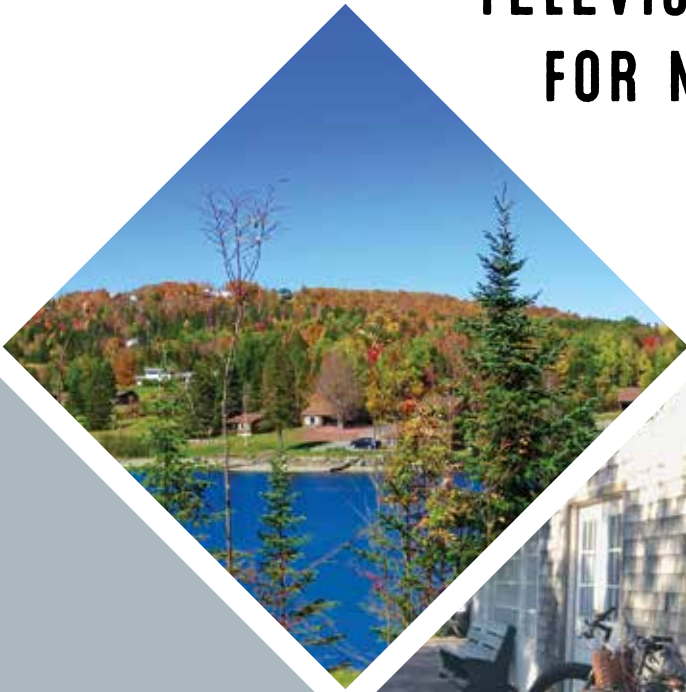


# DIGITAL, VIDEO, AND TELEVISION MARKETING FOR NEW ENGLAND



## A FOUR-SEASON REGIONAL EXPERIENCE

We are a multimedia platform and brand that presents New England's diverse locales and unique culture through a variety of outdoor and travel related activities.

For 25 years *Visit New England* and the family of *Explore New England* websites and films have connected millions of qualified viewers with activities, and events, bringing new business to thousands of advertisers.



# WHO WE ARE

## A UNIQUE PARTNERSHIP OF DIGITAL, VIDEO, AND TELEVISION EXPERTISE

### *About Visit New England*

The region's largest website for travel and activities, established in 1995, *VisitNewEngland.com* is the go-to site for 5 million users annually. Our accompanying powerful social media presence includes 71,000 Facebook followers, online marketing on Twitter and Instagram, and a regularly updated blog. Email blasts also go out to 15,000 opt-in subscribers. Native-style listing ads, premium placements, graphic ads, annual and seasonal campaigns: the site is the perfect, customizable solution to your digital-marketing needs.

Who does *Visit New England* reach? New and returning viewers seeking advice on where to stay and what to do in the region. Most viewers are affluent well-educated people who live in New England and the Mid-Atlantic states. Forty percent of them are ages 25 to 44; 77 percent are within one day's drive of their destination; 60 percent access the site via mobile devices. High-use viewer personas include trendy moms who prefer higher-end hotels and resorts and like taking road trips with the family.

### *About Explore New England*

People from all over the world visit New England for a chance to dive deep into a huge variety of stunning natural beauty.

*Explore New England* is set up to inspire and guide travelers to outdoor activities, from puffin cruises in Maine to trout fishing on the Housatonic River in Connecticut, and much more. *Explore New England* provides descriptions, directions and contacts to these places. Most of all, it provides videos, films, and television shows that grab viewers by the heart and make a New England vacation impossible to resist.

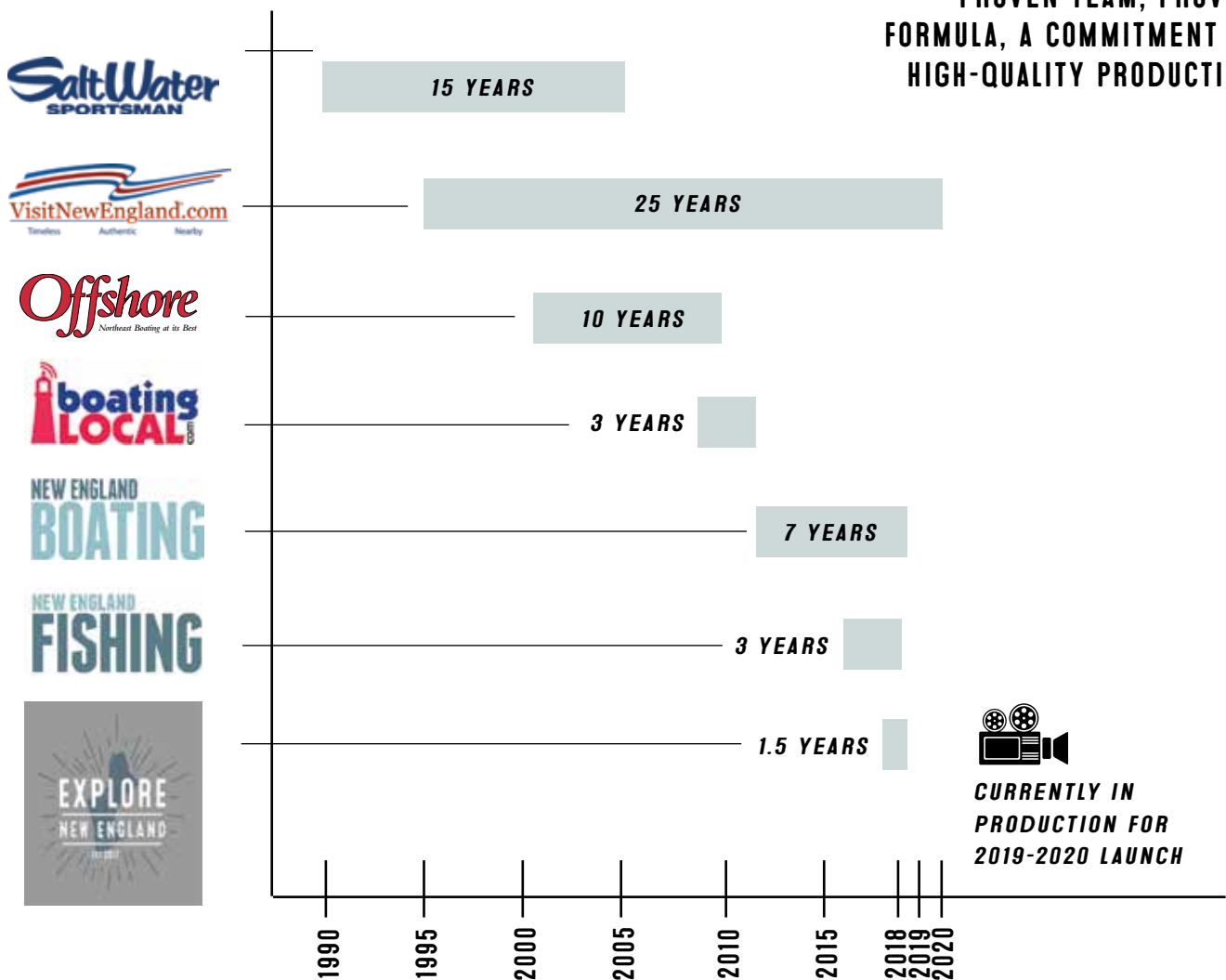
You can reach those active and qualified audiences through short, customized films airing on the site and on TV, or in listings that describe New England travel. Additionally, short videos can be produced for posting on your website and social media. *Explore New England* has a package that can be customized to fit your goals. You can choose from a variety of options on this multi-platform site. Our experts will help you define your goals and will develop a proposal to help you meet them.



# OUR HISTORY

*An evolving formula, an eye to the future, a commitment to high-end production ...  
and a team that has worked together for over 30 years.*

**PROVEN TEAM, PROVEN  
FORMULA, A COMMITMENT TO  
HIGH-QUALITY PRODUCTION**









# WHAT WE OFFER

I	II	III	IV	V
LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4	LEVEL 5
<p>4 Custom Visit New England listings professionally written and strategically placed on VNE state, region and specific destination pages</p> <hr/> <p>One featured listing (top of page) upgrade</p> <hr/> <p>Direct booking link (no fees or commissions...ever)</p> <hr/> <p>Social media links</p> <hr/> <p>1 social media post</p>	<p>6 Custom Visit New England listings professionally written and strategically placed on VNE state, region and specific destination pages</p> <hr/> <p>One featured listing (top of page) upgrade</p> <hr/> <p>Direct booking link (no fees or commissions...ever)</p> <hr/> <p>Social media links</p> <hr/> <p>2 social media posts</p> <hr/> <p>Graphic advertising with <b>25K</b> guaranteed impressions</p>	<p>8 Custom Visit New England listings professionally written and strategically placed on VNE state, region and specific destination pages</p> <hr/> <p>One featured listing (top of page) upgrade</p> <hr/> <p>Direct booking link (no fees or commissions...ever)</p> <hr/> <p>Social media links</p> <hr/> <p>4 social media posts</p> <hr/> <p>1 custom designed e-blast deployed to our entire VNE/ENE database</p> <hr/> <p>Graphic display advertising with <b>50K</b> guaranteed impressions</p>	<p>10 Custom Visit New England listings professionally written and strategically placed on VNE state, region and specific destination pages</p> <hr/> <p>One featured listing (top of page) upgrade</p> <hr/> <p>Direct booking link (no fees or commissions...ever)</p> <hr/> <p>Social media links</p> <hr/> <p>6 social media posts</p> <hr/> <p>2 custom designed e-blasts deployed to our entire VNE/ENE database</p> <hr/> <p>2 custom designed e-blasts deployed to our entire VNE/ENE database</p> <hr/> <p>Graphic display advertising with <b>75K</b> guaranteed impressions</p>	<p>10 Custom Visit New England listings professionally written and strategically placed on VNE state, region and specific destination pages</p> <hr/> <p>Two featured listings (top of page) upgrade</p> <hr/> <p>Direct booking link (no fees or commissions...ever)</p> <hr/> <p>Social media links</p> <hr/> <p>6 social media posts</p> <hr/> <p>2 custom designed e-blasts deployed to our entire VNE/ENE database</p> <hr/> <p>Graphic display advertising with <b>100K</b> guaranteed</p> <hr/> <p><i>(New for 2020) For Visit New England Advertisers only: Our Explore New England production team will produce for you a 1-2 minute VNE "Spotlight" video which we will embed with your Visit New England Listings.</i></p>
<b>\$1,500</b>	<b>\$2,500</b>	<b>\$3,500</b>	<b>\$4,500</b>	<b>\$5,500</b>



# WHAT WE OFFER

VI	VII	VIII	IX	X
<b>LEVEL 6</b> <p>Included are all of our level five offerings <b>PLUS...</b></p> <hr/> <p><i>(NEW FOR 2020) For Visit New England advertisers only: Our production team will produce for you:</i></p> <hr/> <p><i>One 2-3 minute Explore New England seasonal short film</i></p> <hr/> <p>Recommended for destination marketing organizations, chambers, etc</p> <hr/> <p>Included with this package is a customized Travel/Content HUB</p>	<b>LEVEL 7</b> <p>Included are all of our level five offerings <b>PLUS...</b></p> <hr/> <p><i>(NEW FOR 2020) For Visit New England advertisers only: Our production team will produce for you:</i></p> <hr/> <p><i>Two 2-3 minute Explore New England seasonal short films</i></p> <hr/> <p>Recommended for destination marketing organizations, chambers, etc</p> <hr/> <p>Included with this package is a customized Travel/Content HUB</p>	<b>LEVEL 8 TV + FILM SPONSORSHIP</b> <p>Included are all of our level seven offerings <b>PLUS...</b></p> <hr/> <p><i>(NEW FOR 2020) For Visit New England advertisers only: Our production team will produce for you:</i></p> <hr/> <p><i>One 30 minute Explore New England seasonal television episode</i></p> <hr/> <p>Recommended for destination marketing organizations, chambers, etc</p> <hr/> 	<b>LEVEL 9 TV + FILM SPONSORSHIP</b> <p>Included are all of our level eight offerings <b>PLUS...</b></p> <hr/> <p><i>(NEW FOR 2020) For Visit New England advertisers only: Our production team will produce for you:</i></p> <hr/> <p><i>Two 30 minute Explore New England seasonal television episodes</i></p> <hr/> <p>Recommended for destination marketing organizations, chambers, etc</p> <hr/> 	<b>LEVEL 10 TV + FILM SPONSORSHIP</b> <p>Included are all of our level nine offerings <b>PLUS...</b></p> <hr/> <p><i>(NEW FOR 2020) For Visit New England advertisers only: Our production team will produce for you:</i></p> <hr/> <p><i>One 60 minute full feature Explore New England film</i></p> <hr/> <p>Recommended for destination marketing organizations, chambers, etc</p> <hr/>  
<b>\$7,500</b>	<b>\$12,500</b>	<b>\$15,500</b>	<b>\$25,500</b>	<b>\$55,000</b>



# TELEVISION + FILM

## EXPLORE NEW ENGLAND TELEVISION + FILM SERIES

*Explore New England* (ENE) films is a unique, cinema-quality film series tapping the robust outdoor-adventure-travel market among adults in the 25-55+ age range. The series appeals to both men and women by focusing on destinations and activities that are accessible to both genders at a variety of ages and skill levels. Highlighting each production is stunning videography that captures the ambience and natural beauty of the featured locale, along with interviews with colorful local characters and visits to sites of historic or cultural interest.

New England lends itself to a mind-boggling array of outdoor activities. ENE invites outdoors-industry partners to participate in supplying product for ENE's films. Partners will also benefit from ENE's social media and communications network to enhance brand awareness and audience participation via photo and video sharing, blog posts and more. Product placement consideration will be given to select sponsors, and a dialogue will be established with ENE's production team to create ideas for content creation and sharing within the production. In some cases, sponsors can arrange for the production of break-out short-form videos to be used on their websites and social media outlets.

Filmmaker Tom Richardson works with the people who live in and promote New England to create films of outdoor adventure. These films will appear on regional and national television programs about outdoor recreation.





# WHO WE REACH

Who does *Visit New England* reach? Viewers using their desktop and mobile devices seeking advice on where to stay and what to do in the region. Most viewers are affluent, well-educated people living in New England and the Mid-Atlantic states. Forty percent are ages 25 to 44; 77 percent of VNE viewers are within one day's drive of their destination; and 60 percent access the site via mobile devices.

*Visit New England* viewers are active enjoying beaches, winter sports, and bicycling. Adventures and family travel are of great interest. Resorts and spas as well as dining and new food and drink experiences are sought by our viewers.



**5 MILLION**  
USERS ANNUALLY



**71,000**  
FACEBOOK FOLLOWERS



**AGES 25-44**  
40% OF VIEWERS



**77%**  
ARE WITHIN ONE  
DAY'S DRIVE OF  
THEIR DESTINATION



**60%**  
OF THEM ACCESS  
THE SITE VIA  
MOBILE DEVICES



# WHO WE REACH

**“IT’S ABOUT STORY-TELLING,” SAYS HOST AND VETERAN OUTDOOR JOURNALIST TOM RICHARDSON AS HE SETS THE STAGE FOR EACH EPISODE OF THIS GROUNDBREAKING SERIES.**

“*It’s that simple.*”



## **AFFLUENT TRAVELERS**

are four times more likely to view *Visit New England* than the average Internet user

## **TRENDY MOMS**

who are emerging affluent travelers are five times more likely to view *Visit New England* than the average internet user and are 2 times more likely to stay at luxury hotels and resorts

## **FAMILY TRAVELERS**

who do enjoy luxury and upscale accommodations and are ready to have fun at theme parks.

## **HEALTHY AND ACTIVE PEOPLE**

who also like to nosh on a bagel as well as sit down to fine dining

## **CULTURAL SEEKERS**

who attend events, buy books, and purchase fine crafts

## **OUTDOOR ENTHUSIASTS**

who kayak, ski, fish, garden and who finish the day with fine wine or a craft brew

## **SHOPPERS**

who spend in-store and online for travel, sporting equipment, gifts and home goods





# IN GOOD COMPANY

## **JONATHAN HOWE** *FOUNDER // PRESIDENT // CEO*

Jonathan founded Mystic Media, Inc. in 1993 to buy a start-up weekly newspaper, the Mystic River Press in Connecticut. In 1996 Mystic Media began to develop tourism web sites for New England and each of the six New England states. The websites have built a viewership of 5 million annual viewers along with a robust social media presence that includes 71,000 Facebook followers. In 2019, Jonathan partnered with Steve Wyman and Tom Richardson to form *Explore New England*, which produces videos of outdoor adventure that have appeared on New England Sports Network (NESN).

## **KAREN ROSE BROWN** *SALES // MARKETING*

Karen meets and works with *Visit New England* and *Explore New England* clients in all six New England states. Prior to joining VisitNewEngland.com in 2007, Karen worked in sales and marketing positions for the Massachusetts Lodging Association, New England USA (the predecessor to Discover New England), and GTE contract publishing, which published the Spirit of Massachusetts Guide for the Massachusetts Office of Travel & Tourism. She served as vice president of the Massachusetts Tourism Coalition. She lives on the North Shore of Massachusetts.

## **STEVE WYMAN** *BUSINESS DEVELOPMENT*

Steve began selling magazine advertising 25 years ago for Offshore Magazine and Chesapeake Bay Magazine. This led to his formation of a television production company and two television series on boating, Port O' Call and On the Hook. In 2007, Steve founded a niche lifestyle marketing and video company, offering destination and content marketing to clients. This led in 2010 to creation of a company that published high-end coffee table publications, including New England Boating. Steve is the publisher and executive producer of a television series based on New England Boating and airing on New England Sports Network (NESN).

## **TOM RICHARDSON** *PRODUCER // WRITER // HOST*

Tom is an outdoor writer, photographer and editor who worked for 15 years at Salt Water Sportsman, a national sport fishing magazine, before becoming editor of the regional monthly boating magazine Offshore in 2004. In 2009, Tom started the boating-lifestyle website BoatingLocal.com. In 2012, BoatingLocal was sold and renamed New England Boating, a brand comprising the website, a bi-annual magazine and a TV show, edited and hosted by Tom. He also launched and served as host and editor of New England Fishing magazine, website, and TV show.

## **BRIAN MACFARLANE** *SALES ASSISTANT // COMPUTER WHISPERER*

A native of Hamden, Connecticut, Brian moved to Rhode Island in 2002. He worked at Pearson Yachts and a Roger Williams University. At *Visit New England* and *Explore New England*, Brian assists the sales staff with their work; helps clients with their advertising and billing needs, and maintains and updates the website. He is the office computer whisperer who is called upon to fix on-site technical problems when they happen, which is often. He lives in Providence and enjoys gaming, political activism and sampling the variety of restaurants in the city.

## **DANNY JEREZ** *SALES ASSISTANT // COMPUTER WHISPERER*

Danny joined the VNE sales staff in 2018. He develops and writes advertising proposals. Danny also works on social media, in particular doing frequent posts on Instagram. He has worked for CVS and AAA Northeast in customer service and sales. He lives in the Providence, RI. He is married and the father of three boys.

## **MARY HOWE** *EDITOR*

As editor since 2006, Mary writes and posts information on VNE and social media about interesting places to visit and things to do in New England. Before 2006, Mary held reporting and editing positions in several newspapers, including the Newport (RI) Daily News and Gannett-owned newspapers in New York. She co-owned and edited community newspapers in North Carolina and Connecticut. She was an editor at the Watson Institute at Brown University. She performed public relations duties for the Mashantucket Pequot Tribe in Connecticut.



# CONTACT US

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