

# California Now Network

MEDIA KIT 2022/2023



**Visit California** connects with millions of qualified consumers actively seeking travel inspiration, advice and insights. Consumers enjoy a variety of platforms: print, digital, social media, and voice — helping them plan their perfect Golden State vacation. Visit California will focus on in-state and western state consumers in the recovery time period. Get a piece of the California travel market:

- » Travel related spending in California: \$65.1B
- » California Jobs Related to Tourism: 860.9K



# Official California State Visitor's Guide 2023

## Reach Incredibly Incentivized Travelers in Active Decision Mode!

After more than 15 months in lockdown, U.S. consumers have tremendous pent up demand and disposable income for travel. U.S. Domestic travel spending fell 48% in 2020 but is expected to reach 75% of 2019 levels in 2021 and achieve pre-pandemic levels by 2023. California, with its abundant travel options, is poised to ride the wave: California leisure travel is projected to recover to nearly 85% of 2019 volume in 2021 with total visitor spending forecasted to grow to \$97.39 billion. Make sure your DMO, property or business comes along for the ride by advertising in the Official California State Visitor's Guide.

Source: Tourism Economics, 2021



# Official California State Visitor's Guide 2023

A stunning showcase of the best the Golden State has to offer

## Reach Travelers in Active Decision Mode:

- **78%** find the Guide more valuable in planning than any other source
- **93%** took one or more actions as a result of reading the Guide
- **85%** of Guide readers report they've learned something new about California travel destinations
- **39%** added an event or attraction to their itinerary because of something they read in the Guide
- **66%** of Guide readers report that the Guide inspired them to plan a trip to California sometime in the next 12 months

Source: California Visitor's Guide Reader Survey 2021



## 2023 Ad Rates

### VISIT CALIFORNIA RECOVERY ADVERTISING CONTRIBUTION

Visit California is pleased to offer a one-time 30% contribution for qualified display advertisers in the 2023 Official California State Visitor's Guide in continued support of our industry partners during this time.

#### DISPLAY

Ad Size	Trim	Rate
Spread	16" x 10.5"	\$85,721
Full Page	8" x 10.5"	\$45,793
2/3 Page (v)	5.125" x 10.5"	\$35,736
1/2 Page (h)	7.5" x 4.625"	\$28,616
1/3 Page (square)	4.5" x 4.625"	\$20,327
1/3 Page (v)	2.125" x 10"	\$20,327
1/6 Page (v)	2.125" x 4.625"	\$11,551
1/6 Page (h)	4.5" x 2.375"	\$11,551

#### PREMIUM PLACEMENT

Location	Rate
Back Cover	\$59,533
Inside Front Cover	\$57,247
Inside Back Cover	\$52,658

#### ENHANCED LISTING

\$1,311

The above Gross rates are for full-color display advertising. Enhanced listings are non-commissionable.

## Publishing Calendar

Deadline for enhanced listing	9/30/2022
Space close, material due	10/15/2022

## Quality Audience

#### DISTRIBUTION THAT DELIVERS

- 250,000 copies sent directly to highly qualified in-state subscribers of relevant Meredith titles (e.g. Travel+Leisure, Better Homes & Gardens and Food & Wine)
- Distributed to in-state Sales missions, consumer and travel trade shows, California Welcome Centers<sup>SM</sup> and DMOs
- Promoted actively throughout the year on [VisitCalifornia.com](http://VisitCalifornia.com), ongoing single copy request fulfillment
- 500,000 copies of the *Official California State Visitor's Guide* print version will be produced.

## Added Value Benefits

- Free ad in the electronic version of the Guide (with link from your ad to your website)
- One complimentary Enhanced Listing in the printed Guide and digital edition. (Value: \$1,311)
- Free leads from the free Travel Information Card (included with each Guide); Leads are sent out by email every week.

# Official California State Map 2023

A large-scale, fold-out map of California featuring helpful travel resources



Sponsored  
Content  
Modules



Mockup for  
illustrative  
purposes

## 2023 Ad Rates

### DISPLAY

Ad Size	Trim	Rate
Map unit	2" x 4" (approx.)	\$10,300 net

### ADVERTISING

- Incremental opportunity available to full page or spread advertisers in Official Travel Guide
- 9 units available

### FILE TYPES AND DELIVERY

- Opportunity to include one high-resolution image and logo, 25 words of ad copy and advertiser's click-through URL.
- Submit PDF-X1a FILES via Meredith Ad Express: [meredith.sendmyad.com](http://meredith.sendmyad.com)
- For instructions on how to create a PDF-X1a go to: [http://www.meredith.com/sites/default/files/PDFx1a\\_Guide2015\\_D2D.pdf](http://www.meredith.com/sites/default/files/PDFx1a_Guide2015_D2D.pdf)
- Prepare files to Meredith's specs in accordance with SWOP specifications. If the below guidelines are not met, the color and quality of print reproduction may vary.

## Publishing Calendar

Space close, materials due  
Date subject to change.

Oct. 1, 2022

## Quality Audience

### DISTRIBUTION THAT DELIVERS

- Distributed to in-state Sales missions, consumer and travel trade shows, California Welcome Centers<sup>SM</sup> and DMOs
- Promoted actively throughout the year on [VisitCalifornia.com](http://VisitCalifornia.com), ongoing single copy request fulfillment

# California Road Trips Guide 2022-2023

Connecting travel-savvy consumers with their dream-drive vacations

**California Road Trips 2022-23** 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.

## 2022 Ad Rates

### VISIT CALIFORNIA RECOVERY ADVERTISING CONTRIBUTION

Visit California is pleased to offer a one-time 30% contribution for qualified display advertisers in the 2022 California Road Trips Guide in continued support of our industry partners during this time.

#### DISPLAY

Ad Size	Trim	Rate
Full Page	7" x 10"	\$25,844
1/2 Page (v)	3" x 9.25"	\$14,100
1/2 Page (h)	6.25" x 4.5"	\$14,100
1/4 Page (v)	3" x 4.5"	\$7,649
1/8 Page (h)	3" x 2.125"	\$3,936

#### PREMIUM PLACEMENT

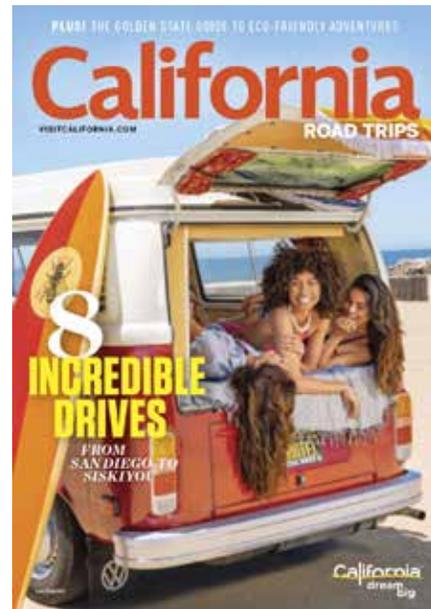
Location	Rate
Back Cover	\$39,009
Inside Front Cover	\$33,652
Inside Back Cover	\$32,453

\*All rates are net and non-commissionable.

## Publishing Calendar

Space close, materials due  
Primary release date  
Dates subject to change.

April 28, 2022  
July 15, 2022



## Quality Audience

### 1 MILLION TOTAL CIRCULATION

- *Parents Magazine*: 170,000 - CA, OR, WA, AZ
- *Better Homes and Gardens*: 355,000 - CA, OR, WA, NV, AZ
- *Travel + Leisure*: 75,000 - CA, OR, WA, NV, AZ
- 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 the fifteenth of July. Locations may include:
  - California Welcome Centers<sup>SM</sup>, CVBs, and Visitor Centers

## Added Value Benefits

All advertisers receive:

- Free reader-service listing
  - Free leads from the Travel Information Card (included with each publication); leads are sent out by email every week.

## Put the Power of California Road Trips to Work for You

A vivid, contemporary design combined with inspirational visuals and hundreds of travel tips make the 2022 Road Trips a must-read.

- Illustrating the distinct character of each region through bold, vivid photography
- Highly curated series of trips of varying lengths to ensure travelers can optimize their trips
- Extended road trips capture California's abundance and variety

# Digital Edition Sponsorships

## California State Visitor's Guide and California Road Trips Guide

### Sponsorship Details

- Ad positioned on left hand side of Nxtbook digital versions:
  - California Visitors Guide
  - California Road Trips
- High-visibility unit; viewable by all consumers who view the digital edition.
- All URLs on ad page unit are clickable to partner's sites and/or phone numbers.

### Digital Edition Sponsorship: California Visitor's Guide

- One Full Year Sponsorship: \$12,000 Net Annual Rate
- 800K+ Estimated Pageviews Annually

Your ad here



Mocks for illustrative purposes.

- Specs: 8" x 10.5" jpg image, static, full bleed

### Digital Edition Sponsorship: California Road Trips

- One Full Year Sponsorship: \$10,000 Net Annual Rate
- 600K+ Estimated Pageviews Annually

Your ad here



Mocks for illustrative purposes.

- Specs: 7" x 10" jpg image, static, full bleed

# VisitCalifornia.com

## Redesigned website, Ad Units/Details



Our editors expertly curate the Golden State's most exciting trends, experiences and destinations – in addition to arming them with all of the latest information they need to know for their journeys. Through the newly designed **VisitCalifornia.com**, we provide award winning content – videos, articles, and social posts – that inspire highly qualified readers in-state and beyond to plan their perfect California vacation. Or just keep California Dreaming.

## Sponsored Content

- Custom content specific to advertiser's requirements.
- Engages audience by educating and entertaining.
- May include a "call to action" category. Promoted via sponsored touts on the site.
- Content remains on site for duration of advertiser's campaign.



## MPU/Mid Page Unit

- Deceptively simple format, works across all pages and devices.
- Uses one asset to effectively reach entire audience.
- Format can include custom rich media assets, including video
- 300 x 250 ad unit.



## Skyscraper Ad Units

- Simple format, works across all pages.
- Uses one asset to effectively reach entire audience.
- Format can include rich media assets, including video.
- 120 x 600 and 160 x 600 ad units



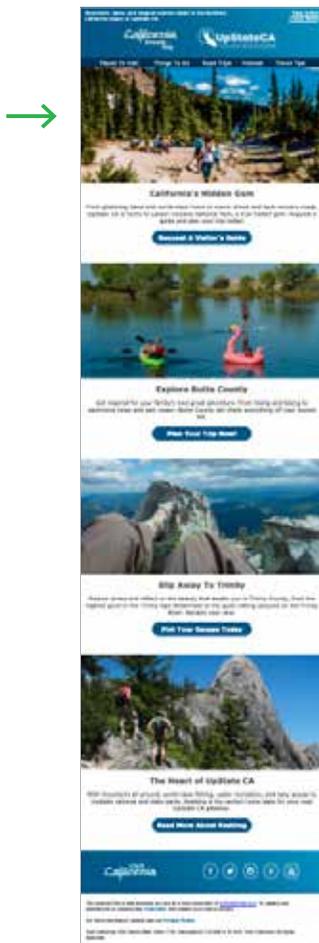
# E-Newsletter Opportunities 2022/2023

## Dedicated and Sponsored Newsletters

Visit California's weekly e-newsletter provides travel inspiration to over 200K+ US subscribers directly in their inbox, helping to plan their dream Golden State vacation. With average open rates of over 20% and click rates over 2%, Visit California's e-newsletters can promote your message to an engaged audience interested in California travel.

Visit California's new template design allows for increased flexibility in your messaging. There are new formats for the dedicated newsletter, including a co-op template that allows partners to have equal messaging, as well as a single advertiser dedicated template. In addition, advertisers can include up to 7 blocks of content to the template (previously only 4).

### Co-Op Newsletter



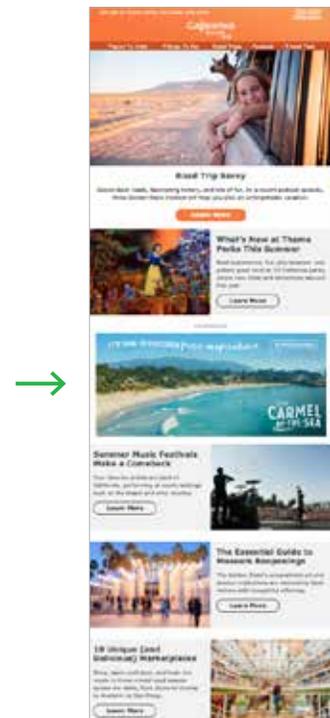
- Price: \$8,500
- Dedicated advertiser messaging to Visit California e-newsletter list
- 100% SOV
- Partner provides copy, images, and click through urls

### Dedicated Newsletter



- Price: \$8,500
- Dedicated advertiser messaging to Visit California e-newsletter list
- 100% SOV
- Partner provides copy, images, and click through urls

### Sponsored Newsletter



- Price: \$3,000
- 600x270 px ad (with clickthrough URL) included within Visit California editorial e-newsletter content

# California Now Podcast

Inspire Travel Plans



This popular bi-weekly podcast explores the people and places that make California such a unique travel experience. Host Soterios Johnson, veteran radio journalist and former host of NPR's Morning Edition on WNYC in New York City, has recently moved to California and shares fascinating things about his new home state. An array of notable guests including Olympian Jonny Moseley, celebrity Chef Curtis Stone and travel expert Pauline Frommer. Be a part of this innovative and engaging platform and integrate your message into upcoming episodes with a strategic sponsorship. California Now Podcast is available on iTunes, Stitcher, Spotify, and all other podcast platforms.

**3,900** listens per podcast - more than twice the industry average!

**45 Minutes** average listening time



## Sponsorship Includes:

- **Two (2) California Now podcasts** Cost: \$5,000
  - :45-:60 promotional audio interstitial (sponsor to provide talking points, call-to-action; interstitial recorded by VCA)
  - Click-through link on the podcast "show notes" page on [VisitCalifornia.com](http://VisitCalifornia.com) for each of the two (2) sponsored podcasts
  - 500K ROS banner impressions on [VisitCalifornia.com](http://VisitCalifornia.com) including persistent banner

California Now Podcast shownotes page

---

# Call your Visit California Sales Representative to get in on the action today!

---



**TOM WARD**  
Account Manager  
530/621-1235  
tomward@adexec.com  
*North Coast, Shasta Cascade,  
Gold Country, High Sierra, and  
San Francisco*



**KELLY WAGNER**  
Account Manager  
415/225-6787  
kelly@wagnerid.com  
*San Francisco, Central Valley, Central  
Coast, Los Angeles, Orange County,  
San Diego, Inland Empire, and Deserts*



**MOLLY FITCH**  
Sales Support  
212/455-1127  
molly.fitch@dotdashmdp.com  
*Enhanced Listings and Ad Materials*

