

Sales Strengths

Unique in the Marketplace - The combination of printed publications and online content is what separates MustDo/MustDoTravel.com from your typical travel tool. The combined magazine and web presence provide companies targeting visitors with affordable marketing opportunities to impact consumers both within the destination and pre-arrival.

Valuable Editorial - One of the primary reasons for MustDo's success is the excellent content that can be found both online and in print. Each edition of MustDo is built around the "Top 10 Things to Do" in a market with supplementary directories, maps and an introduction to the area. MustDo is the "must have" guidebook for first time and returning visitors alike.

Magazine Distribution - Hundreds of thousands of MustDo magazines are distributed wherever visitor go, including Airports, Hotels, Motels, Shopping Centers, Restaurants, Key Attractions, Visitor Centers, Museums, Art Galleries, Chamber of Commerce and hot beach locations. We also send out significant numbers of magazines from requests received on our web site.

You will often hear radio advertising during the day time hours in our markets promoting our magazine and highlighting advertisers' locations where the magazine can be picked up, an added value to our customers.

It is our goal in 2008 to have the very best visitor magazine distribution in every market. If you have a heavily trafficked tourist location you think would benefit from having one of our floor or table racks, please email us at sales@MustDo.com and let us know the address.

To see a list of the locations where you can pick up a magazine in each destination, go to the [Magazine Distribution Section](#).

Database Marketing - We have the ability to reach our members with your advertising message before they arrive in your market as well as upon their arrival. We also have the ability to cross sell our destinations, our members are interested in traveling and are eager to receive information about valuable offers in our destinations. Ask to have this opportunity added to your advertising package.

Search Engine Optimization - In addition to optimizing the MustDo.com and MustDoTravel.com domains, we also optimize additional URL's including MustDoCruises.com and www.MustDoTravel.co.uk to ensure we appear in the top search returns when consumers are looking for information about traveling to the top destination around the world.



Online Marketing - Our primary marketing emphasis is e-marketing. We have top online publishers who target our specific demographic promoting the value of MustDoTravel.com. We will reach over 40 million consumers and will be responsible for growing our membership by 35,000 in 2008. In addition to online marketing we also leverage the Gannett Co., Inc. assets with reciprocal links from many of the top newspaper web sites nationwide including AZCentral.com and USA Today.com and will also use print advertising in appropriate publications throughout the year.

Trackable Results - We have a staff of knowledgeable sales professionals who can help package an advertising campaign that will give you proven results in both our magazines and online. They will work with you to ensure your success and provide you with online sales reports every month detailing the impressions, click throughs, yields and site traffic statistics. They will help you position yourself on our site for premium results and can help you design and build your campaign.