

# Kansas OFFICIAL TRAVEL GUIDE 2018

The Kansas Official Travel Guide delivers the best of Kansas to interested travelers who contribute billions to the area's economy.

Written and produced by the travel experts of Meredith Corporation's Custom Content Studio, the guide is an eye-catching high-quality print and digital piece reaching over 400,000 consumers.

## INSIDE THE GUIDE

- + ROAD TRIP ITINERARIES
- + HIDDEN GEMS
- + MUST-VISIT STATE ATTRACTIONS
- + HISTORIC LANDMARKS
- + ARTS AND CULTURE
- + WHERE TO EAT & STAY
- + STATE PARK DIRECTORY
- + CALENDAR OF EVENTS

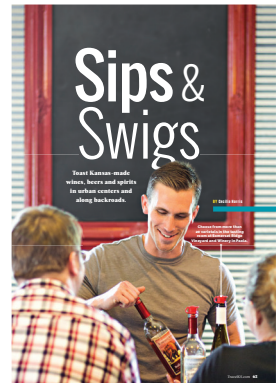


## VISIBILITY AND DISTRIBUTION

Your advertising message will be seen by over 400,000 consumers across multiple touch points.

- + 350,000 high-quality printed editions distributed at Kansas Travel Information Centers, Welcome Centers and tourism events.
- + Bonus 50,000 print copies distributed to Meredith magazine subscribers in titles such as Midwest Living, Better Homes & Gardens and Family Circle.
- + Digital edition of the guide with live links on TravelKS.com and MidwestLiving.com

As an advertiser, your brand will be intrinsically part of a strategic promotional campaign across Meredith properties, including announcements on Meredith-owned TV stations, in-magazine promotions and more.



## Travel guides inspire travel of U.S. women

- + Nearly 50% used a travel guide for inspiration while researching and planning their next trip
- + 64% took more quick getaways in the past year
- + Typically recommend a vacation to an average of 9 other people when they return

Source: 2016 Meredith Travel Research Study

## KANSAS TOURISM BY THE NUMBERS

- + 35.4 million visitors (that's as if everyone from Texas, Nebraska, and Missouri visited Kansas once a year)
- + \$10.4 billion total economic impact
- + Tourism activity brings in \$588 million in state and local government revenues
- + Traveler spending growth has averaged 5.7% annually since 2009
- + Kansas Visitors equal 12X the state's population

Source: Kansas Tourism Division



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**2018 Rates + Deadlines**

**Ad Space + Materials Due:**  
September 1, 2017\*

**Published:**  
November 16, 2017\*

**Total Distribution:**  
400,000\*

*Commit to advertising before May 31, 2017 and receive a 5% discount.*

AD SIZE	Net Rate	5% Discount
FULL PAGE	\$6,970	\$6,622
1/2 PAGE HORIZONTAL/VERTICAL	\$3,990	\$3,791
1/4 PAGE VERTICAL	\$2,995	\$2,845
1/8 PAGE HORIZONTAL	\$1,778	\$1,689
1/16 PAGE VERTICAL	\$999	\$949
HIGHLIGHTED LISTING	\$125	\$120
LISTING	\$85	\$80

PREMIUM POSITIONS	Net Rate	5% Discount
BACK COVER	\$8,745	\$8,308
INSIDE FRONT COVER	\$7,926	\$7,530
INSIDE BACK COVER	\$7,926	\$7,530
SPECIAL SECTION PLACEMENT	\$7,762	\$7,374

\*Dates and circulation subject to change.

## SHOWCASE YOUR DESTINATION/ORGANIZATION with a Highlighted Listing

**LIMITED BUDGET?** You can still be seen by thousands of travelers as they search for things to do in the state. Listings are a cost-effective way to advertise in the Travel Guide—and you can stand out with a Highlighted Listing.

All listings or edits must first be submitted through **TravelKS.com/industry**. After you add or update your listing on the website, you will have the opportunity to submit your printed Kansas Travel Guide listing. All listings must be paid in full to be included in the guide.

► To request an account or receive your website login, email Andrea Etzel: [andrea.etzel@ks.gov](mailto:andrea.etzel@ks.gov)

**2018 LISTING DUE**  
AUGUST 1, 2017



Sample layout only. Layout subject to change.

### FOR MORE INFORMATION CONTACT:

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