

California Now Network

MEDIA KIT 2020/2021



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: \$145B
- » California's share of US Travel Spending: 13.6%
- » California Jobs Related to Tourism: 1.2MM



Official California State Visitor's Guide 2021

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



Reach Travelers in Active Decision Mode:

Female/Male: **65%/34%**

College Graduate+: **62%**

HHI \$50,000+: **53%**

Median Age: **55**

72% find the Guide more valuable in planning than any other source

77% feel Guide is more valuable or the most valuable resource relative to other sources

92% took one or more actions as a result of reading the Guide

17% spent more money on their vacation than they had originally considered

15% took a longer vacation than they had originally considered

Source: California Visitor's Guide Reader Study 2019

2021 Ad Rates

DISPLAY

Ad Size	Trim	Rate
Spread	16" x 10.5"	\$80,819
Full Page	8" x 10.5"	\$43,164
2/3 Page (v)	5.125" x 10.5"	\$33,684
1/2 Page (h)	7.5" x 4.625"	\$26,974
1/3 Page (square)	4.5" x 4.625"	\$19,160
1/3 Page (v)	2.125" x 10"	\$19,160
1/6 Page (v)	2.125" x 4.625"	\$10,888
1/6 Page (h)	4.5" x 2.375"	\$10,888

PREMIUM PLACEMENT

Location	Rate
Back Cover	\$56,116
Inside Front Cover	\$53,961
Inside Back Cover	\$49,635

ENHANCED LISTING

\$1,236

Rates are for full-color display advertising. Commissionable at 15% to recognized agencies. Enhanced listings are non-commissionable.

*Rates are Net agency commission. Rates are for assessed businesses. Non-assessed businesses pay a 15% premium.

Publishing Calendar

Deadline for enhanced listing

Sept. 25, 2020

Space close, material due

Oct. 2, 2020

Quality Audience

DISTRIBUTION THAT DELIVERS

- Copies sent directly to highly qualified in-state subscribers of relevant Meredith titles (e.g. Travel+Leisure)
- Distributed to in-state Sales missions, consumer and travel trade shows, California Welcome CentersSM and DMOs
- Promoted actively throughout the year on VisitCalifornia.com, ongoing single copy request fulfillment

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: \$1,236)
- Free leads from the free Travel Information Card (included with each guide); Leads are sent out by email every week.

Digital Edition Sponsorships

California State Visitor's Guide and California Road Trips Guide

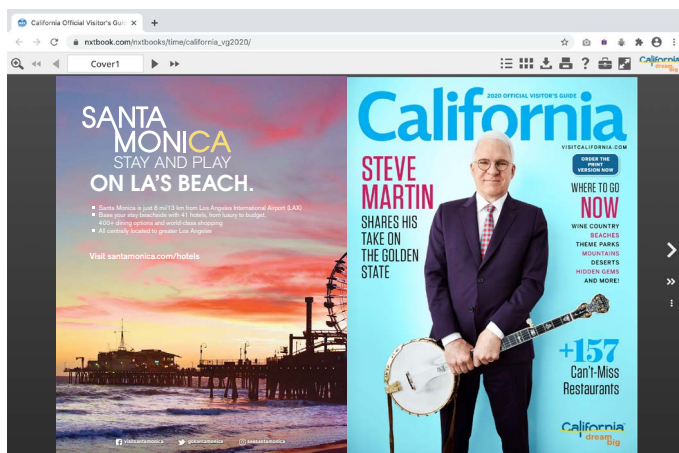
Sponsorship Details

- 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



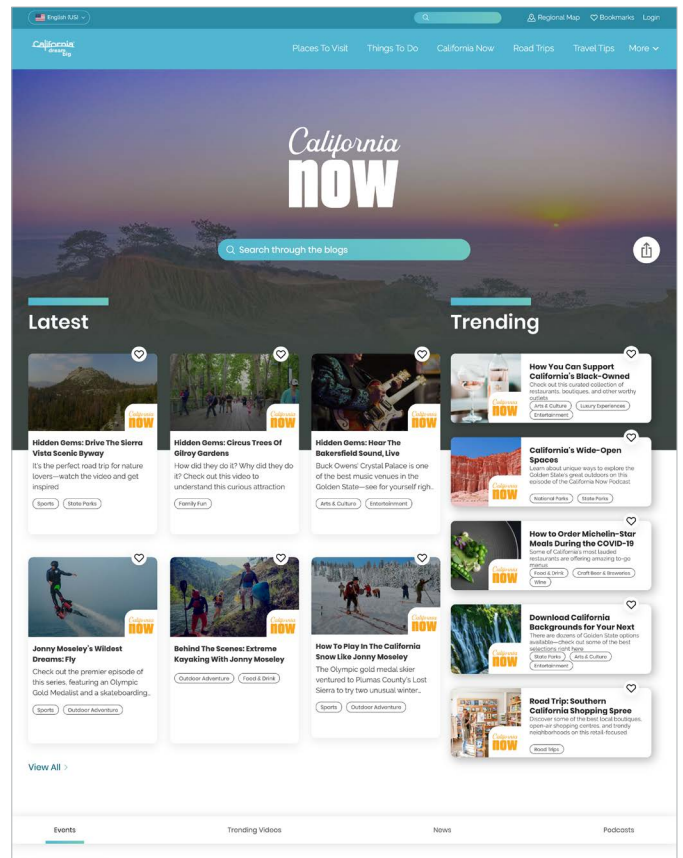
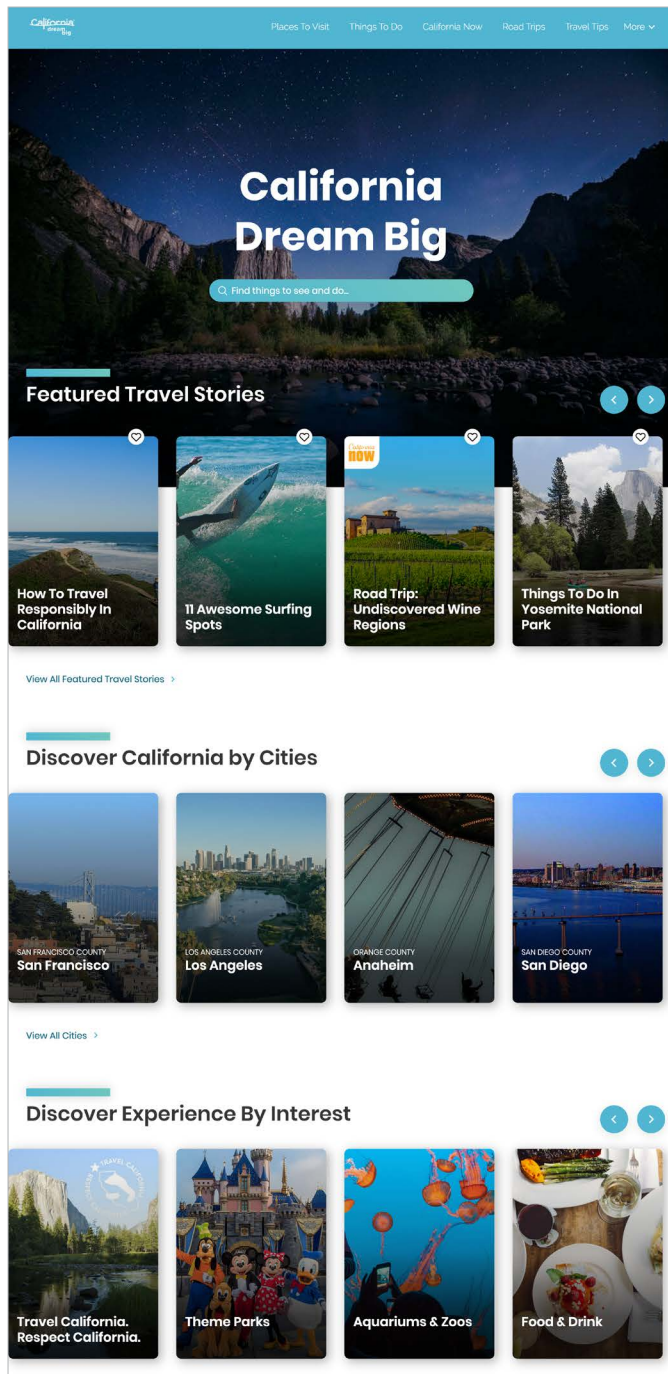
Mocks for illustrative purposes.

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

VisitCalifornia.com & California Now Blog

Redesigned website and award-winning Blog now in one incredible package!

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** and **California Now blog**, we provide award winning content - videos, articles, blog posts, and social posts - that inspire highly qualified readers in-state and beyond to plan their perfect California vacation. Or just keep California Dreaming.



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
kwagner@sdmedia.com
*San Francisco, Central Valley, Central
Coast, Los Angeles, Orange County,
San Diego, Inland Empire, and Deserts*



THERESE PETERSEN
Sales Coordinator
949/244-3075
Therese.Petersen@meredith.com
Enhanced Listings and Ad Materials

