

California Road Trips Guide 2023-2024

Connecting travel-savvy consumers with their dream-drive vacations

California Road Trips 2023-24 connects with consumers as they move through their journey to booking. By advertising in the print guide, you'll be part of the state's premier tourism showcase and integrated into the digital edition.



2023 Ad Rates

VISIT CALIFORNIA RECOVERY ADVERTISING CONTRIBUTION

Visit California is pleased to offer a one-time 30% contribution for qualified display advertisers in the 2023 California Road Trips Guide in continued support of our industry partners during this time.

DISPLAY

Ad Size	Trim	Rate
Full Page	7" x 10"	\$26,619
1/2 Page (v)	3" x 9.25"	\$14,523
1/2 Page (h)	6.25" x 4.5"	\$14,523
1/4 Page (v)	3" x 4.5"	\$7,878
1/8 Page (h)	3" x 2.125"	\$4,054

PREMIUM PLACEMENT

Location	Rate
Back Cover	\$40,179
Inside Front Cover	\$34,662
Inside Back Cover	\$33,427

*All rates are net and non-commissionable.

Publishing Calendar

Space close, materials due
Primary release date
Dates subject to change.

March 10, 2023
May 15, 2023

Quality Audience

1 MILLION TOTAL CIRCULATION

- 600,000 delivered with Dotdash Meredith magazines including: Travel + Leisure, Better Homes and Gardens, Food & Wine and more.
- Exposure on VisitCalifornia.com through Nxtbook Media digital edition which includes a link to the advertiser's website.
- 400,000 direct to consumers, fulfillment upon request, at key destinations beginning the fifteenth of May. Locations may include:
 - California Welcome CentersSM, CVBs, and Visitor Centers

Added Value Benefits

All advertisers receive:

- Free reader-service listing
 - Free leads from the Travel Information Card (included with each publication); leads are sent out by email every week.

Put the Power of California Road Trips to Work for You

A vivid, contemporary design combined with inspirational visuals and hundreds of travel tips make the 2023 Road Trips a must-read.

- Illustrating the distinct character of each region through bold, vivid photography
- Highly curated series of trips of varying lengths to ensure travelers can optimize their trips
- Extended road trips capture California's abundance and variety