

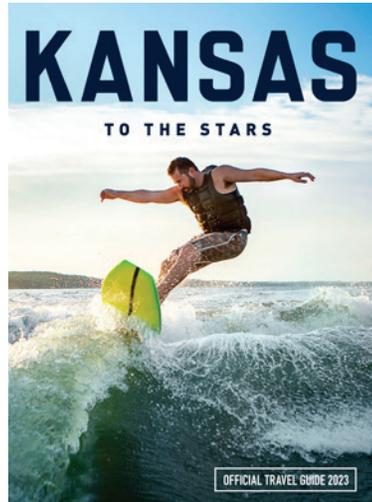
# KANSAS OFFICIAL TRAVEL GUIDE 2024

**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 the Dotdash Meredith Travel 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

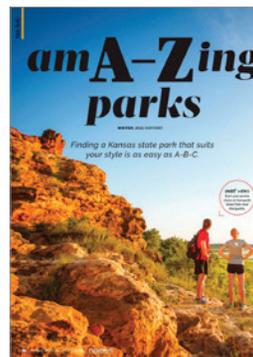
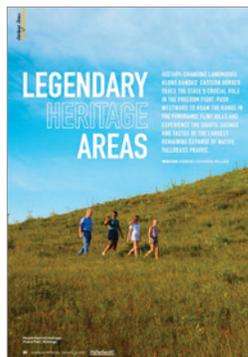


## Visibility and Distribution

**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 Dotdash Meredith magazine subscribers in select titles such as Midwest Living, Better Homes & Gardens and REAL SIMPLE.
- + **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 Dotdash 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

**33.7 MILLION TRAVELERS** visited Kansas in 2022

**\$700 MILLION** generated in state and local taxes

**\$7 BILLION** in visitor spending

**84,400 JOBS** supported

Source: Economic Impact of Tourism in Kansas 2021 by Tourism Economics





# OFFICIAL TRAVEL GUIDE 2024

## 2024 RATES + DEADLINES

AD SPACE + MATERIALS DUE  
August 18, 2023

PUBLISHED  
November 10, 2023\*

TOTAL DISTRIBUTION  
275,000\*

AD SIZE	NET RATE	5% DISCOUNT
FULL PAGE	\$7,322	\$6,956
½ PAGE HORIZONTAL/VERTICAL	\$4,192	\$3,982
¼ PAGE VERTICAL	\$3,147	\$2,990
⅙ PAGE HORIZONTAL	\$1,868	\$1,775
⅙ PAGE VERTICAL	\$1,050	\$998

Commit to advertising before June 1, 2023 and receive a 5% discount.

PREMIUM POSITIONS	NET RATE	5% DISCOUNT
BACK COVER	\$9,188	\$8,729
INSIDE FRONT COVER	\$8,328	\$7,912
INSIDE BACK COVER	\$8,328	\$7,912
SPECIAL SECTION PLACEMENT	\$8,155	\$7,747

\*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](https://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)



Sample layout only. Layout subject to change.

2024 LISTING DUE  
MARCH 31, 2023

EARLY BIRD PERIOD: JANUARY 6—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.

## FOR MORE INFORMATION CONTACT

### ADVERTISING SALES + INSERTION ORDERS

**KIM SOMMERFELDT**  
Integrated Account Manager  
815-341-7969  
[kim.sommerfeldt@dotdashmdp.com](mailto:kim.sommerfeldt@dotdashmdp.com)

### MATERIALS

**MARIE LANE**  
515-284-3423  
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