



2017 TRAVEL GUIDE TO CALIFORNIA

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RATE CARD NO.7

EFFECTIVE APRIL 2016

DISCOVER THE GOLDEN STATE



THE 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 14 tourism regions. Editorial sections are devoted to many of California's tourism themes including:

- Arts and Culture • Food and Wine
- Sports and Outdoors • Shopping
- Theme Parks & Attractions • Road Trips
- Movies & Performing Arts • State & National Parks
- Architecture & Gardens • Spa & Wellness

A resource section with useful information ranging from driving distances, average temperatures throughout the state, airport and California Welcome Center locations, museums, hotel listings and more, 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	\$8,195
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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 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 30, 2016

MATERIAL DUE DATE: January 11, 2017

DISTRIBUTION DATE: March 1, 2017

CIRCULATION **100,000 COPIES**

The 2017 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.

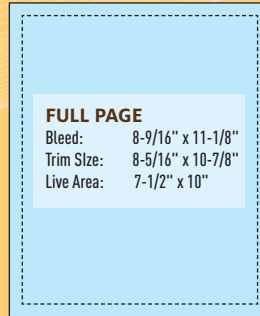
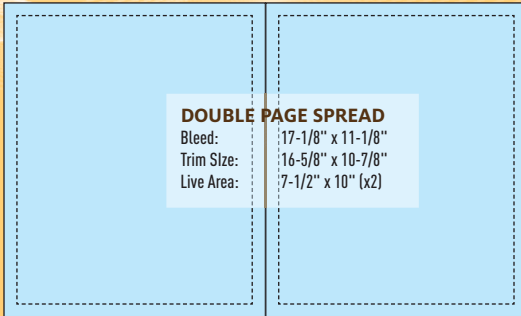


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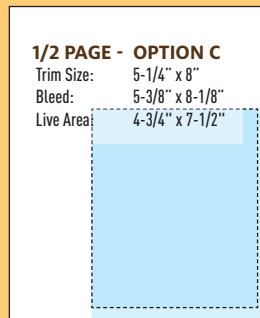
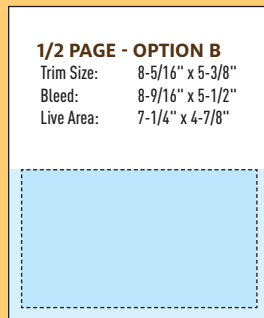
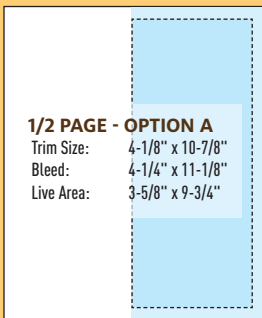
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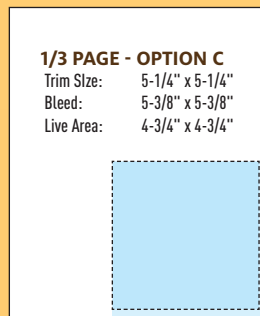
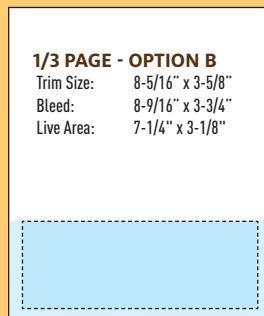
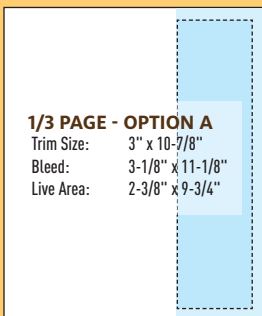
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We require good quality images, logos and all text.

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