

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



California Now Podcast

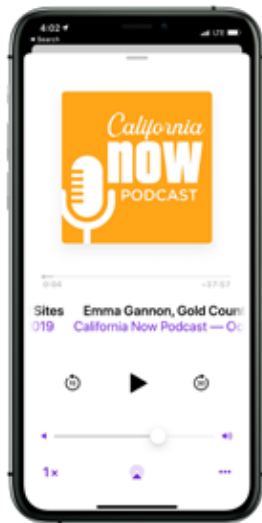
Inspire Travel Plans



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.

2,700+ listens per podcast - more than twice the industry average!

43 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 for each of the two (2) sponsored podcasts
 - 500K ROS banner impressions on VisitCalifornia.com including persistent banner

California Now Podcast shownotes page

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



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Enhanced Listings and Ad Materials

