



Beyond Green Q1 2026 Co-op Marketing Opportunities

Collaborate with fellow Beyond Green members to market on top-tier publications for less.

2026 Co-op Marketing

We are excited to bring you the below offerings this year estimated to reach over **6 Million** consumer. Please take a look at the deck and submit your selections to kvieten@staybeyondgreen.com by **December 5, 2025**. Please note, if not all needed participants are fulfilled, some campaigns may not go forward.

TRAVEL+
LEISURE



**NATIONAL
GEOGRAPHIC**

AFAR

The New York Times

The Telegraph

Overview of Co-op Marketing Opportunities 2026

Campaign	MEDIA INCLUSION	TIMEFRAME	SUPPORT NEEDED	COST PER HOTEL
The New York Times (US) 2.4 Million impressions	Online Banner Ad	Feb – April 2026	12 Participating Properties	3,000 USD
The Telegraph (UK) 2.6 Million impressions	Online Banner Ad	Feb – April 2026	8 Participating Properties	4,800 USD
Travel + Leisure (US) 400K total reach	1 Dedicated Email (out of 2)	Feb and March	8 Participating Properties	4,500 USD
AFAR (US) 80K impressions	1 Dedicated Email (out of 4)	Feb, March (twice), and April	12 Participating Properties	1,600 USD
National Geographic (UK) 1 Million impressions	1 Online Article	Feb – April 2026	4 Participating Properties	3,900 USD

Please review the more detailed descriptions of each opportunity later in this presentation, to help you in your decision making. Please note pricing could be subject to slight change due to conversion rates and tax.

If you have any questions or concerns about the timeframes available – please reach out to Kayla Vieten [kvieten@staybeyondgreen.com]



Campaign Details

The New York Times



— New York Times

Digital Banner Ads

Tap into the New York Times' trusted U.S. audience to spotlight your property on a high-traffic, premium platform. **Cost of \$3,000** per participating hotel.

- **Campaign Reach:** 200K Impressions per hotel
- **Time Frame:** Feb – April 2026 (8 week run per ad)
- **Creative Specs:** 1 Banner ad (300 x 250)*
- **Hotel Feature:** Each hotel will have their image, name and location on their ad, which will link back to their hotel page on IPrefer.com.

**For your convenience, our team handles all creative design and submission, no additional action is needed after you sign up.*

The Telegraph



— The Telegraph (UK) Online

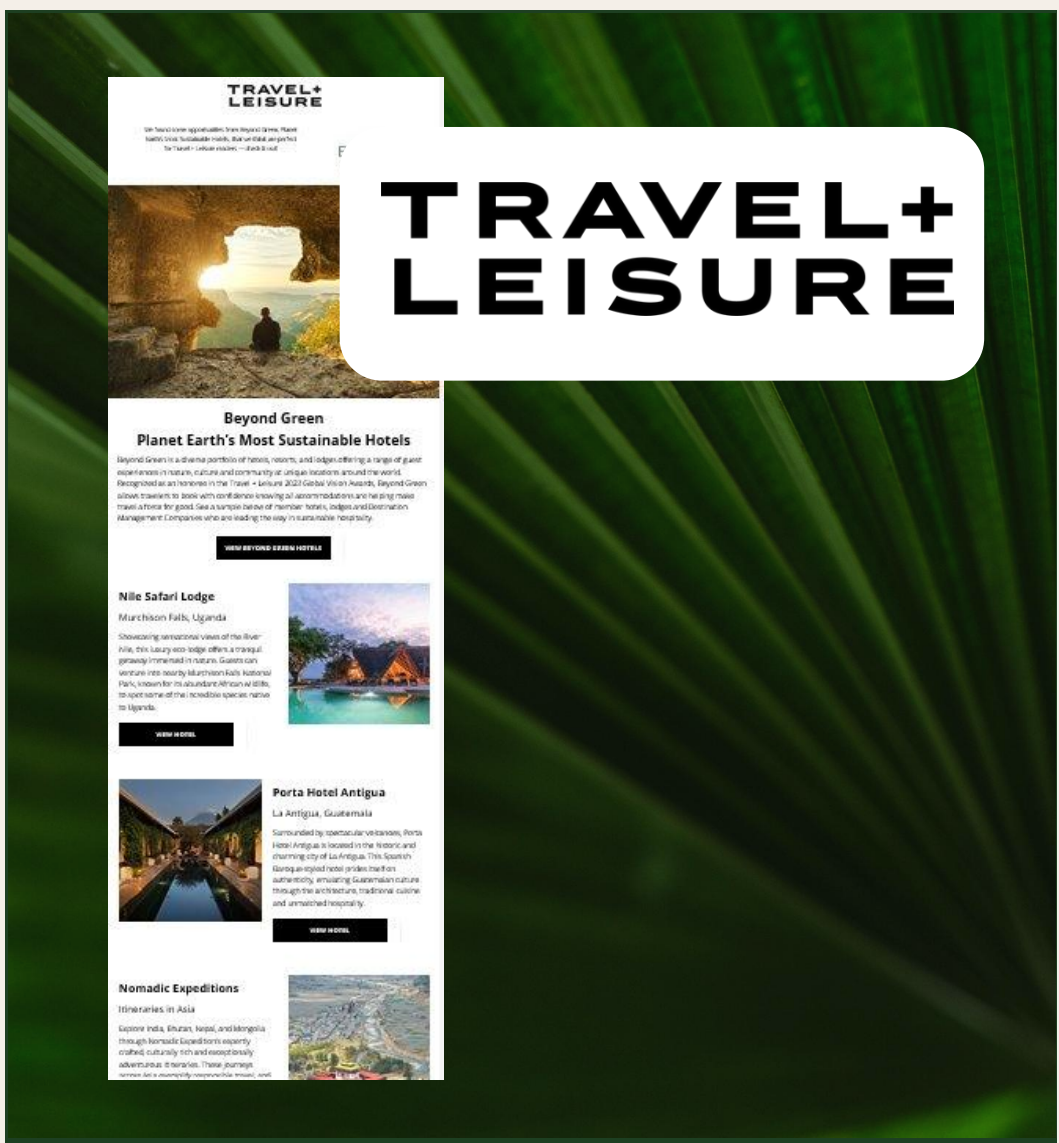
Digital Banner Ads

The UK's leading digital news source, reaching millions of affluent, influential readers. **Cost of \$4,800*** per participating hotel.

- **Campaign Reach:** 300K Impressions per hotel
- **Time Frame:** Feb – April 2026 (2 month run per ad)
- **Creative Specs:** 1 Banner ad (300 x 250)**
- **Hotel Feature:** Each hotel will have their image, name and location on their ad, which will link back to their hotel page on IPrefer.com.

**Final cost is subject to exchange rate conversion modifications at the time of booking*

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— Travel + Leisure

Co-Branded Dedicated Email

As one of the world’s most recognized travel brands, Travel + Leisure, delivers unmatched visibility to U.S. travelers through trusted content and curated experiences. **Cost of \$4,500** per participating hotel.

2 Dedicated Emails:

- **Campaign Reach:** 250K Subscribers
- **Time Frame:** 1 Distribution (Feb or March 2026)
- **Format:** Each email features 4 Beyond Green hotels*
 - Your hotel will appear in one of the two co-branded emails
- **Hotel Feature:** Hotel image, name, location and short copy on the email.
 - The CTA will link back to their hotel page on IPrefer.com.

**For your convenience, our team handles all creative design, copywriting and submission, no additional action is needed after you sign up.*

AFAR



— AFAR

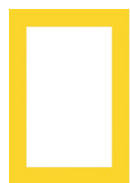
Dream Deals Dedicated Email

Afar Magazine delivers award-winning travel inspiration directly to opt-in inboxes, featuring two Beyond Green hotels per email in a visually engaging format. **Cost of \$1,600** per participating hotel.

4 Dedicated Emails:

- **Campaign Reach:** 20K Subscribers
- **Time Frame:** 4 Distributions (Feb, March (x2), or April 2026)
- **Format:** Each email features 3 Beyond Green members*
 - Your hotel will appear in one of the four co-branded emails
 - Although not required, it is recommend this messaging be offer-led
- **Hotel Feature:** Hotel image, name, and short copy on the email.
 - The CTA will link back to their hotel page on IPrefer.com.

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NATIONAL
GEOGRAPHIC



— National Geographic (UK)

Online Article

National Geographic Traveller UK delivers inspiring, award-winning storytelling to a highly engaged audience of curious, adventure-seeking travelers. **Cost of \$3,900** per participating hotel. Please note, National Geographic has a large role in content and approval of participating properties, some changes can occur based on their feedback.

4 Dedicated Emails:

- **Campaign Reach:** 1 Million total estimated impressions
- **Time Frame:** 3 months (Feb-April 2026)
 - The article will be live forever, but promoted and on the home page for 12 weeks
- **Format:** The article will feature 4 Beyond Green members*
 - The content and theme will be approved and decided by Nat Geo based on the hotels participating
- **Hotel Feature:** Hotel image, or banner, a description name, and short copy on the email.
 - Each hotel will have a link to their *I Prefer* hotel page

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Sign Up Process

Co-Op Marketing Opportunities – 2026

Selections	Media Partners	Media Type	Campaign Time Frame	Cost per Member
☐	The New York Times	Online Banner Ad	Feb – April 2026	3,000 USD
☐	The Telegraph	Online Banner Ad	Feb – April 2026	4,800 USD
☐	Travel + Leisure	1 Dedicated Email (out of 2)	Feb and March	4,500 USD
☐	AFAR	1 Dedicated Email (out of 4)	Feb, March (twice), and April	1,600 USD
☐	National Geographic	1 Online Article	Feb – April 2026	3,900 USD

Member Signature: _____

Hotel: _____

Total Co-op Marketing Spend: _____

Date: _____

Inclusion will be on a first come first serve basis, and if not enough members participate in a given campaign, it will not go forward.

PLEASE COMPLETE AND RETURN BY DECEMBER 5th to Kayla Vieten, kvieten@staybeyondgreen.com