

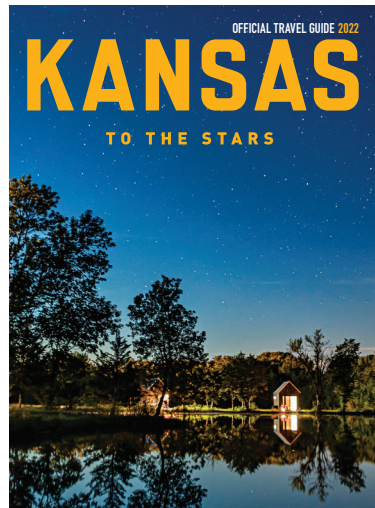
KANSAS OFFICIAL TRAVEL GUIDE 2023

Kansas Tourism's Official Travel Guide delivers the best of Kansas to interested travelers who contribute billions to the State'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

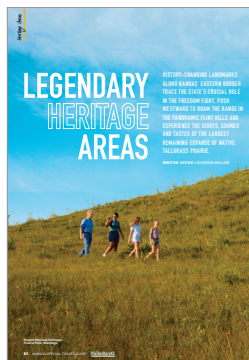
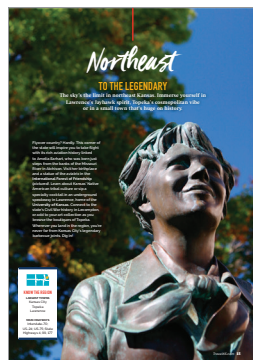
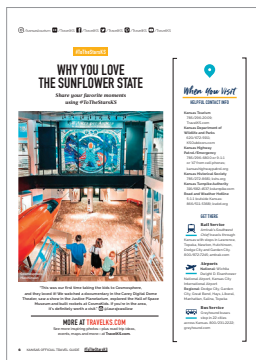


Visibility and Distribution

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

- + **275,000 high-quality printed copies** distributed at Kansas Travel Information Centers, welcome centers, direct mail, trade shows and events.
- + **Bonus 75,000 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 e-blasts, in-magazine promotions and more.



Kansas Official Travel Guide IMPACT ON TRAVEL PLANNING

- 81%** reported a more favorable opinion of Kansas as a travel destination after reading the guide
- 76%** plan to save the guide for future travel planning
- 66%** were inspired to learn more about Kansas for a future trip

Source: Meredith Consumer Feedback Survey 2021

Kansas Tourism BY THE NUMBERS

31 MILLION TRAVELERS
visited Kansas
in 2020

\$5.4 BILLION
in visitor
spending

\$591 MILLION
generated
in state and
local taxes

80,152 JOBS
supported

Source: Economic Impact of Tourism in Kansas 2020 by Tourism Economics



OFFICIAL TRAVEL GUIDE 2023

2023 RATES + DEADLINES

AD SPACE + MATERIALS DUE
August 19, 2022

PUBLISHED
November 11, 2022*

TOTAL DISTRIBUTION
275,000*

Commit to advertising
before June 1, 2022
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

CAROL RODRIGUEZ MORALES
414-622-2879
cmrodriguez@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.

EARLY BIRD PERIOD: JANUARY 18—FEBRUARY 28

GENERAL PERIOD: MARCH 1—MARCH 31

RATES

| | Net Rate | Early Bird Discount |
|---------------------|----------|---------------------|
| Highlighted Listing | \$140 | \$120 |
| Listing | \$100 | \$80 |

All invoices will be sent after April 1. Payments due by May 13.