Tell your story with Hoffman Media’s Triple Play! Print, digital, and social all wrapped into one powerful, turn-key advertising solution!

**Exclusive opportunity for Southeast Tourism Society members**

Invite more than 775,000 travelers to explore your destination with Hoffman Media’s *Triple Play. Taste of the South, Southern Lady, and Southern Cast Iron* will provide the backdrop for your unique story.

**Triple Play Packages**

**Digital**
- 300x250 ad unit on participating brand websites
- 3 single-sponsor blog posts (1 per brand)
- 3 single-sponsor e-newsletters (1 per brand)
- 6 Facebook posts (2 per brand)

**Print**
- The Triple Play print package includes one ad in *Taste of the South, Southern Cast Iron, and Southern Lady*

**Ad unit | STS Member Rate | Value**
--- | --- | ---
P4C | $9,370 net | $18,740
1/2P4C | $4,931 net | $9,962
1/3P4C | $3,470 net | $6,940

Total Digital Value: $39,750
STS Member Rate: $12,313 net

Save an additional 10% when you buy both print and digital packages.

To reserve your space, contact:

Claire Bucalos | 919.602.6546 | cbucalos@hoffmanmedia.com | North Carolina, Virginia, West Virginia
Kathy Burke | 312.961.4004 | kathyburke@rhapsodicmedia.com | North Carolina, Tennessee, West Virginia
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Liane Lane | 817.239.3146 | llane@hoffmanmedia.com | Arkansas
They Like to Travel

70% take an average of 3 domestic trips per year
81% shop while on vacation
87% visit local restaurants while traveling
72% recommend great vacations they hear about
44% spend $5,000+ on travel in past year

They’re Digitally Connected

94% own a mobile device
69% participate in social media

SIGN UP TODAY!

Audience Reach

100K guaranteed geo-targeted website impressions
479K website page views/mo
236K email subscribers
339K Facebook followers
500K total distribution

Total Potential Reach: 2M

Source: 2016 MRI Doublebase prototype, Among those who took any vacation trip past 12 months. Publisher’s estimates based on 2016 subscriber surveys.

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Meet Our Audience