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	
18 Page (h)	
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 Centers[™], 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

Introducing the All-New California Road Trips 2017

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



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



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



GET A PIECE OF THE CALIFORNIA TRAVEL MARKET

257.9 MILLION \rightarrow TOTAL PERSON-TRIPS TO CALIFORNIA IN 20151 17 MILLION INTERNATIONAL PERSON-TRIPS TO CA IN 2015 \$122 BILLION TRAVEL SPENDING IN CA IN 2015² MILLION PRINT COPIES OF ROAD TRIPS



PAGE VIEWS TO CALIFORNIA ROAD TRIPS DIGITAL EDITION (ANNUALLY)

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

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

DAY TRIPS

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



ALPINE ESCAPE CLIMB MOUNTAINS AND EXPERIENCE RIM-OF-THE-WORLD VIEWS



tand on the Orange County coast, your back to the sea, and you'll se it: a dramatic wall of mountains rising fast and steep to the east. The cool thing is that the wall—formed by the San Bernardino and San Jacinto Mountains—is surprisingly accessible,

by the San Bernardino and San Jacinto Mountains—is surprisingly accessible, with cozy hamlets and uncrowded

MountainB with cozy hamlets and une-From Anaheim. follow State From Anaheim. follow State Highway 91 northeast to Riverside. Hist stop is the block-long Mission Inn. an ultra-elegant hotel that looks Inn. an ultra-elegant hotel that looks ission and a castle (the combo works). Wander through flower-filled works). Works flower-filled works).

Bernardino, then climb into the San Bernardino Range via State San Bernardino Kange via State Highway 18, a hairpin-laden squiggle known as Rim of the World Scenic Byway. Take a short detour on State Highway 129 (toward Constitution) and Highway 138 (toward Crestline) and

turn left at the sign for Camp Seely (featured in 1998's *The Parent Trap*). Park on the dirt road past the camp entrance, then follow the 1.5-mile Heart Rock Trail to the top of Seeley Creek Falls, a 20-foot waterfall erowned by a natural rock formation Creek Falls, a 20-foot waterfall crowned by a natural rock formation shaped like a heart. Back on State 18, wind east then north on State Highway 173 to Lake Arrowhead. Take a scenic cruise

Arrownead, take a scenic cruie aboard the jaunty Lake Arrow-head Queen paddleboat. Feast on waffles savory or sweet at Belgian Waffle Works. Backtrack beigian wante works. Dacktrach to State 18, then continue east to State 10, then continue east to **Big Bear Lake** to swim, rent San Ber to **big bear Lake** to swim, rer boats, and relax on the shore. Ride the scenic chairlift (open year-round)

Anaheim



All 12 California travel regions Road trip adventures showcase

BLOWOUT TRIPS

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

*All mocks for illustrative purposes only

the distinct haracter of each region through bold, vivid

photography

LONG WEEKENDS

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

ROAD TRIPS REACHES 1M+ TRAVEL-SAVVY CONSUMERS:

600,000 inserted in select copies of June 2017 issue of Sunset

400,000 direct to consumers, destinations beginning in mid-May. Locations may include: California Welcome CentersSM, CVBs, Visitor Centers,