

MCKEE WALLWORK CLEVELAND

Albuquerque Convention & Visitors Bureau FY10 Leisure Media Placement Rationale- 3/31/10

Following please find the reasoning and rationale for the media placement selections in the FY10 leisure plan. As McKee Wallwork Cleveland (MWC) reviewed and evaluated a myriad of publications, they used the insights gathered during the MWC Charrette® marketing planning process along with the insights found in the Destination Master Plan to narrow the publication list.

The Charrette process found the bull's-eye target to be a 45-65 year-old couple, with the female as the primary travel planner. They are well-educated, with an income of \$100,000+, who most likely live in a neighboring state or have access to a direct flight. They are frequent, sophisticated travelers who are looking for a unique experience – historical sites, natural attractions, scenic drives, festivals, local culture, outdoor activities, art galleries and museums.

The DMP outlined the following destination strengths, which tie-in directly with our target audience's interests:

- Culture and heritage, and related cuisine
- Climate and geography, and related outdoor activities (golf, hiking, biking, etc.)
- Albuquerque's unique relationship with hot-air ballooning

We also took into account, where available, magazine research conducted through Mediamark Research Inc. (MRI). They describe themselves as being "the dominant voice in media and consumer research in the United States." MRI provides the primary source of audience data within the magazine industry.

Due to tighter budgets this fiscal, we narrowed geography where possible.

Following please find a list of our selected publications along with some additional information on each one.

Custom Marketing Group (CMG)

Custom Marketing Group put together a robust opportunity to market ACVB across multiple platforms. The package included print placements to customized geography in both *National Geographic Traveler* and *Food & Wine* within a culture and heritage section allowing ACVB both advertising and advertorial opportunities. A dedicated email blast was also included as part of the package, sent to 50,000 users selected based on demographic and geographic criteria. Additionally, 5,000 leads were guaranteed to be sent to ACVB that included both physical and email address information.

National Geographic Traveler (NGT)

NGT is about one thing: "All travel. All the time". They strive to be the source for the active, curious traveler. With a highly-affluent readership, *NGT* is designed to inspire readers to pick up and go. Their editorial "celebrates journeys that are about place, experience, culture, and authenticity". In the same MRI study as mentioned above, *NGT* indexed at 120 for readers who like to learn about art, culture and history, and 115 among readers who enjoy trying different types of food. The rich culture the magazine provides along with an affluent readership is what makes *NGT* a natural environment to advertise Albuquerque.

New Mexico Magazine

With more than 50% of their circulation outside of New Mexico, this magazine is dedicated to those who love New Mexico. Their readers are slightly older couples who regularly visit historic sites, museums and art galleries. They enjoy outdoor activities such as hiking and gardening. With an inherent interest in New Mexican culture, art and activities, *New Mexico Magazine* is a perfect environment to promote New Mexico's largest city.

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Smithsonian

Smithsonian magazine is a monthly magazine that chronicles arts, history, sciences and popular culture. The cultural context of the magazine meshes seamlessly with the cultural offerings Albuquerque provides. A quote from the editor-in-chief of *Smithsonian*, Carey Winfrey, states it best when he says “Exploring ‘culture’ in its fullest sense, from science to travel, from the arts to history, *Smithsonian* readers live to be enriched”. This sentiment is confirmed by MRI research indexing at a 240 when our target was measured on their interests in arts/culture/cuisine.

Sunset

Present in 1 in every 5 affluent households in the West, *Sunset* serves as a source for home, garden, food and travel information as it relates to the modern-day western lifestyle. Similar to *New Mexico Magazine*, *Sunset* readers have an inherent interest in the Southwestern region, including Albuquerque. *Sunset* also indexes extremely high on several MRI criteria relevant to our targets. Indexing at a 418 against art/culture/cuisine interest and at a 395 against 2+ domestic trips per year, we found all of these to be compelling factors that made *Sunset* a perfect setting to market our destination.

Texas Monthly

As a major feeder market to Albuquerque, Texans account for a very important part of ACVB’s target. *Texas Monthly* delivers the state’s largest and most affluent print audience. With more than 2.4 million readers *Texas Monthly* reaches 1 in every 4 Texan household with an income of \$200,000+. Additionally, *Texas Monthly* indexes well against our target audience.

Online Advertising

Online advertising has become a staple in our advertising efforts. The objective of this effort is to use online media to promote seasonal attribute marketing (golf, outdoor activities, cultural experiences, and more), drive traffic to ItsATrip.org, generate visitor guide requests and ultimately, convert travelers. The strategy behind the online placements is to reach people who have decided on a travel activity relevant to Albuquerque, or on a Southwest destination (including New Mexico). Tools like comScore allow us to measure demographic, psychographic and lifestyle metrics against a wide array of websites.