

**CALIFORNIA OFFICIAL VISITOR'S GUIDE 2019 RATES**

**DISPLAY**

Spread	\$76,180
Full Page	\$40,686
2/3 Page (v)	\$31,750
1/2 Page (h)	\$25,425
1/3 Page (square or v)	\$18,060
1/6 Page (v or h)	\$10,263

**PREMIUM PLACEMENT**

Back Cover	\$52,895
Inside Front Cover	\$50,863
Inside Back Cover	\$46,785

**ENHANCED LISTING**

\$1,165

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

**PUBLISHING CALENDAR**

Early reservation discount†	July 14, 2018
Space close, material due	Sept 8, 2018
Deadline for enhanced listing	Sept 1, 2018

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

**DISTRIBUTION**

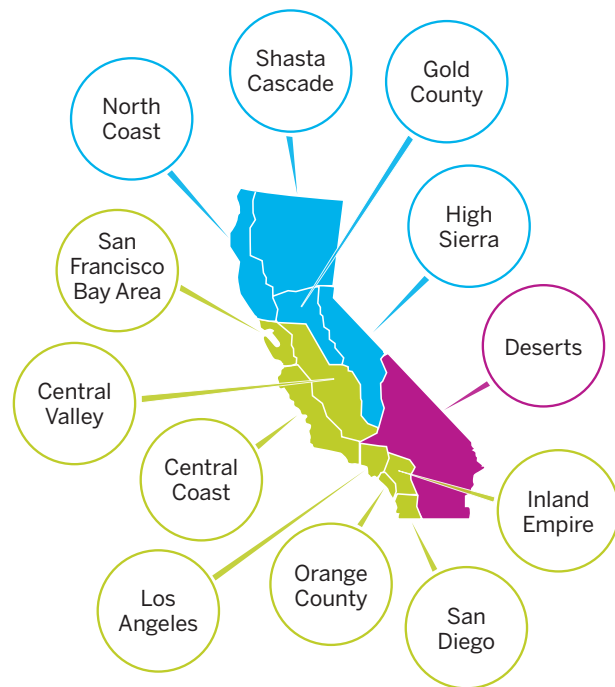
- On newsstands during prime travel-planning months (Apr–May, Aug–Sep)
- Requests via visitcalifornia.com or the toll-free number 1-800-GO-CALIF
- Sales missions, consumer and travel trade shows
- California Welcome Centers<sup>SM</sup> and DMOs
- Targeted list of spas, salons, doctors' offices, country 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: \$1,165)
- 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 California and Visit California to work for you!**

Meredith California is the new 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 2019—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 2019

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



**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

## BOLD IMAGERY

Beautiful photography captures the essence of each destination and region

## CALL-TO-ACTION

Drives users to local partner websites to click through and read more



## SIMPLE FORMAT

Activities and attractions are called out with easy-to-follow numbers followed by succinct descriptions

## ENHANCED DISTRIBUTION AND PROMOTION

Massive promotion of 2019 CVG throughout the year including display, email marketing, and on-site exposure to drive high consumer demand

## INSIDER TIPS

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

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

126.3 BILLION

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

269 MILLION

2016 STATEWIDE VISITOR TRIPS TO CALIFORNIA

26.6 MILLION

2017 INTERNATIONAL TRAVELERS CITING CALIFORNIA AS FIRST INTENDED ADDRESS<sup>2</sup>

500 THOUSAND

PRINT COPIES OF CALIFORNIA VISITOR'S GUIDE

**BONUS**

DIGITAL EXPOSURE WITH THE DIGITAL EDITION