

## What is Must Do?



MUST DO magazine and [www.MustDoTravel.com](http://www.MustDoTravel.com) are national travel brands from Gannett Pacific Publications a wholly owned subsidiary of Gannett Co., Inc., the publishers of USA Today and more than 100 daily newspapers across the US. MUST DO is a free all in one magazine with the best in shopping, dining, real estate, golf, arts, culture, activities and attractions.

Hundreds of thousands of MUST DO magazines are distributed wherever visitors go - airports, resorts, hotels, shopping centers, restaurants, attractions, galleries, chambers and visitor centers. Laid out in a guidebook format, MUST DO provides first time and returning visitors with highly valuable editorial content and descriptive maps.

The magazine and the web site provide companies that target visitors with affordable marketing opportunities that will impact the consumer both within the destination and pre arrival.

We printed our first magazine in Naples, Florida in July 2005 and launched our travel web site, [www.MustDoTravel.com](http://www.MustDoTravel.com) in November 2005.

The web site features travel guides for over 100 of the top US tourist destinations along with international destinations including London, Paris, Rome, Sydney and Athens. New destinations around the world will continue to be added each month. Since we are also an online travel company, consumers can not only explore all the "must do's" in the destination but also book their trip, including air, lodging, rental car, even their golf tee time.

Gannett Pacific Publications currently offer six license magazine opportunities including MustDo with more in development. We offer new and innovative ways for newspapers, publishing companies and individuals to launch multiple niche products with minimum investment and profitability at launch, if you are interested in this opportunity please email Herb Tedebjork, Director of Product Development at [herb@mustdo.com](mailto:herb@mustdo.com)

