



# 2018 TRAVEL GUIDE TO CALIFORNIA

californiatravelguide.travel



## RATE CARD NO.8

EFFECTIVE APRIL 2017

# DISCOVER THE GOLDEN STATE



**T**HE TRAVEL GUIDE TO CALIFORNIA targets domestic and international travelers interested in visiting the state. Published annually and focused on reaching these qualified travelers when they are looking for vacation ideas, The Travel Guide to California provides readers the roadmap to discover the Golden State.

Created to inspire and guide travelers, the Guide provides an energetic and stylish take on what California offers. The Travel Guide to California combines evocative writing and superior photography, highlighting California's 12 tourism regions. Editorial sections are devoted to many of California's tourism themes including:

- Arts and Culture
- Food and Wine
- Sports and Outdoors
- Shopping
- Rail Journeys
- Theme Parks & Attractions
- Road Trips
- Performing Arts
- State & National Parks
- Architecture & Gardens
- Spas & Wellness

**A** resource section with useful information ranging from driving distances, average temperatures throughout the state, airport and California Welcome Center locations, museums, provides an invaluable tool for travelers to California.

Our targeted reach, combined with print, digital and online distribution makes participation in The Travel Guide to California an excellent return on your investment.

# ADVERTISING RATES

All rates are net in U.S. dollars

## STANDARD

Double page spread .....	\$8,495
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Half Page .....	\$3,695
1/3 Page .....	\$2,795

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Inside Back Cover .....	\$6,695
Inside Front Cover or page one .....	\$8,495

*Insert opportunities are available. Please contact us for a quotation.*

## DIGITAL

**THE TRAVEL GUIDE TO CALIFORNIA** can be viewed and purchased in a digital e-magazine format on digital newsstands such as Zinio.com and the iTunes Store.

Website advertising on [californiatravelguide.travel](http://californiatravelguide.travel) is offered at discounted rates to advertisers in The Travel Guide to California. Please contact your account manager for the most current online advertising opportunities.

## CLOSING DATE & MATERIAL DEADLINE

**BOOKING SPACE CLOSING DATE:** December 22, 2017

**MATERIAL DUE DATE:** January 11, 2018

**DISTRIBUTION DATE:** February, 2018

## CIRCULATION **100,000 COPIES**

The 2018 Travel Guide to California will be sold in over 18,000 retail locations in the USA, Canada and several other countries around the world.

**THE TRAVEL GUIDE TO CALIFORNIA** is on sale at fine retailers including Barnes & Noble, Hudson U.S. airport and commuter locations, Books-A-Million, CVS, Publix, Safeway, Kroger, Target, Walmart, Chapters/Indigo, Shoppers Drug Mart stores and many other retail chains and locations in the USA and Canada.

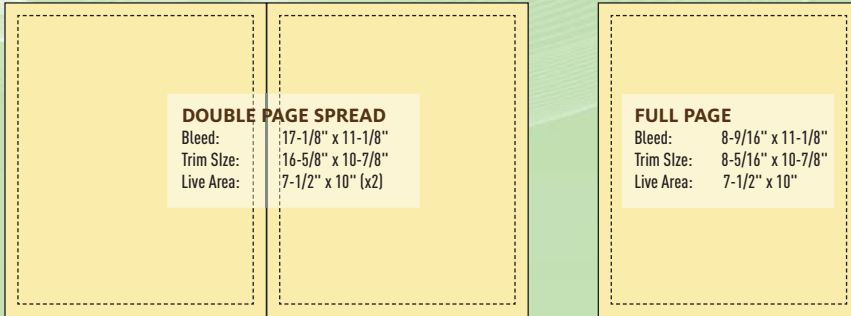


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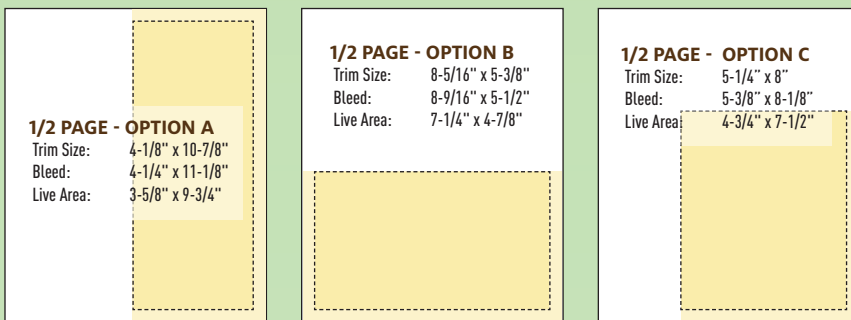
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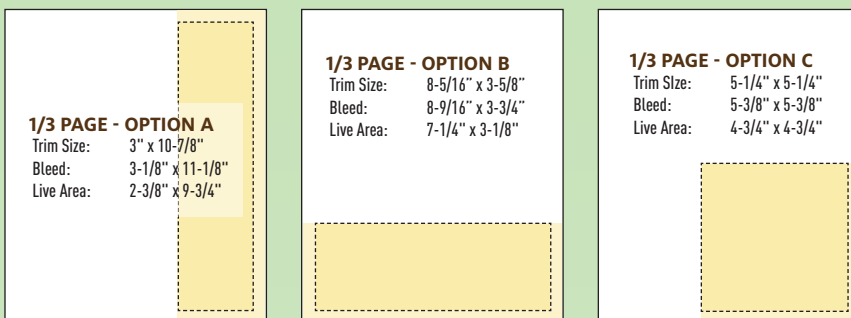
## FULL PAGE ADS



## 1/2 PAGE ADS



## 1/3 PAGE ADS



## ACCEPTABLE MEDIA

E-mail, FTP, CD, DVD

(Please contact us for FTP login)

## ACCEPTABLE AD FORMATS

- PDF (PDF-X1a compliant)
- HI-RES TIFF, EPS
- QuarkXPress 2015\*
- Adobe InDesign CC2015\*
- Adobe Illustrator CC2015\*\*
- \* Please supply fonts and linked images
- \*\* All fonts outlined and images embedded

## PLEASE ENSURE

- Correct bleeds (1/8" on all sides)
- Include crop marks (.167 offset)
- Safety: Keep important text and graphics at least 1/4" away from trim line

## AD DESIGN & MAKE-UP CHARGES

Sizes up to and including 1/2 Page: \$ 195

Sizes larger than 1/2 Page: \$ 295

We require good quality images, logos and all text.

## SUBMIT MATERIALS TO:

Joe Turkel, Group Publisher

The Travel Guide to California

Tel: 1-888-700-4464

E-mail: tigt@rogers.com



### CALIFORNIA:

1288 Columbus Ave., Suite 292, San Francisco, CA 94133

Tel: 1-888-700-4464 Fax: (416) 497-0871 E-mail: tigt@rogers.com

### CANADA:

3 Bluffwood Drive, Toronto, Ontario M2H 3L4

Tel: (416) 497-5353, 1-888-700-4464 Fax: (416) 497-0871 E-mail: tigt@rogers.com