

**CALIFORNIA OFFICIAL VISITOR'S GUIDE 2020 RATES**

**DISPLAY**

|                        |          |
|------------------------|----------|
| Spread                 | \$78,465 |
| Full Page              | \$41,907 |
| 2/3 Page (v)           | \$32,703 |
| 1/2 Page (h)           | \$26,188 |
| 1/3 Page (square or v) | \$18,602 |
| 1/6 Page (v or h)      | \$10,571 |

**PREMIUM PLACEMENT**

|                    |          |
|--------------------|----------|
| Back Cover         | \$54,482 |
| Inside Front Cover | \$52,389 |
| Inside Back Cover  | \$48,189 |

**ENHANCED LISTING**

\$1,200  
Rates are for full-color display advertising. Commissionable at 15% to recognized agencies. Enhanced listings are non-commissionable.

**PUBLISHING CALENDAR**

|                               |               |
|-------------------------------|---------------|
| Early reservation discount†   | July 15, 2019 |
| Space close, material due     | Sept 9, 2019  |
| Deadline for enhanced listing | Sept 2, 2019  |

Rates are for assessed businesses. Non-assessed businesses pay a 15% premium.

**DISTRIBUTION**

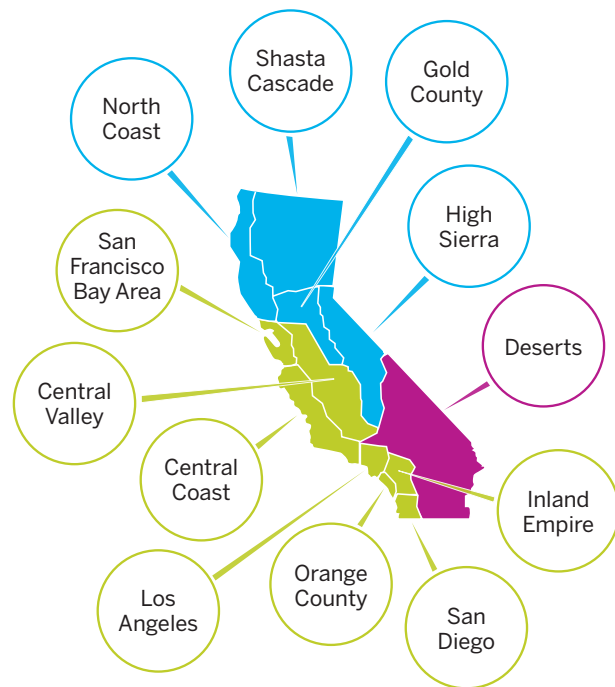
- On newsstands during prime travel-planning months (Apr–May, Aug–Sep)
- Requests via visitcalifornia.com or the toll-free number 1-800-GO-CALIF
- Sales missions, consumer and travel trade shows
- California Welcome Centers<sup>SM</sup> and DMOs
- Targeted list of spas, salons, doctors' offices, country clubs, and auto centers nationwide

**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: \$1,200)
- Free leads from the free Travel Information Card (included with each guide); leads sent to you twice monthly via email

**PARTNERSHIP OPPORTUNITIES**

There are co-op programs for many of the destinations throughout the state. Ask your Meredith representative if there is an opportunity in your area.



**Put the power of Meredith and Visit California to work for you!**

Meredith is the content marketing agency built for Visit California, assembled from the very best Meredith has to offer. We have channeled our collective energies to deliver the bold, newly designed Official California Visitor's Guide 2020—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!

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# California Official State Visitor's Guide 2020

A stunning showcase of the best the Golden State has to offer, produced in partnership with Visit California and Meredith



**ENGAGING**

Features help travelers plan the perfect California getaway

**INSPIRING**

Dream vacation ideas for the 257 million travelers planning trips to California this year

**CAPTIVATING**

High-end photography highlights California's distinct and varied beauty

# Stunning photography and simple, clean design beautifully showcases California and its partners



**SIMPLE FORMAT**  
Activities and attractions are called out with easy-to-follow, succinct descriptions

**INSIDER TIPS**  
Special design features highlight great activities and surprising finds within your region

**BOLD IMAGERY**  
Beautiful photography captures the essence of each destination and region

**ENHANCED DISTRIBUTION AND PROMOTION**  
Massive promotion of 2020 CVG throughout the year including display, email marketing, and on-site exposure to drive high consumer demand

**CALL-TO-ACTION**  
Drives users to local partner websites to click through and read more

**GET A PIECE OF THE CALIFORNIA TRAVEL MARKET**

**140.8 BILLION**  
TRAVEL SPENDING IN CALIFORNIA IN 2018<sup>1</sup>

**298 MILLION**  
2017 STATEWIDE VISITOR TRIPS TO CALIFORNIA

**2.9 PERCENT**  
VISITATION GROWTH FORECAST

**500 THOUSAND**  
PRINT COPIES OF CALIFORNIA VISITOR'S GUIDE

**BONUS**  
DIGITAL EXPOSURE WITH THE DIGITAL EDITION