breathtaking Patagonia.

Extend your experience to include 3 days in Chile's famed wine country. A&K's add-on itinerary includes private visits to exclusive vineyards and boutique estates in the famed Colchagua Valley, including Viña Neyen and Viu Manent.

Eligible, enrolled American Express® Cardmembers can enjoy Double Membership Rewards® Points[2] when booking with American Express Travel.

TO BOOK this spectacular journey or customize your own, call American Express Travel at 1-866-290-3533 and mention promo code AETUR017.

TRAVEL

Terms & Conditions: 1) 10 nights from $6,620 per person, land only, based on double occupancy and subject to availability. Book by 11/30/12 for travel between 10/1/12 and 12/31/13. Mention promo code AETUR017 to save $250 per person, valid for "Signature Chile" itinerary only. Agents please mention promo code FLO41KC. 2) Wine Country extension pricing (starting, visit abercrombiekent.com for full terms & conditions. 3) On eligible purchases, you must charge cruise or tour vacation to Membership Rewards program-enrolled Card. Bonus points will be credited to Cardmember's Membership Rewards account 10-12 weeks after final payment is made. See membershiprewards.com/terms for Membership Rewards program terms and conditions. Issued by American Express Travel Related Services Company, Inc. acts solely as sales agent for travel suppliers and is not responsible for the actions or omissions of such suppliers. We want you to be aware that certain suppliers pay us commissions and other incentives, and may also provide incentives to our travel consultants. CST#1022796-40, IATA#92, Washington UBI#603-469-094, TA#002 - Registered Seattle Travel Agency, WA#2001-0026.

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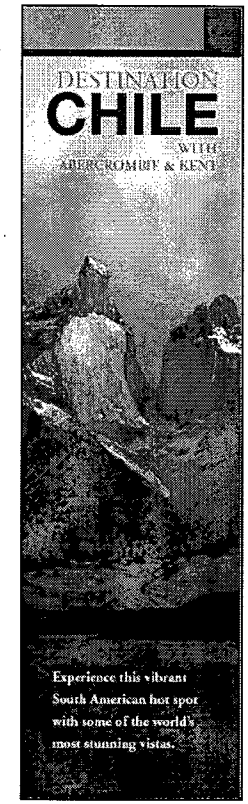

Travel Agent Outreach Newsletter, 1 page advertorial in 3 issues and ¼ page ad in 1 issue

Chile

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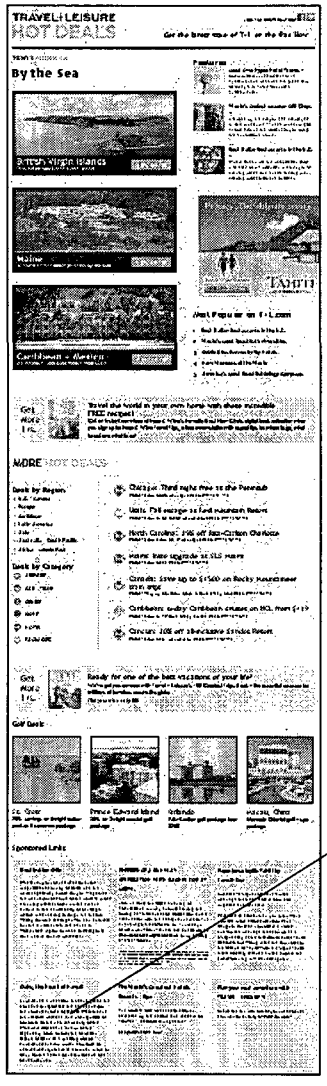

Sponsored Links

Destination Chile

Whatever your travel passions, the magnificent country of Chile has the perfect getaway spots for you – against the backdrop of some of the world's most stunning vistas. Soak up the art and culture in the capital city of Santiago before meandering through the Maipo Valley for wine tastings. You can ski, raft or hike a volcano in the Lakes & Volcanoes region or head to Patagonia for a nature lover's paradise.

9/12 Hot Deals e-Newsletter, sent to 150,000 subscribers

Chile

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9/19 Hot Deals e-Newsletter, banner sponsorship e-blast, sent to 150,000 subscribers

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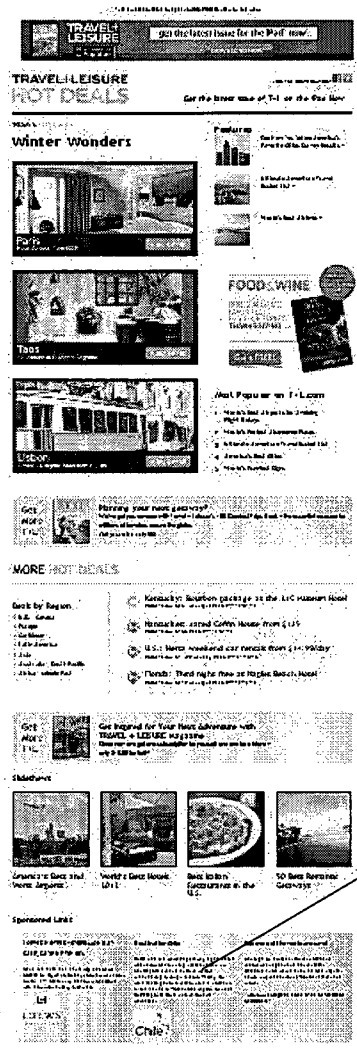

Destination Chile

Chile has the perfect getaway against the backdrop of stunning vistas. Soak up Santiago's art and culture before meandering through Maipo Valley for wine tastings. Ski, raft or hike a volcano in the Lakes & Volcanoes region or head to Patagonia for a nature lover's paradise.

Chile

11/15 Hot Deals e-Newsletter, sent to 150,000 subscribers

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Easter Island 300x250 Banner

Chile

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Patagonia 728x90 Banner

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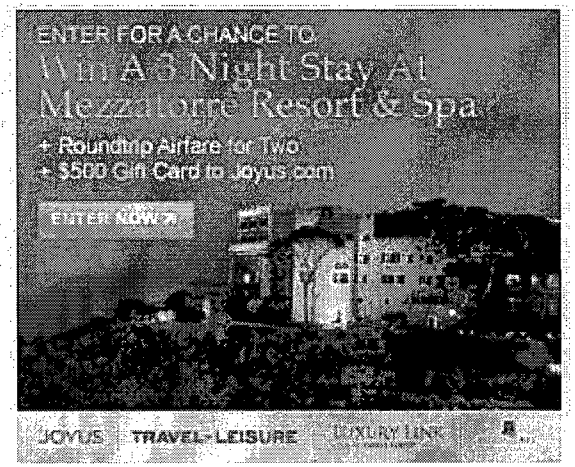
TRAVEL+ LEISURE Check-In

PROMOTIONS, GIVEAWAYS, EVENTS AND OFFERS

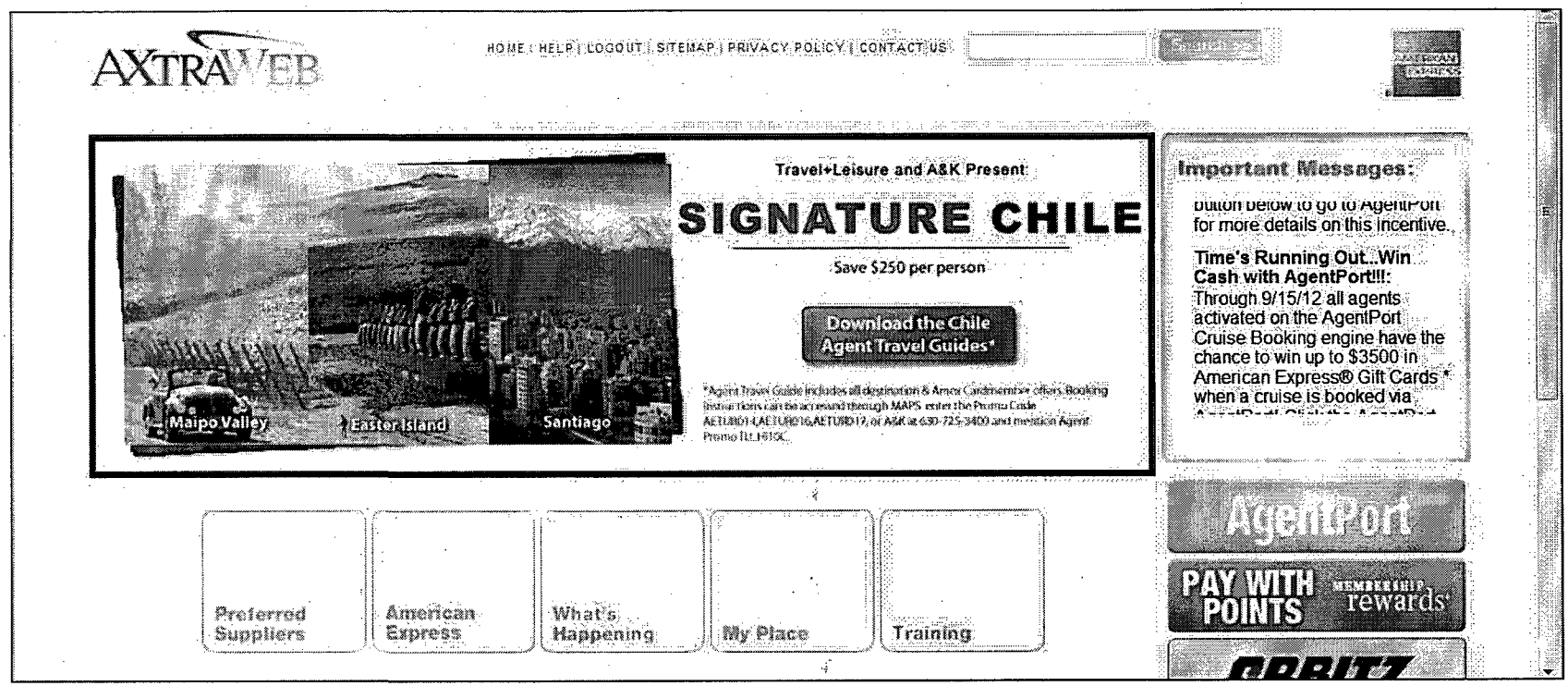


Marketplace

- Whatever your travel passions, the country of Chile has the perfect getaway spots for you.
- Travel More for Less with Travel + Leisure Elite Traveler

Text Link

Chile



AxtraWeb Banner

Placement Name	Ad Size	Contracted Quantity	Impresions	Clicks	CTR(%)	Start Date	End Date	OSI
		2,238,888	2,681,927	1,068	0.04%	9/4/2012	9/30/2012	119.79%
ROS Medium Rectangle (300x250) New York, California, Florida, DC, Texas, Georgia, Pennsylvania, Massachusets, Illinois, Washington, Oregon, and Latin America	**300x250**	**410,256**	**423,646**	**167**	**0.04%**	**9/4/2012**	**9/30/2012**	**103.26%**
TL-ROS-300x250-(Geo)-09.04-09.30.12	300x250		423,646	167	0.04%	9/4/2012	9/30/2012	
Destinations - Latin America Ideas - Food + Drink ROS Medium Rectangle (300x250)	**300x250**	**777,778**	**803,165**	**351**	**0.04%**	**9/4/2012**	**9/30/2012**	**103.26%**
TL-(Destinations-Latin America Ideas - Food + Drink) / ROS-300x250-09.04-09.30.12-BNDL1	300x250		321,273	152	0.05%	9/4/2012	9/30/2012	
TL-Destinations-Latin America Ideas - Food + Drink / (ROS)-300x250-09.04-09.30.12-BNDL1	300x250		481,892	199	0.04%	9/4/2012	9/30/2012	
ROS Leaderboard (728x90) New York, California, Florida, DC, Texas, Georgia, Pennsylvania, Massachusets, Illinois, Washington, Oregon, and Latin America	**728x90**	**256,410**	**264,778**	**211**	**0.08%**	**9/4/2012**	**9/30/2012**	**103.26%**
TL-ROS-728x90-(Geo)-09.04-09.30.12	728x90		264,778	211	0.08%	9/4/2012	9/30/2012	
Newsletter - Hot Deals 728x90, 300x250	**300x250/ 728x90**	**150,000**	**524,879**	**404**	**0.08%**	**9/19/2012**	**9/25/2012**	**349.92%**
The Hot Deals	300x250		260,814	249	0.10%	9/19/2012	9/25/2012	
The Hot Deals	728x90		264,065	155	0.06%	9/19/2012	9/25/2012	
ROS Text Link (142x70)	**142x70**	**200,000**	**206,516**	**6**	**0.00%**	**9/4/2012**	**9/25/2012**	**103.26%**
TL-ROS Text Link-142x70-09.04-09.30.12	142x70		206,516	6	0.00%	9/4/2012	9/25/2012	
Destinations - Latin America Ideas - Food + Drink ROS Leaderboard (728x90)	**728x90**	**444,444**	**458,943**	**333**	**0.07%**	**9/4/2012**	**9/30/2012**	**103.26%**
TL-(Destinations-Latin America Ideas - Food + Drink) / ROS-728x90-09.04-09.30.12-BNDL2	728x90		183,579	111	0.06%	9/4/2012	9/30/2012	
TL-Destinations-Latin America Ideas - Food + Drink / (ROS)-728x90-09.04-09.30.12-BNDL2	728x90		275,364	222	0.08%	9/4/2012	9/30/2012	

Email Placement	Ad Size	Contracted	Impresions	Opens	Clicks	CTR(%)	Date	OSI
Newsletter - Hot Deals Text Link	**Text Link**	**150,000**	**150,000**	**71,135**	**66**	**9.28%**	**9/12/2012**	**100.00%**
The Hot Deals	Text Link		150,000	71,135	66	**9.28%**	9/12/2012	
Newsletter - Hot Deals Test Link	**Text Link**	**150,000**	**150,000**	**56,007**	**35**	**6.25%**	**11/15/2012**	**100.00%**
The Hot Deals	Text Link		150,000	56,007	35	**6.25%**	11/15/2012	

Online Reporting

Chile

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Virtuoso & Turismo Chile
2012 Campaign

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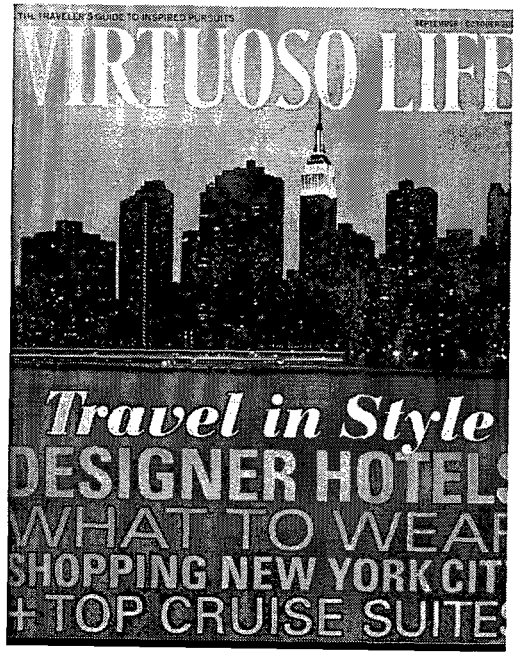

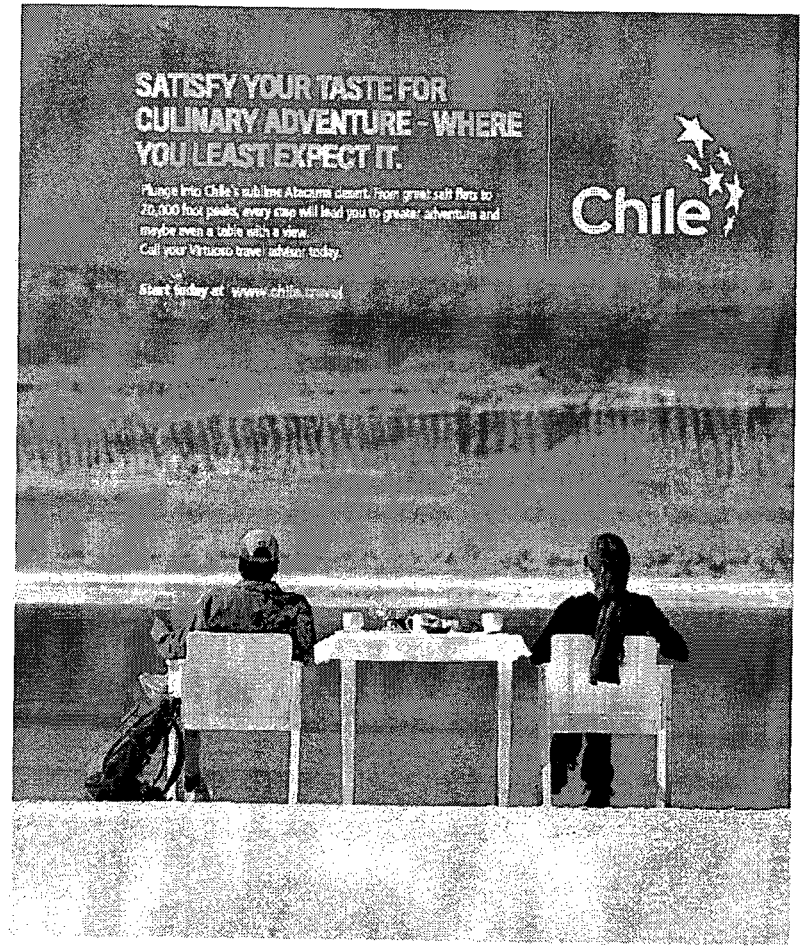

Virtuoso Life September/October 2012
Full Page Ad

Chile

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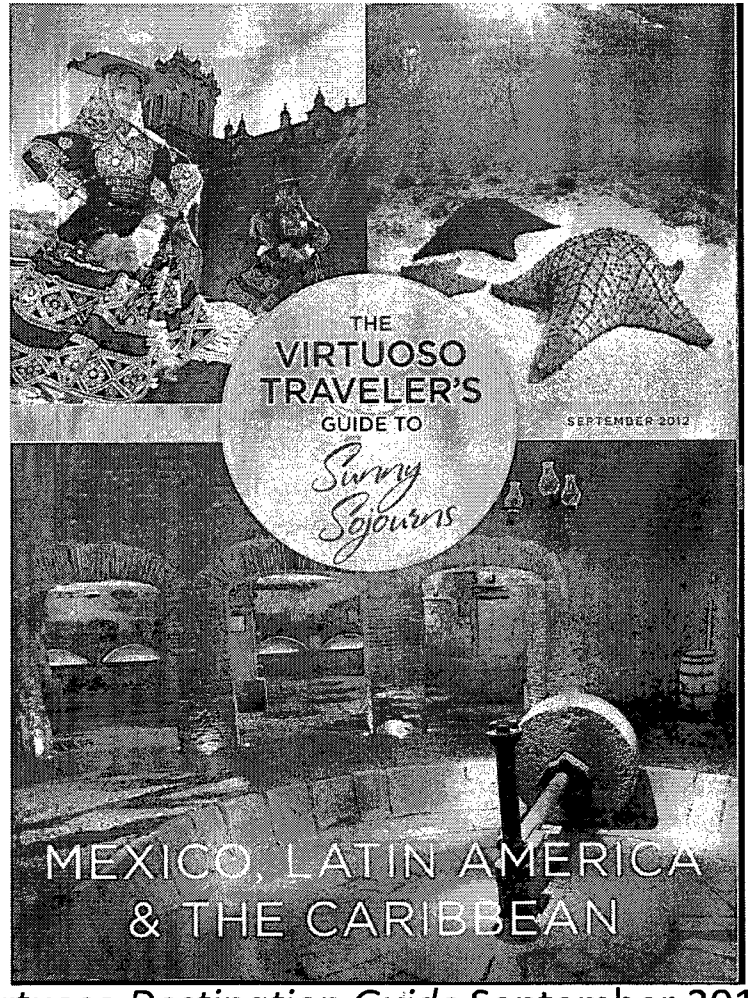

Virtuoso Destination Guide September 2012
Double Page Spread

Chile

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Virtuoso Destination Guide September 2012
Double Page Spread

Chile

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ST. VINCENT AND THE GRENADINES
SPRING O'BRIEN 2012 Q3 ACTIVITY REPORT

U.S. PUBLIC RELATIONS ACTIVITY REPORT

MEDIA HIGHLIGHTS / SECURED PLACEMENTS

****See attached clip tracker noting all U.S. placements.**

Top U.S. highlights include: *Town & Country; Caribbean Travel + Life; Star Tribune; Recommend; Upscale magazine; Jetsetter.com; Destination Weddings & Honeymoons; Miami Herald; About.com; Travel + Leisure; USA TODAY; Elite Traveler; Jezebel; Washington Business Journal; TravelPulse.com; Vanity Fair; FoxNews.com; American Spa; Travel Agent Magazine; Boston Sunday Herald; St. Louis Post – Dispatch;* and many more.

PENDING PLACEMENTS

- Pending placements from press trips include: *Accent* magazine (fall 2012); *Sport Diver* magazine (April 2013); *AAA Journey* magazine (mid-2013); *Caribbean World* (TBD).

MEDIA RELATIONS

- Submitted three SVG award entries to HSMAI including: upgraded mobile app, *The New York Times* feature placement on Bequia, as well as Digital Detox.
- Followed up with producer for HGTV's "House Hunters International" after the trip to SVG that we coordinated from June 21-27. The Bequia segment aired on 10/2. Producer is sending us copies of episode. HGTV network is receivable in 99,522,000 US households and "House Hunters International" is watched by 1.4 million viewers.
- Continuing to follow up with Cindi Blair (of Cindi Blair Productions) post-March 2012 scouting trip. Cindi continuing to pitch some of her A-list clients for a potential SVG photo shoot. Cindi will keep us posted.
- Worked with Anne Kazel-Wilcox for her SVG underwater/diving story slated to run in *Private Journey Magazine.*
- Supplied SVG content and photos to editor Lorraine Fultz of *My Travel Insider*, a unique, fully-integrated travel website and mobile application, offering travelers a multi-lingual, "insider's" guide to destinations across the Caribbean. SVG will be included in a list of "must see" locations to visit.
- Hosted prominent freelancer and photographer Ted Alan Stedman from June 20 – July 1 so he could experience various SVG islands and dive operators. Ted stayed on: Young Island, St. Vincent (Buccament Bay Resort and Grenadine House), Bequia (Bequia Beach Hotel), and Canouan (Tamarind Beach Hotel & Yacht Club). He went on numerous dives with: Dive St. Vincent, Indigo Dive, Dive Bequia, and Canouan Dive Center. Ted's multiple-page spread ran in the October issue of *Global Traveler* magazine and was also included on the cover. His feature story (8-10 pages) for *Sport Diver* magazine is slated for the April 2013 issue. Other stories he pitched SVG include: AAR Journey Magazine, *Hemispheres, AAA Journey, Islands, Alaska Air*, etc.
- Supplied SVG content and photos to Lucericia Messiah of WIADCA (West Indian American Day Carnival Association) for an upcoming spread on SVG.

- Supplied SVG content and photos to Jackie Caradonio for her upcoming *Destination Weddings & Honeymoons* "Where to Wed" guide. SVG will be featured as part of 12 destinations that are 2013's hottest locales at which to get married.

- Hosted Tonya & Ian Fitzpatrick of World Footprints radio from Sept. 23 – Oct. 1 on St. Vincent, Bequia, and Palm Island. They conducted a series of taped interviews and will be airing seven different shows all focused on SVG including interviews with Minister Cecil McKie, Doc Adams, and many more. Each World Footprints show is one hour (so that's 7 hours' worth of shows focused solely on SVG). Tonya & Ian are award-winning broadcasters, authors and sought-after travel experts for World Footprints (a division of Travel'n On Media Productions). World Footprints' listener base is millions through their various online syndicate networks.

PARTNERSHIPS / PROMOTIONS

- Secured coverage/ROI for **TheKnot.com "Honeymoon Sweepstakes"** in conjunction with Tamarind Beach Hotel & Yacht Club, which ran July 9th - August 10, 2012. ROI included exposure on TheKnot.com to 75 million unique visitors per month. Resort was also featured in TheKnot.com's newsletter, which is distributed to more than 2 million brides/online users.

- Coordinated Tamarind Beach Hotel & Yacht Club prize certificate for winner of **Boston Globe Travel Show** sweepstakes.

- Presented to SVGTA a partnership/promotion for a honeymoon giveaway with **Premiere Radio Networks** for one of their largest syndicated radio shows **("The Delilah Show").** SVGTA passed on opportunity.

- Worked with freelancer Donna Heiderstadt and editor Jenna Mahoney at ***Bridal Guide*** on a feature for the Jan/Feb 2013 issue (the **25th Anniversary issue**), called **"Caribbean Exclusive Reader Deals."** It will be a multi-page feature round-up with photos that has 10 exclusive offers just for readers. Palm Island and Tamarind Beach Hotel & Yacht Club will be featured. Readers will be directed to a Bridal Guide URL that contains codes for all the deals.

- Coordinated winner announcement/prize certificate for **WeddingChannel.com** promotion with Palm Island Resort. Winners will be traveling to Palm Island in Nov. 2012.

- Drafted advertorial copy for several media outlets including: *Martha Stewart Weddings, and SailFeed.* Agency also updated and edited the *Recommend* magazine guidebook to launch in electronic version in fall 2012 for travel agents.

CANADA PUBLIC RELATIONS ACTIVITY REPORT

MEDIA HIGHLIGHTS / SECURED PLACEMENTS

****See attached clip tracker noting all Canadian placements.**

Top Canadian highlights include: *Caribbean Bride Magazine; The Globe and Mail; WeddingBells* magazine*; Canadian Traveller; and Travelweek.*

PENDING PLACEMENTS

- Pending placements from press trips include: *The National Post* (November 2012), *Toronto Sun* and the *Toronto Star* (late 2012)

MEDIA RELATIONS

- SVGTA and Agency discussed idea of participating in CTO's Media Marketplace for October 2012. The SVGTA decided to opt out.

- Agency worked with Merle Rosenstein of *Canadian Traveller* to provide updates on SVG for inclusion in the August 2012 issue featuring the islands, top attractions and new developments.

- Agency followed up with President of International Air Rally (Catherine Tobenas) to obtain updates about the Governor General's Cup International Rally. Agency was informed by Catherine that there is an issue with 2013 plans. There will not be any airshows in the Caribbean before 2014 (the next one is in Martinique for 2014).

- Agency worked with Managing Editor Kathryn Folliott of *Travelweek* to provide updated SVG info for upcoming Caribbean supplement.

- Agency worked with Dave Cox to provide information on the SVG upgraded mobile app for inclusion in *Caribbean Bride's* travel blog.

PARTNERSHIPS / PROMOTIONS

- Compiled all ROI (including social media coverage) for ***Dolce Vita's* "Spring Getaway Sweepstakes"** in partnership with Palm Island. Giveaway was featured in the spring issue of *Dolce Vita* and online to coincide with on-sale dates of issue. *Dolce Vita* is a Canadian luxury lifestyle publication enjoyed by an audience of 290,000 per quarterly issue.

- Drafting advertorial copy for several media outlets including: *Globe + Mail* as well as *DIVER* magazine.

PUBLIC RELATIONS ACTIVITY FOR BOTH U.S. AND CANADA

MOBILE APP

- Agency drafted and distributed press release on upgraded SVG mobile. Sent release to all walks of media in both U.S. and Canada, including broadcast, print, and online media. The release touted all of the app's modifications including greater content on each of the inhabited islands, more in-depth information on land and sea operators; new photography, video, and maps that showcase the different SVG experiences; an interactive game; as well as links to SVG's social media platforms.

- Agency continuously monitors other travel apps and the app industry for latest developments. Agency reached out to the French agency (Indigo) as well as the Italian agency (Aigo) to obtain cost estimates for translation of the mobile app. G. Beache approved Indigo's cost estimate and they are in the process of translating. Aigo just submitted its cost estimate and Agency is awaiting approval from G. Beache.

- Agency also continues to monitor monthly analytics.

B-ROLL / VIDEO PRODUCTION

- SVGTA is planning to undertake a broadcast shoot (as well as a photography shoot) to develop a number of new marketing channels for the destination. These include a new destination video, B-roll, webisodes and a 30 second commercial. Agency drafted and submitted RFP for all projects. Agency researched various companies and compiled all bids for SVGTA. Bidding production companies included: M-Street Creative, RPM Media, and IKA Collective.

VINCY LIMING CAMPAIGN

- Reviewed Four bgb's Vincy Liming proposal and included additional tactics that could be executed in U.S. and Canadian markets to support the campaign. Campaign strategy would be to "own" liming in the Caribbean –a

brand campaign but can also be applied as a "stand out" element to our niches of sailing, diving, eco and weddings/honeymoons. It was decided by G. Beache to postpone the Liming campaign until 2013.

PACKAGES / PROMOTIONS

- Agency continuing to reach out to all SVG hotels, sailing and diving operators and other stakeholders to promote packages, awards/accolades, and new developments to the media.

SOCIAL MEDIA

- Agency continuing to send important U.S. and Canada news, updates, media placements, events and awards/accolades to Four bgb to highlight on SVG's Facebook and Twitter pages to keep online followers engaged.
- Agency sent a number of recommendations and ideas to Four bgb to enhance SVG's social media channels.

EDITORIAL CALENDAR

- Agency continued pitching editorial calendar for both short-lead and long-lead media opportunities to maximize SVG pitching and placements throughout the year.

MEDIA MONITORING / CLIENT REPORTING

- Monitored for all SVG coverage and sent to SVGTA in a timely manner.

DIGITAL DETOX

- Continued pitching Digital Detox campaign to media. A-list U.S. freelancer Elaine Glusac requested information for an upcoming story and also asked to be put in touch with the UK-based life coach for the Digital Detox program. Agency also working with ABC Nightline producer Katie Hinman for an upcoming Digital Detox segment whereby ABC crew would visit both Palm Island and Petit St. Vincent. Producer pushed back the segment to October 2012 (exact date TBD).
- Agency also working with Canadian freelancer Alyssa Schwartz of the *National Post* to create a Q4 Digital Detox individual press trip.

BUDGET PROPOSALS

- Agency drafted and submitted all 2013 budget proposals to the SVGTA for all U.S. and Canadian public relations and advertising programs.

ARGYLE INTERNATIONAL AIRPORT REPORT

- Agency followed up with all aviation and consumer media that G. Beache met with during the Q2 DC and NY media tour. Journalists we are still discussions with include:
  - Kristin Majcher, *Flight International* - story ran first week of July
  - Madhu Unnikrishnan, *Aviation Week Magazine*
  - Joel Fineman, *U.S. News & World Report* – story ran in July
  - Gay Nagle Myers, *Travel Weekly*
  - Rob Margetta, *Homeland Security*
  - Terecille Basa-Ong, *Bergen Record & Herald News*
  - Kathryn O'Shea-Evans, *Travel + Leisure*
  - Jaqueline Gifford, *Brides*
  - Brian Major, *Travel Alliance*
  - Andrew Burmon, *Huffington Post*

  Agency participated in all Airport Marketing Team conference calls and distributed the minutes. Discussions were held on the following topics:
  - Status of terminal building

- Airport marketing materials (website design, newsletters, updating of fact sheet, press release, iPad presentation)
- Logistics for conference (i.e., registration, hotel bookings, incentive packages, relationships with supporting airlines, sales aids, etc.)
- Inspection program for all tourism operators (hotels, taxis, buses, yachting companies, etc.)
- Logistics of booth at the conference (giveaways, etc.)
- Press trips
- Development of central booking system (including technical and operational issues involved)
- Airlines requirements and presentations

- Agency prepared all logistics, media appointments, and media materials for World Routes Abu Dhabi from September 28-October 1. Worked with Four bgb to set up one-on-one media appointments for G. Beache including:
  - Craig West and Mark Nicholls (***Airliner World / Airports of the World)***
  - Andreas Akerman (***anna.aero / The Route Shop)***
  - Alex Thomas (***Flightglobal, Airline Business Daily)***
  - Donald Easton ***(Future Airport)***
  - Oliver Clarke ***(Routes News)***
  - Anna Gouldman (***Breaking Travel News)*** – unable to attend conference but emailed questions to G. Beach for upcoming article.

- Agency obtained to-date photography for new airport from the IADC.

- Agency research and compiled an SVG investment brochure as well as a 40-minute presentation for G. Beache that was delivered at World Routes.

- Agency ordered all SVG-branded model airlines for airline representatives and coordinating shipping and logistics.

- Agency distributed airport press release to all consumer and aviation media on October 2nd, following Routes conference.

- To-date airport coverage for 2012 includes: *Travel Weekly, TravelPulse.com, Carib News, FlightGlobal (two stories), Routes News, Airport World, Cheap Flights' Travel Blog*, and *eTurbo News*. More to come.

- Agency drafting all content for Q3 e-newsletter to be distributed in mid-October.

- Next airport team conference call is tentatively scheduled for October 18th.

U.S. ADVERTISING ACTIVITY REPORT

ADVERTISEMENTS

The following publications/websites included SVG advertisements in Q3 2012:

- *Martha Stewart Weddings* Fall with a full page and full page advertorial, online run-of-site banners July-September, and a digital resource banner placement in July
- *Destination Weddings & Honeymoons* online leaderboard mega-banner in September
- *Dive Training* ½ page ad in September
- DiveGuide.com online listing starting in September
- *SAIL* ½ page ad in August and September, run-of-site banners July-September, Great Escape contest July-September including print and online promotion with three e-blasts per month, e-newsletter ads in July, August and September Under Sail issues, and SAILfeed blogsite co-sponsorship with banners and blog postings July-September

- *Caribbean Travel & Life* August/September issue with a full page ad and full page advertorial as well as a banner ad through July
- *Recommend* ½ page spread in July, run-of-site banners starting in July, July 19th, August 16th and September 6th e-blasts, e-newsletter feature stories in August and September, and e-newsletter quick link stories in August and September

In addition to the above creative placements, the Agency has been working on the fall placements, including:

- *Martha Stewart Weddings* Destination Weddings Issue full page advertorial featuring where to get married in SVG
- *Bridal Guide* full page ad in November/December
- *Destination Weddings & Honeymoons* full page ad in November/December
- *SAIL* banners in Under Sail newsletter (one per month) and SAILfeed blog posts
- *Islands* ½ page ad in November
- *Recommend* updates to the online education program for the renewal as well as e-blasts and online newsletter stories being developed for drops throughout the rest of the year

CANADA ADVERTISING ACTIVITY REPORT

ADVERTISEMENTS

The following publications included SVG advertisements in Q3 2012:

- *Wedding Bells* sweepstakes program, including a full page ad in both *Wedding Bells* and *Mariage Quebec* (on shelves in July), landing page and banner ad promotion, online advertorial and banner ads, starting July 15th
- *Diver* full page ad in August and September, and run-of-site banner ad July-September
- *Horizon Travel* September ½ page ad and advertorial with online banner ads and subway TV placements starting in September
- *Bold Magazine* full page ad in Fall issue with banner ad in September
- *Travel Week* full page August 30th and September 20th Caribbean supplement, online and e-newsletter banners starting in September, September 26th e-blast and banner ads in Inside Report and The Hub e-newsletters in September
- *Canadian Travel Press* full page ad and full page advertorial in September 3rd Caribbean Weddings issue, TravelBlast email in September, e-newsletter banners in September, banner ads starting in September
- *Canadian Traveller* full page ad in August consumer and September trade

In addition to the above creative placements, the Agency has been working on the fall placements, including:

- *Globe & Mail* creative development for October launch, including ½ page advertorial, 3 online advertorials and creative development
- *Travel Week* e-blasts being developed for drops throughout the rest of the year
- *Canadian Travel Press* e-blasts being developed for drops throughout the rest of the year

ST. VINCENT AND THE GRENADINES
SPRING O'BRIEN 2012 Q4 ACTIVITY REPORT

U.S. PUBLIC RELATIONS ACTIVITY REPORT

MEDIA HIGHLIGHTS / SECURED PLACEMENTS

****See clip report noting all U.S. placements.**

Top U.S. highlights include: *Private Journey* magazine, *Caribbean Travel + Life, Global Traveler, Recommend* magazine, *Atlantan Brides, Sport Diver, Travel Weekly, Fodors.com, World Footprints Travel Radio, Philadelphia Inquirer, Travel Agent Central, USATODAY.com, Jetsetters Blog, U.S. News & World Report, Conde Nast Traveler, W Magazine, National Geographic Traveler (online version), Outside* magazine, *Robb Report, NYTimes.com, The Huffington Post, Bridal Guide, Destination Weddings & Honeymoons, TheKnot.com, JAXFAX* magazine, *About.com, Miami Herald, Frommers.com, TravelChannel.com,* and more.

PENDING PLACEMENTS

- Pending placements include: *Accent* magazine, *Sport Diver, TIME OUT Explorer,* and *SmarterTravel.com.*

MEDIA RELATIONS

- Attended the CTO's Naniki Caribbean Jazz Safari reception on Nov. 15th in NY to celebrate and promote the upcoming series of events in four Caribbean islands, including SVG. J. Reisfeld gave a brief presentation and overview of the destination.

- Agency had lunch with Canouan Resort marketing manager Patrice Van Isacker while he was in NY on business. Patrice informed us that the resort is still being renovated and is not ready to promote to media yet. Will most likely be ready in spring 2013. He will keep us posted on all things relevant to the hotel for future media purposes.

- Worked with travel editor Johnene Granger of *Woman's World* magazine for a story on SVG's "hot spots" as well as a unique local recipe for the "Armchair Traveler" section. Agency worked with Buccament Bay Resort to obtain the signature "Pat Cash Grand Slam Cocktail" recipe.

- Submitted proposal to SVGTA for a promotion with *Woman's Day* magazine for a giveaway to be featured in the March 2013 issue and online. The magazine is doing a story on "Traveling on a Budget" and wants to offer a few giveaways to coincide with the editorial. They want to feature luxury resorts that have good packages as well as a range of resort levels. They are also willing to promote a special package exclusive to *Woman's Day* readers. SVGTA passed on opportunity.

- Followed up with producer and informed SVGTA that HGTV "House Hunters International" segment on Bequia ran on Oct. 1. Also followed up with Travel Channel producer to see when SVG segment will be airing. Producer doesn't have exact air date yet but it will definitely run in 2013. Agency monitoring for coverage.

- Hosted writer Jane Zarem in SVG from Nov. 25-29 for her annual update of the forthcoming edition of Fodor's Caribbean 2014 guidebook. Will include all new SVG developments and updates. Agency also scheduled a one-on-one meeting for Jane to meet with K. Haynes at the SVGTA.

- Worked with writer Elaine Glusac by providing her with SVG updates for her story on new developments in the Caribbean for *Private Clubs* magazine.

- Provided G. Beache info on Partner Pride Day in NY. Also provided info on Liberty Travel and GoGo.

- Pitched SVG to writer Anne Chertoff who was seeking honeymoon destinations for WeddingWire.com.

- Fact checked story content in *Destination Weddings & Honeymoons* for editors Erika Hueneke and Jackie Caradonio. Content includes mainland St. Vincent, Buccament Bay Resort, Mustique, and Palm Island.

- Sent full recap report for World Footprints Travel Radio after hosting Tonya & Ian Fitzpatrick from Sept. 23 – Oct. 1 on St. Vincent, Bequia, and Palm Island. They conducted a series of taped interviews and aired them across seven different shows during Q4. Tonya & Ian are award-winning broadcasters, authors and sought-after travel experts for World Footprints (a division of Travel'n On Media Productions). World Footprints' listener base is millions through their various online syndicate networks.

- Won HSMAI "Best Feature Story" placement in a consumer newspaper for Jeremy Peters' feature on Bequia.

CANADA PUBLIC RELATIONS ACTIVITY REPORT

MEDIA HIGHLIGHTS / SECURED PLACEMENTS

****See clip report noting all Canadian placements.**

Top Canadian highlights include: *GSA Travel Magazine, The National Post, NationalPost.com, GlobeTrottingMama.com, Canadian Travel Press,* and more.

PENDING PLACEMENTS

- Pending placements include: *Travelweek.*

MEDIA RELATIONS

- Drafted and distributed press release titled "St. Vincent and the Grenadines Teams Up with Total Vacations," focusing on new seven-night packages with two departures from Toronto. Participating hotel partners include: Bequia Beach Hotel, Tamarind Beach Hotel & Yacht Club, Bequia Beachfront Villas, Young Island Resort, and Buccament Bay Resort. Release was distributed to a wide range of Canadian media outlets on October 25.

- Submitted new SVG content to CTO for its secretary general who hosted a press briefing in Toronto on Oct. 25th regarding new developments within the Caribbean tourism industry.

- Agency followed up with President of International Air Rally (Catherine Tobenas) to obtain updates about the Governor General's Cup International Rally. Agency was informed by Catherine that there is an issue with 2013 plans. There will not be any airshows in the Caribbean before 2014 (the next one is in Martinique for 2014). SVGTA decided to hold off for now.

- Provided content/updates to *Travelweek's* Associate Editor Cindy Sosroutomo who is writing a spotlight on "Sun Destinations." SVG is advertising so agency provided copy to coincide. Sent updates, new developments and hotel, diving and sailing packages for travel agents.

- Hosted freelance writer Alyssa Schwartz from Oct. 31 – Nov. 8 on a Digital Detox press trip to Palm Island, PSV, Young Island and St. Vincent for upcoming story in *The National Post.* Agency following up on coverage, which will most likely run in Q1 of 2013.

- Agency began working with SVGTA and hotel partners to make plans for upcoming *enRoute* press trip (mid-January) for freelancer Alexandra Redgrave. Article will include PSV as well as mainland St. Vincent (Grenadine House). Story will compare big island to little island – both offering a unique travel experience.

PUBLIC RELATIONS ACTIVITY FOR BOTH U.S. AND CANADA

EVENTS

- C. Ross and G. Beache attended 2012 DEMA (Diving Equipment and Marketing Association) conference in Las Vegas from Nov. 13-17. Agency updated promotional dive flyers for both US and Canadian markets. Flyers featured updated packages from a number of SVG dive operators and hotels, including: Dive St. Vincent and Mariners Hotel; Bequia Dive Adventures and The Village Apartments as well as Sugarapple Inn; Dive Bequia and Bequia Beach Hotel; Grenadines Dive and Kings Landing Hotel; Mustique Watersports and Cotton House; Canouan Dive Center and Tamarind Beach Hotel & Yacht Club; and Indigo Dive & Watersports and Buccament Bay Resort.

- Agency followed up with Jerry Beaty, publisher and editor of *Dive Training* magazine to introduce G. Beache to some of the dive travel wholesalers, especially in the Northeast, who up until now haven't been sending their clients to SVG. Agency also suggested any equipment companies that may be interested in shooting their brochures and/or promotional campaigns down in SVG, or partnering with SVG in some way.

- Sent G. Beache update on the Water Festival for possible launch in September 2014 (exact date TBD). Agency working with Four bgb to conduct research and discuss with the dive community.

MOBILE APP

- Agency continued pitching and promoting press release on updated SVG mobile app.

- Agency continuing to work with the French and Italian agencies (Indigo and Aigo) to translate the app on each of the mobile platforms. Translations have been completed and now agency is working with the mobile app developer to finalize all text and coding.

- Agency continues to monitor monthly analytics.

B-ROLL / VIDEO PRODUCTION

- SVGTA planning to undertake a broadcast shoot in spring 2013 to develop a number of new marketing channels for the destination. These include a new destination video, B-roll, webisodes and a 30 second commercial.

- Agency submitted bids from various media/production companies. RPM Media came in first place. Agency created itinerary and worked with the SVGTA to plan reconnaissance trip for Roberto & Christina Mitrotti of RPM Media from Nov. 21 – Dec. 2.

- Agency continuing to work with RPM to flesh out the story concepts and overall direction of the shoot.

STILL PHOTOGRAPHY

- Agency began working with internationally acclaimed photographer Ferenc Mate for his upcoming SVG sailing trip. Ferenc is shooting land, aerial and sea shots for the Seven Seas Calendar (North America's #1 selling sailing calendar now in its 30th year) and for the forthcoming book *Seven Seas—A Guide to World Cruising.*

The Seven Seas Calendar has sold 15,000 copies annually for the last 30 years. Half of these go to high profile executives in one of the world's largest companies. Agency has been working with Ferenc, John West, the SVGTA and numerous hotel partners to plan a comprehensive sailing trip to be hosted from Jan. 7 – 26. SVGTA and all participating hotels will receive beautiful still photographs and will own the rights to re-purpose the images. Will also receive property photo credit in Ferenc's upcoming book and calendar.

- Agency spoke with Cindi Blair (of Cindi Blair Productions) to obtain cost estimates for still photography project.

PACKAGES / PROMOTIONS

- Agency continuing to reach out to all SVG hotels, sailing and diving operators and other stakeholders to promote packages, awards/accolades, and new developments to the media.

ADVERTORIALS

- Agency worked on all advertorials to coincide with all Q4 U.S. and Canadian advertising opportunities. Examples include: *Martha Stewart Weddings*, *Your Caribbean Guide*, *Globe & Mail*, as well as launching the new electronic SVG course and guidebook developed by *Recommend*.

SOCIAL MEDIA

- Agency continuing to send important U.S. and Canada news, updates, media placements, events and awards/accolades to Four bgb to highlight on SVG's Facebook and Twitter pages to keep online followers engaged.
- Agency sent a number of recommendations and ideas to Four bgb to enhance SVG's social media channels.

EDITORIAL CALENDAR

- Agency continued pitching editorial calendar for both short-lead and long-lead media opportunities to maximize SVG pitching and placements throughout the year.

MEDIA MONITORING / CLIENT REPORTING

- Monitored for all SVG coverage and sent to SVGTA and partners in a timely manner.
- Agency compiled thorough recap reports (per SVGTA's request) showcasing all to-date coverage and scope of work for both Buccament Bay Resort as well as the development of the new airport. Reports were sent to G. Beache on Nov. 2.

PRESS MATERIALS

- Updated SVG fact sheet.

PRESS TRIPS

- Agency continues to follow up with both US and Canadian media to obtain coverage from previous press trips, be it group or individual trips.

NEW WEBSITE

- Agency provided feedback on new SVGTA website design. Offered up constructive criticism and new ideas.

DIGITAL DETOX

- Agency keeps pitching Digital Detox campaign to media. Continuing to correspond with ABC Nightline producer Katie Hinman for an upcoming Digital Detox segment whereby ABC crew would visit both Palm Island and Petit St. Vincent. Producer keeps pushing segment back. Agency following up on late winter/early spring date.

ARGYLE INTERNATIONAL AIRPORT REPORT

- Agency prepared all logistics, media appointments, and media materials for World Routes Abu Dhabi from September 28-October 1. Worked with Four bgb to set up one-on-one media appointments for G. Beache including:
    - Craig West and Mark Nicholls (***Airliner World / Airports of the World)***
    - Andreas Akerman (***anna.aero / The Route Shop)***
    - Alex Thomas (***Flightglobal, Airline Business Daily)***
    - Donald Easton ***(Future Airport)***
    - Oliver Clarke ***(Routes News)***

- Agency drafted World Routes recap and to-date coverage report. Sent to SVGTA and airport marketing team in late October. Airport coverage for 2012 includes: *Travel Weekly, TravelPulse.com, Carib News, FlightGlobal (two stories), Routes News, AnnaAero, Airport World, Cheap Flights' Travel Blog, Airport Business Daily*, and *eTurbo News*. More to come.

- Agency participated in all Airport Marketing Team conference calls and distributed the minutes. Discussions were held on the following topics:
    - Status of terminal building
    - Airport marketing materials (website design, newsletters, updating of fact sheet, press release, iPad presentation)
    - Inspection program for all tourism operators (hotels, taxis, buses, yachting companies, etc.)
    - Press trips
    - Development of central booking system (including technical and operational issues involved)
    - Airlines requirements and presentations

- Agency continues to coordinate FAM trips for aviation media as well as airline CEOs and planners. While Mike Boyd's team is in contact with US airlines, Four bgb continues to liaise with European airlines. Agency has designed formal invitations to be sent out once dates have been finalized for CEO trip. Aviation media press trip has been postponed until most likely the fall timeframe.

- Agency obtained to-date photography for new airport from the IADC.

- Agency drafted all content for Q4 e-newsletter which was distributed in early November. Updated Excel database to increase number of e-newsletter recipients.

- Agency created 2013 timeline to outline next steps for airport marketing team.

U.S. ADVERTISING ACTIVITY REPORT

ADVERTISEMENTS

The following publications/websites included SVG advertisements in Q4 2012:

- *Martha Stewart Weddings:* Destination Wedding and Winter issues with a full page and full page advertorial in each, online run-of-site banners October-December, and a digital resource banner placement in December.
- *Bridal Guide* November/December full page ad as a free placement.
- *Destination Weddings & Honeymoons* November/December full page ad.
- *Dive Training* ½ page ads in October, November and December.
- *Dive Center Business* full page ad in November/December.
- DiveGuide.com online listing running October to December.
- *SAIL* full page ad in October and bonus in November, run-of-site banners October-December, e-newsletter ads in October and November Under Sail issues, and SAILfeed blogsite co-sponsorship with banners and blog postings October-December.
- *Islands* November issue with a ½ page ad.

- *Frommer's Travel Radio Show* on WOR in New York campaign with two :60 and two :10 commercials each week, and two Arthur Frommer Travel minute sponsored features, running October 22 to December 2 and online banner ads October-December.
- *Recommend* ½ page spread in October, run-of-site banners October-December, October 25, November 8th and December 6th e-blasts, e-newsletter feature stories in October 17th, November 6th and December 4th, and e-newsletter quick link stories in October 2nd, November 7th and December 4th.

In addition to the above creative placements that were developed, the agency has been working on winter placements, including:

- *Dive Center Business* full page ad in January/February.
- Independence Program full page ad for New York office in October.

CANADA ADVERTISING ACTIVITY REPORT

ADVERTISEMENTS

The following publications included SVG advertisements in Q4 2012:

- *Wedding Bells* sweepstakes program, including a landing page and banner ad promotion, online advertorial and banner ads, through October.
- *Canadian Yachting* ½ page spread ads in October and December travel issues.
- *Diver* full page ads in October/November and December, and run-of-site banner ad October-December.
- *Horizon Travel* online banner ads and subway TV placements through October.
- *Bold Magazine* full page ad in Fall and Winter issues with banner ad through October.
- *Globe and Mail* integrated campaign with ½ page ad and ½ page advertorial to kick it off in October 18th issue, ¼ page ads in October 27th and November 3rd issues, online custom microsite with full content on all niches, photo gallery and special deals, and an online campaign October-December.
- *Travel Week* full page October 18th, full page ad and full page editorial in November 15th issue, online and e-newsletter banners October-November, October 10th, October 24th, November 7th and November 21st e-blasts, and banner ads in Inside Report and The Hub e-newsletters in October and November
- *Canadian Travel Press* full page ad and full page advertorial in December 3rd Forecasting issue, TravelBlast email in October and December, e-newsletter banners and banner ads October-December, and October 10th and December 5th e-blasts.

In addition to the above creative placements, the agency has been working on winter placements, including:

- *Horizon Travel* creative development for January full page ad.
- Your Caribbean Guide full page ad for Toronto office in December.