

Digital Flip Card Program

Travel + Leisure

About Travel + Leisure

Travel + Leisure is one of the world's most influential travel brands that connects advertisers with an affluent and engaged audience of passionate travelers. Its digital platforms, including its website and social media channels, offer a range of solutions to reach consumers at every stage of their journey, from dreaming to booking. The brand's advertising aligns with its award-winning content, which covers everything from luxury hotels and fine dining to adventure travel and cultural experiences. This provides a powerful environment for brands to build awareness and drive conversions among a demographic that values quality, unique experiences, and a better way to travel.

Program Deliverables & Deadlines

- Explore Minnesota is collaborating with Travel + Leisure to promote Minnesota's diverse destinations and experiences. Told through innovative and engaging flip cards, we'll launch a digital destination landing page on [TravelandLeisure.com](https://www.travelandleisure.com) that spotlights the best of Minnesota.
- Purchase a flip card by March 6.

Additional Features

- The digital destination page will be promoted through a media plan that includes native and social distribution across the Travel + Leisure and Dotdash Meredith networks, generating 60,000+ page views.

View Example

- View the article page with flip cards from spring/summer 2025:
<https://www.travelandleisure.com/featured/original-plus/sounds-like-summer-explore-minnesota>

Limited Availability

8 Available | One per participant

Price

\$4,500

Contact

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Savings

61%