

## California Road Trips 2019-20

2019-20 ADVERTISING OPTIONS\*

\*All rates are net and non-commissionable.

### DISPLAY

Full Page.....	\$24,360
½ Page (v or h).....	\$13,290
¼ Page.....	\$7,210
⅛ Page (h).....	\$3,710

### PREMIUM PLACEMENT

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

### 2019 PUBLISHING CALENDAR

Space close, materials due..... March 29, 2019

Primary release date..... June 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<sup>SM</sup>, 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!

#### TOM WARD

Account Manager  
530/621-1235  
530/452-1597 fax  
tomward@adexec.com



#### KELLY WAGNER

Account Manager  
415/225-6787  
kwagner@sdmedia.com



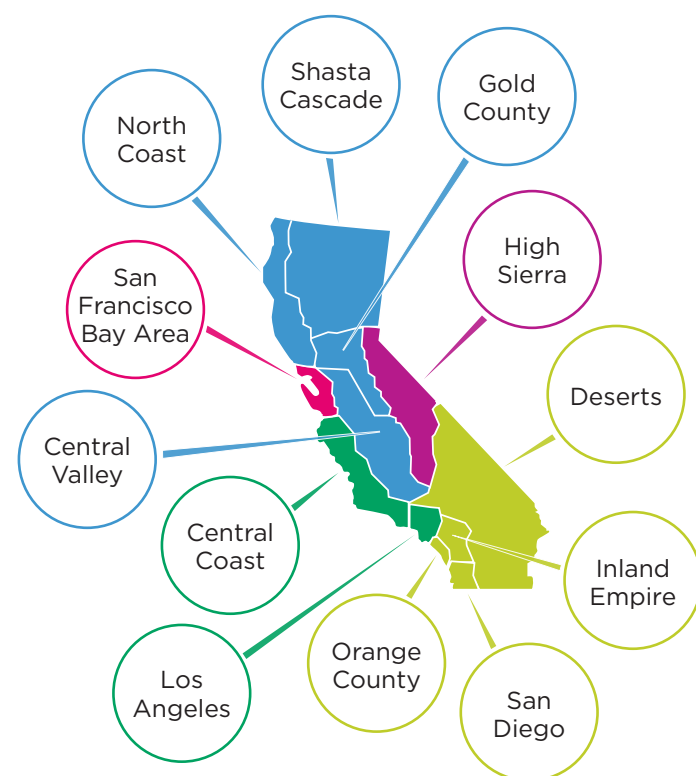
#### STEVE DVERIS

Account Manager  
sdveris@sdmedia.com



#### THERESE PETERSEN

Sales Coordinator  
949/244-3075  
949/644-1280 fax  
Therese.Petersen@meredith.com



# Introducing California Road Trips 2019

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

132.4  
BILLION



TRAVEL SPENDING  
IN CA IN 2017<sup>1</sup>

29  
MILLION



2018  
INTERNATIONAL  
TRAVELERS CITING  
CALIFORNIA AS  
FIRST INTENDED  
ADDRESS<sup>2</sup>

274  
MILLION



2017 STATEWIDE  
VISITOR TRIPS  
TO CALIFORNIA

BONUS



DIGITAL EXPOSURE  
WITH THE  
DIGITAL EDITION

<sup>1</sup>Source: Dean Runyan Associates, Inc.  
<sup>2</sup>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.

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:**  
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of July 2019 issue of *Travel + Leisure*  
Exposure on visitcalifornia.com  
through Nxtbook digital edition  
featuring link to advertiser's  
website  
400,000 direct to consumers,  
fulfillment upon request, at key  
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