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2020-2021 Pocono Mountains Magazine (Official Travel Guide)

Four-county guide serving Wayne, Pike, Monroe, and Carbon Counties highlighting member businesses to be produced by the Pocono Mountains Visitors Bureau and Bailey Design & Advertising

POCONO MOUNTAINS, PA, October 23, 2019 – The [Pocono Mountains Visitors Bureau](#) (PMVB) has again partnered with [Bailey Design & Advertising](#) to design a four-county travel guide, highlighting member businesses, restaurants, attractions, and resorts across the Poconos. This will be the official travel guide of the Pocono Mountains and distributed throughout a 5-state area, through local businesses, Pennsylvania state visitor centers, PMVB Visitor Centers, direct mail and at trade shows.

“We saw the need to bring back an official Pocono Mountains travel guide last year, and we’re pleased to say that it was very successful. We are continuing the guide again for 2020-2021. As of October, this year we’ve sent out over 6,000 guides and we have distributed over 120,000 of the 200,000 to date. We expect to be out of all of these guides by early spring of 2020” explains Chris Barrett, President/CEO of the PMVB, when asked about the success of this year’s guide.

Visitors will easily be able to flip through the guide to plan their getaway to the Poconos; learning about things to do, places to stay, locations to eat, shopping, entertainment options, and more.

The PMVB is anticipating the guide to be distributed widely across the Northeastern United States, reaching millions of potential visitors, to the four-county area.

Different levels of exposure and advertising will exist in the official travel guide. Priority and ability to advertise will be given to members of the PMVB. A free listing will be given to any PMVB member or those who pay the lodging tax. Enhanced listings are also available at a low cost that include additional content, such as a website, description and imagery.

An Early Bird Advertising Rate is being offered this year with a 25% savings if payment is made by January 17, 2020. Ad placement will be on first come first serve basis with prepayment. For more information on the travel guide you can also visit www.poconomountains.com/travel-guide.

Businesses looking to advertise in the guide should contact Meica L. Drake at Bailey Design & Advertising, by email at cmag@ptd.net or by phone at 570-251-1512. Businesses interested in becoming a member of the Pocono Mountains Visitors Bureau can reach the PMVB Membership Department by email at membership@poconos.org.

bailey
Design & Advertising

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