

California Road Trips 2017-18

2017-18 ADVERTISING OPTIONS*

*All rates are net and non-commissionable.

DISPLAY

Full Page	\$23,650
1/2 Page (v or h)	\$12,900
1/4 Page	\$7,000
1/8 Page (h)	\$3,600

PREMIUM PLACEMENT

Back Cover	\$35,700
Inside Front Cover	\$30,800
Inside Back Cover	\$29,700

2017 PUBLISHING CALENDAR

Space close, materials due February 28, 2017
 Primary release date May 19, 2017

1 MILLION TOTAL CIRCULATION

- 600,000 inserted in selected copies of the June issue of *Sunset*, on sale May 19, 2017.
- Exposure on visitcalifornia.com through Nxtbook Media digital edition which includes a link to the advertiser's website.
- 400,000 direct to consumers, fulfillment upon request, at key destinations beginning in mid-April. Locations may include:
 - California Welcome CentersSM, CVBs, and Visitor Centers
 - *Sunset* events throughout the year

ADDED VALUE BENEFITS

Display advertisers receive:

- Free insertion in *Sunset's* 2017 Summer Travel newsstand publication
- Full-page Road Trips advertisers receive a free full-page ad
- 1/2 advertisers receive a free 1/6-page directory ad
- Circulation is 140,000 newsstand copies.

Space is limited.

First come, first serve.

All advertisers receive:

- Free reader-service listing in the June issue of *Sunset*
- Exposure on sunsetgetaways.com from April through July, including:
 - Direct link to advertiser's website
 - Image and advertiser message
 - Measurement of advertiser link click-through rate

Put the Power of Time Inc. California and Visit California to Work for You!

Time Inc. California is the new content marketing agency built for Visit California, assembled from the very best Time Inc. has to offer. We have channeled our collective energies to deliver the bold, newly designed **California Road Trips 2017-18**—which connects with consumers as they move through their journey to booking. By advertising in the print guide, you'll be part of the state's premier tourism showcase and integrated into the digital edition.

Call or email today to get in on the action!

MELINDA SHEEHAN

Advertising Director
 510/858-3166
 510/858-3322 fax
 sheehanm@sunset.com

TOM WARD

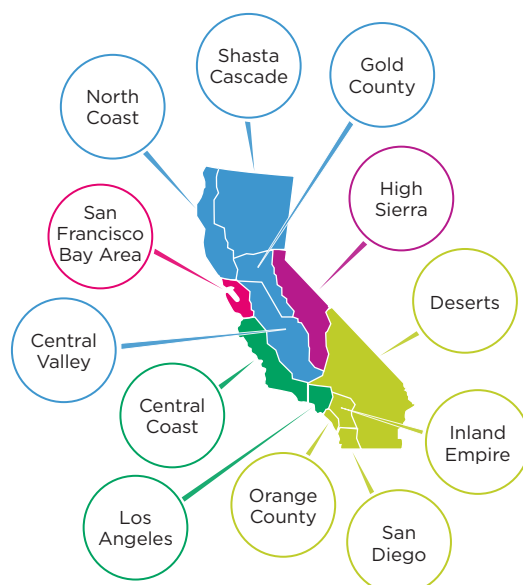
Account Manager
 530/676-2601
 530/676-2609 fax
 tomward@adexec.com

PAMELA COFFEY

Account Manager
 619/444-2635
 619/444-2662 fax
 coffeyp@sunset.com

ALLISON BRUCE

Account Manager
 510/858-3164
 510/858-63322 fax
 brucea@sunset.com



Introducing the All-New California Road Trips 2017

CONNECTING TRAVEL-SAVVY CONSUMERS WITH THEIR DREAM-DRIVE CALIFORNIA VACATIONS



Bold new design and layout to help readers easily plan their next trip

More than a dozen new road trips to inspire the intrepid traveler in everyone

Stunning photography that captures the beauty and grandeur of CA's varied regions

*All mocks for illustrative purposes only

GET A PIECE OF
THE CALIFORNIA
TRAVEL MARKET

257.9
MILLION



TOTAL PERSON-TRIPS
TO CALIFORNIA
IN 2015¹

17
MILLION



INTERNATIONAL
PERSON-TRIPS
TO CA IN 2015

\$122
BILLION



TRAVEL SPENDING
IN CA IN 2015²

1
MILLION



PRINT COPIES OF
ROAD TRIPS

3.2
MILLION +



PAGE VIEWS
TO CALIFORNIA
ROAD TRIPS
DIGITAL EDITION
(ANNUALLY)

¹Source: UNWTO World Tourism Barometer
²Source: Dean Runyan Associates

A VIVID, CONTEMPORARY DESIGN COMBINED WITH
INSPIRATIONAL VISUALS AND HUNDREDS OF TRAVEL
TIPS MAKE THE 2017 ROAD TRIP A MUST-READ.

Illustrating
the distinct
character of each
region through
**bold, vivid
photography**



DAY TRIPS
For travelers with
limited time we will
create a series of
California day trips that
optimize activities in a
small window.

LONG WEEKENDS
For those with a bit more
time, we will spotlight
three-day excursions
organized around
distinctive themes.

**All 12 California
travel regions**
Road trip
adventures
showcase

BLOWOUT TRIPS
For the truly intrepid
traveler, our extended
road trips capture
California's abundance
and variety.

**ROAD TRIPS REACHES 1M+
TRAVEL-SAVVY CONSUMERS:**
600,000 inserted in select
copies of June 2017 issue of *Sunset*
Closes 2/28/17, On Sale 5/19/17
Exposure on visitcalifornia.com
through Nxtbook digital edition
featuring link to advertiser's website
400,000 direct to consumers,
fulfillment upon request, at key
destinations beginning in mid-May.
*Locations may include: California
Welcome CentersSM, CVBs, Visitor Centers,
and Sunset events throughout the year*

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