BOOM YOUR BRAND.

VIRGINIA TOURISM CORPORATION
FY 2009-2010 CONSUMER MEDIA PLAN- BUY DOWN FLOWCHART
UPDATED: 8.14.08

				CY 09																									
				FY 09																									
LIFESTYLE/GENERAL				JANUARY				FEBRUARY				MARCH					APRIL				MAY					JUNE			
MEDIA PARTNER	AD TYPE	VTC AD UNIT	SECTION	29	5	12	19	26	2	9	16	23	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22
GOOD HOUSEKEEPING	CO-OP	1/2P, FULL 4C	FF, RHR									MARCH																	
VIRGINIA LIVING	CO-OP, VTC ONLY	FULL PAGE 4C	FF, RHR, CO-OP									MARCH/APRIL																	
WASHINGTONPOST.COM (IN)	CO-OP	VARIOUS	E-BLAST															7											
TRAVEL				JANUARY				FEBRUARY				MARCH					APRIL				MAY					JUNE			
MEDIA PARTNER	AD TYPE	VTC AD UNIT	SECTION	29	5	12	19	26	2	9	16	23	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22
CONCIERGE.COM/CONDE NET (IN)	CO-OP, VTC ONLY	VARIOUS	HOME/ROS									MARCH/APRIL																	
HERITAGE / CULTURE				JANUARY				FEBRUARY				MARCH					APRIL				MAY					JUNE			
MEDIA PARTNER	AD TYPE	VTC AD UNIT	SECTION	29	5	12	19	26	2	9	16	23	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22
AMERICAN LEGACY (AA)	CO-OP	FULL PAGE 4C	CO-OP					SPRING																					
SMITHSONIAN	CO-OP	HALF PAGE 4C	CO-OP																										
EPICUREAN / WINE				JANUARY				FEBRUARY				MARCH					APRIL				MAY					JUNE			
MEDIA PARTNER	AD TYPE	VTC AD UNIT	SECTION	29	5	12	19	26	2	9	16	23	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22
EPICURIOUS.COM/CONDE NET (IN)	CO-OP, VTC ONLY	VARIOUS	HOME/ROS									MARCH/APRIL																	
SAVEUR	CO-OP	HALF PAGE 4C	CO-OP																										

	FY 10																									
LIFESTYLE/GENERAL	JULY				AUGUST					SEPTEMBER				OCTOBER				NOVEMBER					DECEMBER			
MEDIA PARTNER	29	6	13	20	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21
GOOD HOUSEKEEPING																										
VIRGINIA LIVING																										
WASHINGTONPOST.COM (IN)											8															
TRAVEL	JULY				AUGUST					SEPTEMBER				OCTOBER				NOVEMBER					DECEMBER			
MEDIA PARTNER	29	6	13	20	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21
CONCIERGE.COM/CONDE NET (IN)										SEPTEMBER/OCTOBER																
HERITAGE / CULTURE	JULY				AUGUST					SEPTEMBER				OCTOBER				NOVEMBER					DECEMBER			
MEDIA PARTNER	29	6	13	20	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21
AMERICAN LEGACY (AA)																		WINTER								
SMITHSONIAN										SEPTEMBER																
EPICUREAN / WINE	JULY				AUGUST					SEPTEMBER				OCTOBER				NOVEMBER					DECEMBER			
MEDIA PARTNER	29	6	13	20	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21
EPICURIOUS.COM/CONDE NET (IN)										SEPTEMBER/OCTOBER																
SAVEUR														OCTOBER												

	CY 10																									
LIFESTYLE/GENERAL	JANUARY					FEBRUARY				MARCH				APRIL				MAY					JUNE			
MEDIA PARTNER	28	4	11	18	25	1	8	15	22	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21
GOOD HOUSEKEEPING										MARCH																
VIRGINIA LIVING										MARCH/APRIL																
WASHINGTONPOST.COM (IN)															6											
TRAVEL	JANUARY					FEBRUARY				MARCH				APRIL				MAY					JUNE			
MEDIA PARTNER	28	4	11	18	25	1	8	15	22	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21
CONCIERGE.COM/CONDE NET (IN)										MARCH/APRIL																
HERITAGE / CULTURE	JANUARY					FEBRUARY				MARCH				APRIL				MAY					JUNE			
MEDIA PARTNER	28	4	11	18	25	1	8	15	22	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21
AMERICAN LEGACY (AA)						SPRING																				
SMITHSONIAN																										
EPICUREAN / WINE	JANUARY					FEBRUARY				MARCH				APRIL				MAY					JUNE			
MEDIA PARTNER	28	4	11	18	25	1	8	15	22	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21
EPICURIOUS.COM/CONDE NET (IN)										MARCH/APRIL																
SAVEUR																										

CONTACT:

GOOD HOUSEKEEPING	Christina Marusic	212.649.2454	cmarusic@hearst.com
VIRGINIA LIVING	Torrey Munford	804.343.7539	tmunford@capefear.com
WASHINGTONPOST.COM	Allen Warren	703.469.2726	allen.warren@wpni.com
CONDE NET	Chelsea Argo	212.790.5100	chelsea_argo@condenet.com
AMERICAN LEGACY	Janice Kirwan	212.367.3152	jkirwan@forbes.com
SMITHSONIAN	Kelly Hediger	770.209.9858	khediger@samssouth.com
SAVEUR	Michelle Goode	407.571.4871	michelle.goode@bonniercorp.com