

Cosmopolitan Travel Book

July 2009

Program Description

CTTC Korea developed a high-profile publicity promotion to raise the visibility and awareness of California travel and to refresh California images in Korea. By providing customized information on the core travel themes, Korean customers have an opportunity to explore California according to their preferred themes among shopping, wine & food, nightlife, theme parks and tourist attractions.

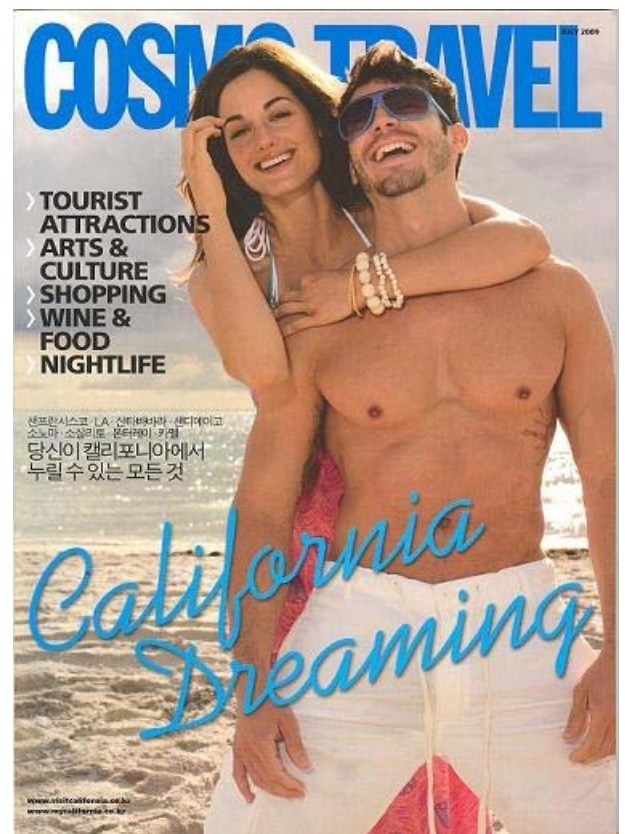
Cosmopolitan is one of the most popular consumer fashion and lifestyle magazines, as well as one of the top three licensed magazines in Korea. It targets women in their 20s to 40s, specifically those who are interested in fashion, beauty and lifestyle.

In collaboration with *Cosmopolitan*, CTTC Korea produced a 84-page exclusive California Travel Book, titled "California Dreaming," which was distributed along with the *Cosmopolitan* July issue. This magazine supplement covered California travel destinations including San Francisco, Central Coast, Los Angeles and San Diego with detailed travel information, along with vivid images and editorial contents in an attractive layout.

Cosmopolitan California Travel Book created the biggest buzz among young and single office ladies for California in the summer travel season and delivered the message as a must-visit-destination for holidays.

Target Audience

- 20-40 year old women; Office Ladies: Primary Target
- First time visitors and repeaters



Objectives & Reach

- Educated the Korean customers specifically office ladies market with detailed destination information, images and core travel themes to enjoy in California.
- California Travel Book has been distributed along with *Cosmopolitan* July Issue, which is peak month for holiday planners in Korea.

- Total Media Value

- Circulation: 100,000
- Estimated ad value per page: \$5,000
- Total pages: 84
- Total advertising value: \$420,000



- Covered Destination

- Northern California: San Francisco, Sausalito, Sonoma Wine Country, Monterey, Carmel
- Southern California: Los Angeles, Orange County, Santa Barbara, San Diego

- Covered Themes

- Tourist attractions
- Arts & culture
- Shopping
- Wine & food
- Nightlife
- Theme parks



- Celebrity Interview Pages

- Mr. Jung Gyu Woon, California Tourism PR Ambassador's interview article was inserted at Northern California pages
- Ms. Kim Joon Hee, Korean female singer/model's interview article was inserted at Southern California pages.



Results & Accomplishments

As the first media co-op project with *Cosmopolitan*, the *Cosmopolitan Travel Book* production was an optimal project to directly reach out to the Korean “office lady” market with the most attractive California travel information. This project has been conducted at a relatively low cost and with a specific focus on Seoul Metropolitan City impact, refreshing the image of California as a trendy destination. The targeted publication of July is exactly the peak season of holidays in Korea. Total advertising value generated from this magazine supplement is \$420,000.

Program Contact(s)

Leona Reed
Senior International Marketing Director
Europe & Asia
916.319.5434
lreed@visitcalifornia.com