# CALIFORNIA OFFICIAL VISITOR'S GUIDE 2019 RATES

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

## PREMIUM PLACEMENT

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

# ENHANCED LISTING

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

\$1.165

# **PUBLISHING CALENDAR**

| Early reservation discount <sup>†</sup> | 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>™</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!

### TOM WARD

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# **California Official State**

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



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



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

# TREEHOUSE BAR AT TANNER'S IT'S ALL ABOUT CRAFT COCKTAILS AND OCEAN VIEWS AT THIS HUNTINGTON BEACH ROOFTOP

Orange County

HUN INGION BEAGING THE ADARAGE Climb the corner stairs inside Tanner's, a sleek restaurant at Paséa Hotel & Spa, and you'll arrive at the cozy coastal nest that is Treehouse Bar. Belly up to the outdoor circular bar, which wraps around a massive (man-made) tree around a massive (man-made) tree trunk with large lantern baskets on trunk with large lantern baskets on favorite libation. Mixology is an art form favorite libation. Mixology is an art form here, and the inventive drink list—which includes a rotating selection of draft includes a rotating selection of draft ncludes a rotating selection of that cocktails—begs for sampling. Try the equila-based Fierro, made with blood lime, lemongrass, ginger, and sumac. Tau yound two to a patio cabana or cushy seat yound one of the fire pits and soak up the best ocean views in huntington Reach temperature Huntington Beach. tannershb.com

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**GETAPIECE** OFTHE **CALIFORNIA TRAVEL MARKET** 



IN CALIFORNIA IN 20171



**TRIPS TO CALIFORNIA** 

# PERFECT DAY IN Costa Mesa

The OC is known for its legendary shopping, and Costa Mesa is the hub of this bustling retail scene



# 10:00 AM

Supersize It SOUTH COAST PLAZA This upscale mall (the largest on the West Coast!) has beer go-to for more than 50 years. There are more than 250 shr toward luxury (Cartier, Gucci, Hermés) or a good sale rack

### Sip a Snack 11:30 AM

Sip a Direct BAR NEXTER JUICE BAR One of the plaza's 30 eateries, this juice bar server smoothies, and acai bowls. Try the Sublime—the ect mid-shopping-spree pick-me-up. Igy mi



1:00 PM

5:00 PM

7:30 PM

### 1op Green his little rs. Every tu

OUsed in afunk pottles. Stop by SEED

# Go Loco at Lunch

Head to this popular spot at the CAMP for defish gourmet tacos and canned beer-Head to this popular spot a make-your-own cookie sundae from Blackmarket Bakery.

### 2:30 PM SOCO AND THE OC MIX

Browse Construction of the South Coast Collection (a.k.a. SOCO), a sprawling complex prive 10 minutes to the South Coast Collection (a.k.a. SOCO), a sprawling complex of home design/décor showrooms, boutiques, and artisan food purveyors. Go inside to The OC Mix and wander through the maze of retailers like Eva's Trunk and comm Bar, Van Brunt Optical Haus, and foodie-friendly Savory Spice Shop. inside to The OC Mix and manage and good and the maze of retailers like Eva's Trun penim Bar, Van Brunt Optical Haus, and foodie-friendly Savory Spice Shop.

### Get Happy (Hour) UCK OYSTER BAR

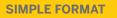
Get the second s Take advantage of happy-hold active and any searood bar, where oysters from Take advantage of happy-hold active an oyster fan? Opt for the crab safes

# Share Your Bites

VACA Sample your way through the tapas and family-style menu at Vaca, a Spanish-sample your way through the tapas and family-style menu at Vaca, a Spanish-Sample your way through the upped and failing Signe menu at Vaca, a Spanish-inspired restaurant co-created by former Top Chef finalist Amar Santana. Traditional inspired (like paella) come with surprising twists, and you can't leave without the inspired restaurant concentration in the first and you can't leave without trying a dishes (like paella) come with surprising twists, and you can't leave without trying a



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



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



ekta

Nékter Juice Bar's Sublime

# **INSIDER TIPS**

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

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# BONUS

DIGITAL EXPOSURE WITH THE DIGITAL EDITION