

ISLANDS

GREEN GLOBE

Marketing Partnership



ISLANDS is Effectively Promoting Green Globe Certified Resorts to over 1,000,000 Active, Affluent Travelers!

ISLANDS IS PROUD TO PARTNER WITH GREEN GLOBE TO INCREASE BRAND AWARENESS AND DIRECT MORE TRAVELERS TO SELECT GREEN GLOBE CERTIFIED RESORTS AND TRAVEL SUPPLIERS.

ISLANDS promotes Green Globe across all its print and digital media, including:

ISLANDS magazine

- “Green Globe Tip” editorial department in every issue featuring the sustainability achievements of Green Globe Certified resorts.
- Regular editorial consultation with Green Globe about sustainable travel initiatives worldwide.
- Partnership at various travel industry and consumer events.
- Exclusive marketing programs for Green Globe Certified resorts.
- Dedicated section in each issue featuring certified properties via beautiful formatted advertorials.
- “Green Globe Resort of the Month” – a special showcase of one outstanding certified resort.

Islands.com & Islands eNewsletter

In December, Islands.com will launch a new section of the website dedicated to Green Globe island travel, featuring:

- Travel tips and “why choose Green Globe Certified resorts” information.
- Searchable database of Green Globe Certified island resorts worldwide.
- Promotion of packages and special offers from participating certified resorts.
- “Green Globe Resort of the Month” – a special showcase of one outstanding certified resort.

Additional Opportunities

- All Green Globe resorts and travel suppliers receive **special savings** for online display and impression-based advertising.
- Exclusive sweepstakes promotions available that garner valuable leads for target marketing efforts.
- Islands eNewsletter service features special editions dedicated to Green Globe certified companies.



Green Globe Tip - November '09 issue



Green Globe Tip - December '09 issue





ISLANDS' delivers an audience of active world travelers that value sustainability and want to support green-focused businesses!

ISLANDS' READERS SPENT OVER **\$2.3 BILLION** ON TRAVEL IN THE PAST YEAR INCLUDING OVER **\$1.1 BILLION** ON FOREIGN TRAVEL.

ISLANDS READERS...

- 82% agree that "I believe in protecting the environment"
- 80% agree that "Even doing a few small things can help improve the environment"
- 55% say that "Minimizing my impact on the environment is an important part of my life"
- 76% agree that "People have a responsibility to recycle products"
- 66% agree that "Companies should make sure that their products are environmentally friendly, even if that means prices for customers are a bit higher"
- 55% say that "I would be willing to pay more for products that are environmentally friendly"

OUR READERS...

Avg. Age	50 yrs
Married	86%
Attended College+	80%
Have children in household	40%
Photography Hobbyist	44%
Avg. HHI	\$210,867
Avg. value assets & real estate	\$1,518,194
Took 5+ foreign round trip flights in past year	55%
Own a valid passport	88%
Avg. spent on last island vacation	\$5,548

Source: 2009 Mendelsohn Affluent Survey, Heads of Household \$100,000+

For complete 2010 information about ISLANDS, please visit www.islands.com/mediakit



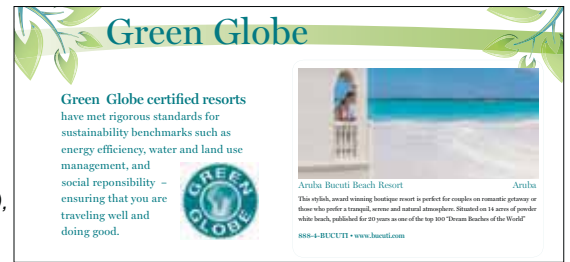
ISLANDS' Green Globe Special Advertising Section

Participating resorts are showcased with beautiful article-styled, formatted advertisements.

RATES:

Feature Size	Rate Card	Green Globe Special Rates	
		1x-4x	5x-8x
1/6-page	\$4,825 →	\$2,950	\$2,450
1/3-page	\$10,430 →	\$4,950	\$4,300

Production and design are provided by ISLANDS. Each feature includes a photo, logo, descriptive text (approx. 50 words for 1/6; 80 words for 1/3), reservation phone and website address. Rates are net, per insertion.



AS A SPECIAL BONUS, YOU WILL RECEIVE:

- FREE reader response service, leads emailed weekly. Includes notation as a Green Globe certified property on your listing. **(Value \$400 per issue)**
- FREE "Travel Specials" promotion at Islands.com – our most popular site service. **(Value \$500 per month)**
- FREE Premium Resort Profile at Islands.com – photo gallery or video, text, property information, and hyperlink. **(Value \$500 per month)**
- FREE Promotion of your specials or packages on the Green Globe main page at Islands.com. **(Value \$500 pre month)**

Upcoming Issues	Ad Space Close	On Sale
January/February 2010	10/29	12/29
March 2010	12/18	2/18
April/May 2010	2/4	3/30
June 2010	3/18	5/11

Contact us to learn about how ISLANDS and our Green Globe marketing partnership will effectively increase your leads and generate new bookings.

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