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BRIANA DIAMOND/VENTURA COUNTY COAST

# 2024-2025 TRAVEL GUIDE TO CALIFORNIA

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## RATE CARD NO.14

EFFECTIVE JUNE 2023

### CIRCULATION AND TARGET AUDIENCES:

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



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# DISCOVER THE GOLDEN STATE



JEFFREY T. KREULEN/SHUTTERSTOCK



**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
- Theme Parks & Attractions
- Road Trips
- Performing Arts
- State & National Parks
- Architecture & Gardens
- Spas & Wellness

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

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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:** February 24, 2024

**MATERIAL DUE DATE:** March 8, 2024

**DISTRIBUTION DATE:** March 2024

## CIRCULATION 65,000 COPIES

### 1. RETAIL NEWSSTAND DISTRIBUTION

The 2024-2025 Travel Guide to California will be sold in 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 Airlines 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.



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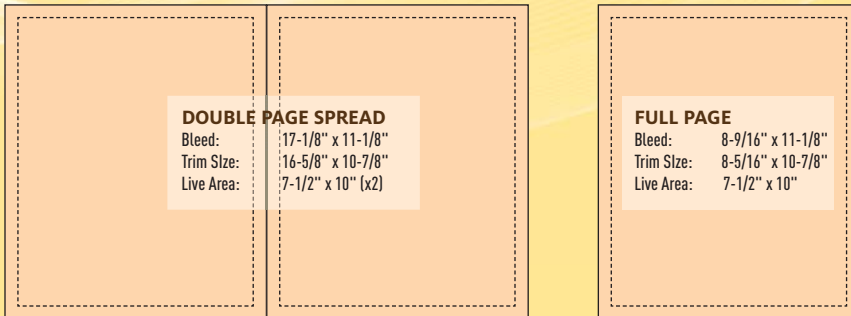
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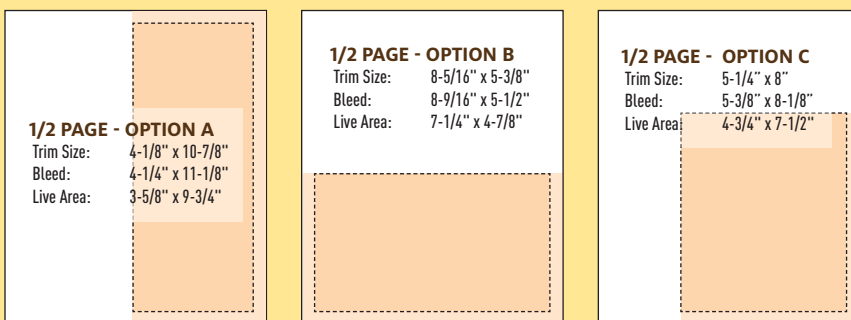
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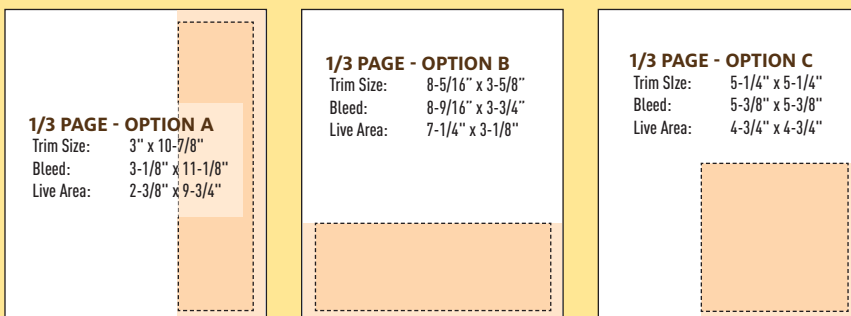
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(Please contact us for FTP login)

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