California Road Trips 2019-20

2019-20 ADVERTISING OPTIONS* *All rates are net and non-commissionable

DISPLAY

Full Page	\$24,360
1/2 Page (v or h)	\$13,290
1/4 Page	\$7,210
¹ / ₈ Page (h)	

PREMIUM PLACEMENT

Back Cover	\$36,770
Inside Front Cover	\$31,720
Inside Back Cover	\$30,590

2019 PUBLISHING CALENDAR

Space close, materials dueMarch	29,	2019
Primary release dateJune	21,	2019

1 MILLION TOTAL CIRCULATION

- 600,000 inserted in selected copies of the July issue of *Travel + Leisure*
- 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 Centers[™], 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 **2019-20**—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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Introducing California Road Trips 2019

CONNECTING TRAVEL-SAVVY CONSUMERS WITH THEIR DREAM-DRIVE CALIFORNIA VACATIONS



captures the beauty and grandeur of CA's varied regions

*All mocks for illustrative purposes only

GET A PIECE OF THE CALIFORNIA TRAVEL MARKET

132.4 BILLION

TRAVEL SPENDING IN CA IN 20171

> 29 MILLION

the distinct

region through

bold, vivid

photography

character of each



2018 INTERNATIONAL TRAVELERS CITING CALIFORNIA AS FIRST INTENDED ADDRESS²



2017 STATEWIDE VISITOR TRIPS **TO CALIFORNIA**





DIGITAL EXPOSURE WITH THE DIGITAL EDITION

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

A vivid, contemporary design combined with inspirational visuals and hundreds of travel tips make the 2019 Road Trips a must-read.

DAY TRIPS

For travelers with limited time we will create a series of California day trips that optimize activities in a small window.



CALL OF THE WILD NORTH

Head north across the Golden Gate to find Head north active cliffs, and tranquil seashore

DAY ONE Traveling north from San Francisco. Marvel at the Art Deco elegance of the Colden Cate as you cross the landmark bridge. U.S. High-way 101 bobs and weaves as it enters Marin County: Look out the passenger window for peekaboo views of San Francisco, shimmer ing on the horizon. Tack westward onto Highway 1. then wind through Tamalpais Valley to Mur Woods. Sunlight slants softly through the towering redwoods: Stroll through Cathedral Grove or up the chal-lenging Dipsea Trail to soak in the

All 12 California

travel regions

Road trip

adventures

showcase

majesty. Post-hike, cruise throug cow-dotted hills to Point Revee on. Pick up picnic pro (try the sourdough from Brick-maiden Breads and cheese from Cowgirl Creamery) and head for Delve into the ever-moving park's geology at the Lighthouse Visitor Center, look out for resident Brow Pelicans or Red-Tailed Hawks on the nearby cliffs and rocks, or stroll the bluffs and watch for elephant seal and gray whales. End the day with local oysters and an artisan plate at Osteria Stellina.



DAY TWO

DAY THREE Driving along Point Reyes-Petaluma Road, you'll feel like you've stepped back in time: The two-lane road winds through emerald fields punctuated by the occasional farmhouse. And downtown Petaluma-with its historic buildings, tree-shaded walkways, and a communal piano-is exactly the bucolic endpoint you'd expect. Drop by Acre Coffee for a meticulously made mocha, then window shop

along the main drag. Head north to Healdsburg Three major wine valleys—Alexan-der, Dry Creek, and Russian River meet nearby, so this town is a wine lover's paradise. Swill Zinfandels on the shaded patio at Bella Vineyards & Wine Caves, then sip further in tasting rooms around the town square or along Healdsburg Wine

Road. Return to the coast in time to watch the sun set over the Pacific at Gualala Regional Park.

flute of local bubbly.

to Me

BLOWOUT TRIPS For the truly intrepid

traveler, our extended road rips capture California's abundance and variety.

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LONG WEEKENDS

For those with a bit more time, we will spotlight three-day excursions organized around distinctive themes.

ute from Gualala to Point Arena, Highway 1 reveals a new glorious landscape at every turn. Get a bird's-eye view of the Pacific—and the Mendocino coastline-from inside 115-foot-high Point Arena Lighthouse. Then, visit the waves up close and personal at Schooner Guich State Beach. Delicious rewards await at Franny's Cup & Saucer: A few truffles should see you through ino. There, down an inconspicuous side road, you'll find Catch A Canoe and Bicycles, Too! Hop in an outrigger and glide inland along Big River. The waters here are so tranquil, you might see a harbor seal lazing on a rock. Toast your trip over dinner at Café Beaujolais with a

oint Reyes ods .

Golden Gate

ROAD TRIPS REACHES 1M+ TRAVEL-SAVVY CONSUMERS:

of July 2019 issue of Travel + Leisure

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