

California Road Trips 2018-19

2018-19 ADVERTISING OPTIONS*

*All rates are net and non-commissionable.

DISPLAY

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

PREMIUM PLACEMENT

| | |
|-----------------------|----------|
| BackCover..... | \$35,700 |
| InsideFrontCover..... | \$30,800 |
| InsideBackCover..... | \$29,700 |

2018 PUBLISHING CALENDAR

| | |
|----------------------------------|----------------|
| Space close, materials due | April 20, 2018 |
| Primary release date | June 29, 2018 |

1 MILLION TOTAL CIRCULATION

- 600,000 inserted in selected copies of the July issue of *Travel + Leisure*, on sale June 29, 2018.
- 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-June. Locations may include:
 - California Welcome CentersSM, CVBs, and Visitor Centers
 - *Travel + Leisure* events throughout the year

All advertisers receive:

- Free reader-service listing

Put the Power of California's Road Trips to Work for You!

The bold, newly designed **California Road Trips 2018-19**—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.

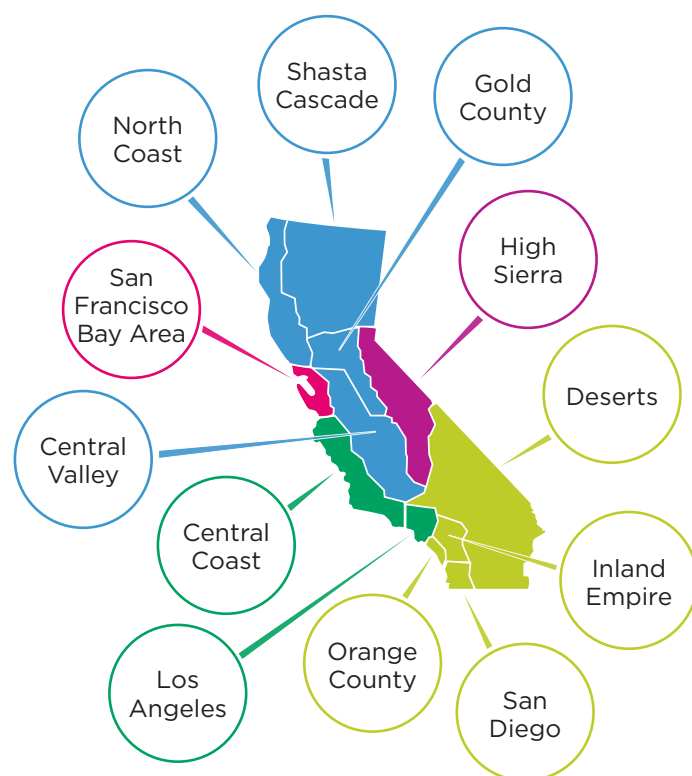
Call or email today to get in on the action!

TOM WARD

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Introducing California Road Trips 2018

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

126.3
BILLION



TRAVEL SPENDING
IN CA IN 2016¹

26.6
MILLION



2017
INTERNATIONAL
TRAVELERS CITING
CALIFORNIA AS
FIRST INTENDED
ADDRESS²

269
MILLION



2016 STATEWIDE
VISITOR TRIPS
TO CALIFORNIA

BONUS



DIGITAL EXPOSURE
WITH THE
DIGITAL EDITION

¹Source: Dean Runyan Associates, Inc.
²Source: U.S. Dept. of Commerce, National
Travel & Tourism Office

A vivid, contemporary design combined with
inspirational visuals and hundreds of travel
tips make the 2018 Road Trips 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 July 2018 issue of *Travel + Leisure
Closes 4/20/18, On Sale 6/29/18*
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-June.
Locations may include: California
Welcome CentersSM, CVBs, Visitor Centers,
and *Travel + Leisure* events throughout the year

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