

How Amazing Gay Travel Works

Mark's List is a powerful network of brands that includes Amazing Gay Travel. Amazing Gay Travel operates under the Mark's List umbrella and is comprised of a website with a unique URL (<http://AmazingGayTravel.com>) and several social media accounts tailored to specific types of travelers. In addition, travel content is supplied weekly by feature writers that include **Paul Rubio** who writes about his global travels. Paul has authored hundreds of articles that are included in Amazing Gay Travel and in mainstream publications like Fodor's and Sherman's Travel. Paul is also author the best selling LGBT travel book, *OUT Traveler: South Florida*.

Why Amazing Gay Travel Works

Today's consumer needs to be reached multiple times using multiple methods of communication before they are likely to remember a brand or product. The general rule of thumb in advertising is that a person needs to be exposed to your message three times before it will make a lasting impression.

While old media companies use a one size fits all approach to promoting your business, Mark's List has developed a network of FourSquare, Twitter and Facebook accounts along with the Amazing Gay Travel site and an email subscriber list. This online, iPad and smart phone enabled network specifically targets travelers. **Altogether our online network reaches well over 40,000 people every day. On weekends when our print publications are distributed, our network reaches an audience of over 55,000 people each day.** Combining this targeted online media with Mark Magazine and the Florida Agenda insures that your potential audience is reminded several times a week about your business.

Having the **Mark's List Network** behind your business allows you to touch your potential clients several times a week, engaging the three impressions faster and more reliably than using any single untargeted media alone.



*In the past year over 10,000,000 pages of hotel and travel information have been viewed on **Mark's List**. And specifically, our hotel area, <http://AmazingGayTravel.com> accounts for over 750,000 of those page views. Hotel reservation links are used thousands of times every month.*