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2022-2023 TRAVEL GUIDE TO CALIFORNIA

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EFFECTIVE JANUARY 2022

CIRCULATION AND TARGET AUDIENCES:

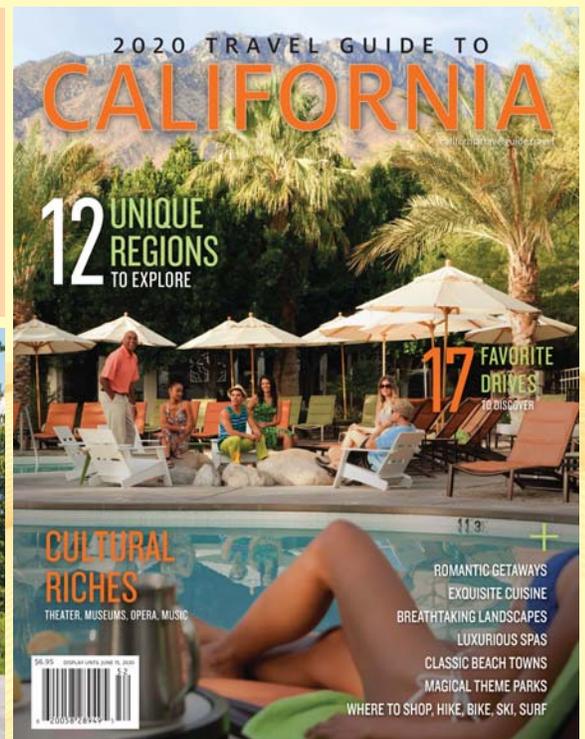
- RETAIL NEWSSTANDS IN THE USA AND CANADA
- UNITED, AMERICAN AND DELTA AIRLINES AIRPORT LOUNGES IN MAJOR USA AIRPORTS
- AAA OFFICES IN CALIFORNIA



KAYAK TRINIDAD



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2020 TRAVEL GUIDE TO CALIFORNIA

12 UNIQUE REGIONS TO EXPLORE

17 FAVORITE DRIVES TO DISCOVER

CULTURAL RICHES
THEATER, MUSEUMS, OPERA, MUSIC

ROMANTIC GETAWAYS
EXQUISITE CUISINE
BREATHTAKING LANDSCAPES
LUXURIOUS SPAS
CLASSIC BEACH TOWNS
MAGICAL THEME PARKS
WHERE TO SHOP, HIKE, BIKE, SKI, SURF



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 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
- 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

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CLOSING DATE & MATERIAL DEADLINE

- BOOKING SPACE CLOSING DATE:** April 15, 2022
- MATERIAL DUE DATE:** April 22, 2022
- DISTRIBUTION DATE:** May 2022

CIRCULATION 80,000 COPIES

1. RETAIL NEWSSTAND DISTRIBUTION

The 2022-2023 Travel Guide to California will be sold in over 12,000 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, Books-A-Million, CVS, Publix, Safeway, Kroger, Target, Walmart, Walgreens, Chapters/Indigo, Shoppers Drug Mart stores and many other retail chains and locations in the USA and Canada.

2. AIRPORT LOUNGES

The Travel Guide to California will be distributed in the United, American and Delta airlines airport lounges in the major US airports.

3. AAA OFFICES

The Travel Guide to California will be distributed in AAA offices in California.



IMAGES/SHUTTERSTOCK



ALESSANDRA MELLO/BERKELEY REPERTORY THEATRE



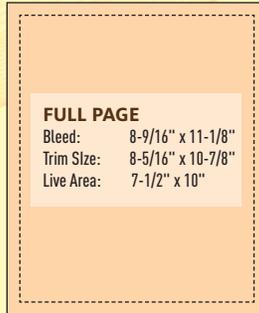
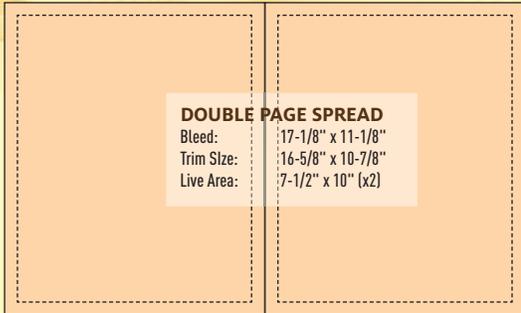
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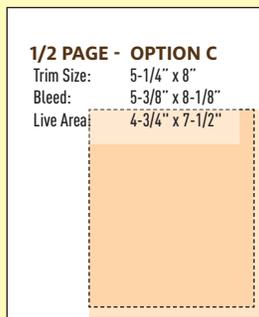
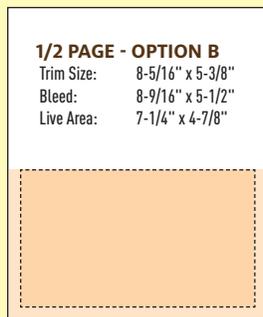
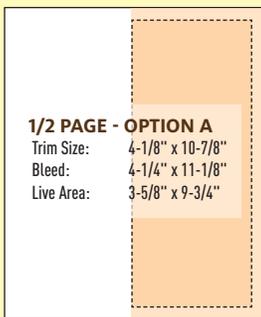
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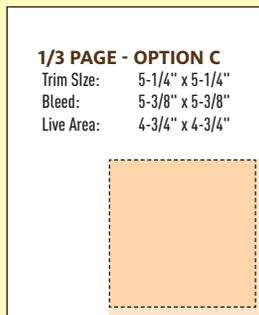
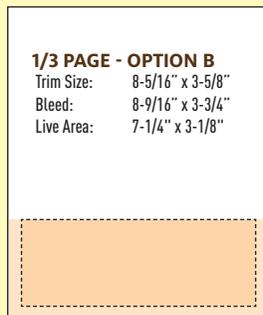
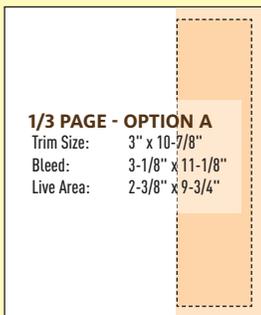
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