

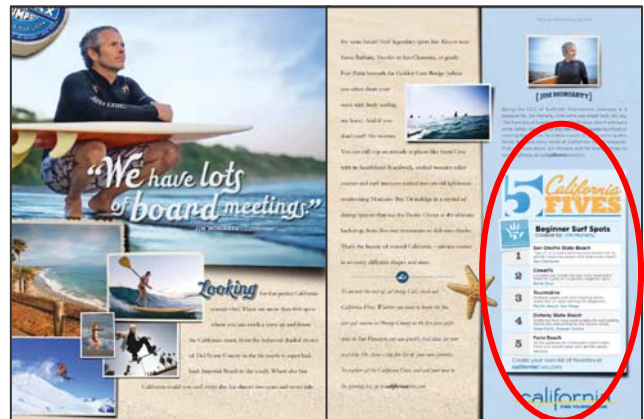
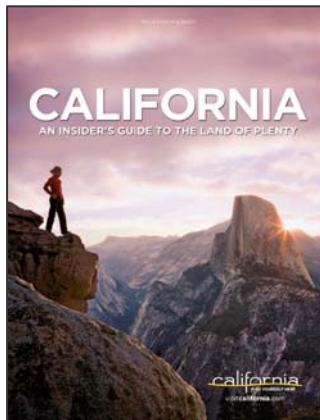
# Fall/Winter 2009 CMG Co-op

October & November 2009

## Program Description

The foundation of this annual cooperative program is a multi-page, advertorial-driven magazine insert developed under the “California Insider” messaging strategy, which is designed to uncover the state’s abundance of offerings and deliver messaging that gets beneath the surface, providing real and timely insight into living the California lifestyle.

The fall 2009 insert, “An Insider’s Guide to the Land of Plenty,” features photography from CTTC’s new “True Californians” print campaign, along with an introduction to California Fives, a new integrated program to give travelers bite-sized lists of the best stuff in the state, allowing consumers the ability to create their own lists of favorites at [californiafives.com](http://californiafives.com).



## Target Audience

Affluent leisure travelers who are experiential, indulgent, aspirational, curious and confident, with a household income (HHI) of \$75K+, who reside in the western U.S. and CTTC’s national opportunity markets (TX, NY, IL). As with 2008, the 2009 program will also reach western Canada (Vancouver).

## Objectives & Reach

The objective of CTTC's integrated media campaign, which includes this co-op, is to foster awareness of California as a premier travel destination, generating preference for the California attitude and experience to drive incremental travel and overall economic impact.

Additionally, this program is designed to provide industry partners with an affordable leveraged media opportunity.

Program reach includes:

- 1,060,000 readers of *Travel + Leisure*, *Budget Traveler*, *Food & Wine* and the *Vancouver Sun*.
- Direct mail to 50,000 targeted American Express cardholders in designated markets based on total annual spending, travel spending and special interest spending on skiing, outdoor recreation, performing arts and restaurants.

## Results & Accomplishments

In 2008, participation in this co-op marketing program yielded a 24-page section featuring 32 industry partners. The program surpassed the minimum 3:1 contribution ratio. For 2009, the section dropped to 16 pages with 18 partners; the contribution ratio fell just below the 3:1 goal, coming in at 2.68325:1. Economic conditions and budget constraints were the primary reason for 2008 participants falling out of the 2009 program.

## Program Contact(s)

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