

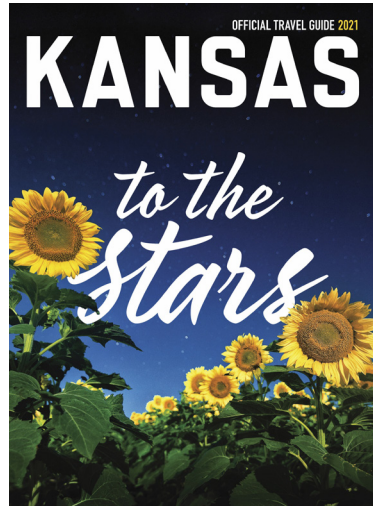
Kansas OFFICIAL TRAVEL GUIDE 2022

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 350,000 consumers.

INSIDE THE GUIDE

- + ROAD TRIP ITINERARIES
- + HIDDEN GEMS
- + MUST-VISIT STATE ATTRACTIONS
- + HISTORIC LANDMARKS
- + ARTS AND CULTURE
- + WHERE TO EAT & STAY
- + STATE PARKS GUIDE
- + OUTDOOR RECREATION



Visibility and Distribution

Your advertising message will be seen by over **350,000 consumers** across multiple touch points.

- + **300,000 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 select titles such as Midwest Living, Better Homes & Gardens and Shape.
- + **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.



The Future of Family Travel

67% of families plan to take a family road trip

75% of families say it's important to choose destinations within driving distance of their home

92% say they'll choose destinations with outdoor activities or where they can practice social distancing

Source: Meredith Family Travel Survey, November 2020

Kansas Tourism BY THE NUMBERS



37 MILLION TRAVELERS visited Kansas in 2019

\$7 BILLION in visitor spending

\$671 BILLION generated in state and local taxes

\$12 BILLION in total economic impact for the state of Kansas

97,234 JOBS supported

Source: Kansas Tourism Division 2019

Kansas OFFICIAL TRAVEL GUIDE 2022

2022 RATES + DEADLINES

AD SPACE + MATERIALS DUE
August 20, 2021

PUBLISHED
November 12, 2021*

TOTAL DISTRIBUTION
350,000*

Commit to advertising
before June 1, 2021
and receive a
5% discount.

AD SIZE	NET RATE	5% DISCOUNT
FULL PAGE	\$7,109	\$6,754
½ PAGE HORIZONTAL/VERTICAL	\$4,070	\$3,867
¼ PAGE VERTICAL	\$3,055	\$2,902
⅓ PAGE HORIZONTAL	\$1,814	\$1,723
⅙ PAGE VERTICAL	\$1,019	\$968

PREMIUM POSITIONS	NET RATE	5% DISCOUNT
BACK COVER	\$8,920	\$8,474
INSIDE FRONT COVER	\$8,085	\$7,681
INSIDE BACK COVER	\$8,085	\$7,681
SPECIAL SECTION PLACEMENT	\$7,917	\$7,521

*Dates and circulation subject to change.

FOR MORE INFORMATION CONTACT

ADVERTISING SALES + INSERTION ORDERS

KIM SOMMERFELDT
Integrated Account Manager
815-363-1417
kim.sommerfeldt@meredith.com

MATERIALS

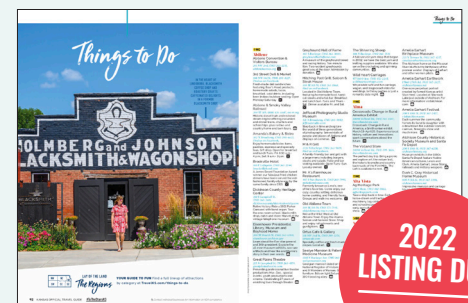
MARIO TREJO ACASIO
414-622-2891
motrejoacasi@quad.com

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



Sample layout only. Layout subject to change.

RATES

	Net Rate	5% Discount
Highlighted Listing	\$130	\$120
Listing	\$90	\$80

Commit to
advertising before
June 1, 2021 and
receive a 5% discount.