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VISIT SANTA ROSA

2021 TRAVEL GUIDE TO CALIFORNIA

californiatravelguide.travel

RATE CARD NO.11

EFFECTIVE JUNE 2020

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 AND THE USA
- LUXURY HOTELS AND RESORTS IN CALIFORNIA



CALIFORNIA'S GREAT AMERICA



OBRATRINA/SHUTTERSTOCK



DISCOVER THE GOLDEN STATE



VISIT TEMECULA VALLEY



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

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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: March 12, 2021

MATERIAL DUE DATE: March 19, 2021

DISTRIBUTION DATE: April, 2021

CIRCULATION 80,000 COPIES

1. RETAIL NEWSSTAND DISTRIBUTION

The 2021 Travel Guide to California will be sold in over 14,000 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, as well as AAA offices in the Northwest and Northeast USA.

4. LUXURY HOTELS AND RESORTS IN CALIFORNIA



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VISIT PASADENA



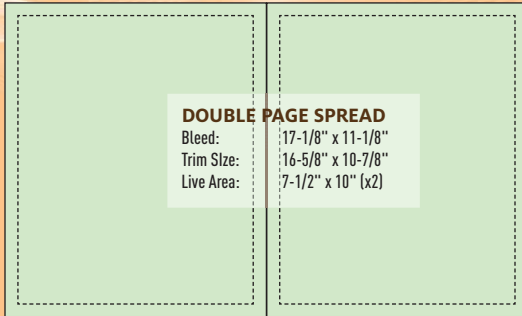
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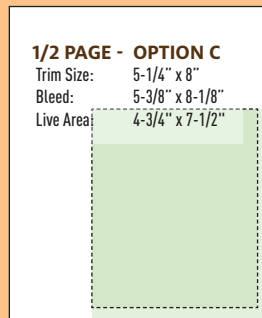
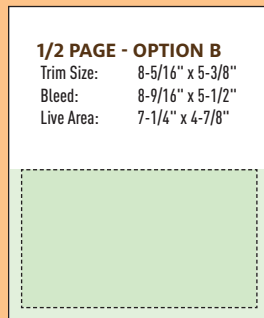
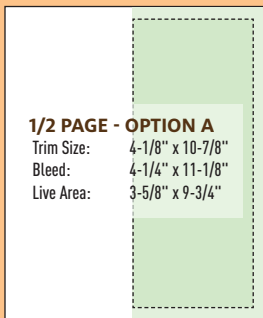
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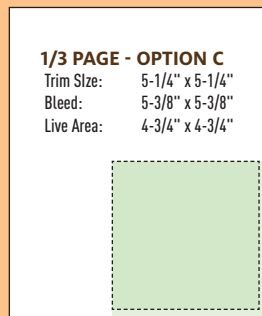
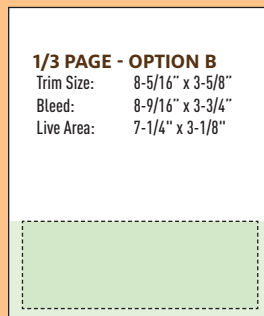
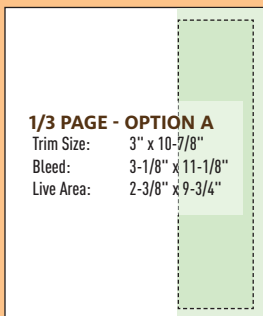
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