

fairfax county

2027 OFFICIAL VISITORS GUIDE MEDIA KIT



connect with travelers

visitors to fairfax county spend
\$3.9 billion annually

fxva

fairfax
county
virginia

Visit Fairfax marketing the region

Through a mix of paid and earned media, the Visit Fairfax team promotes Fairfax County as a vibrant, year-round destination for both domestic and international leisure, business and meeting travelers.

VISIT FAIRFAX MISSION STATEMENT

To market, sell and promote Fairfax County as a preferred destination for visitors in the areas of business, leisure and sports travel through exciting products, programs and activities that will distinguish Fairfax County and contribute to the overall economic and social growth for our citizens and communities.



FAIRFAX COUNTY TOURISM GENERATES MORE THAN



\$3.9 billion
in annual visitor spending



\$305.2 million
in state and local taxes annually



24,000 local jobs
producing \$1.1 billion in earnings

campaign highlights

FXVA.COM

Promoted through paid search, search engine optimization and social media outreach to approximately 71,000 followers and 40 shows and missions, the website generates more than 1.7 million unique visitors each year.

PAID MEDIA

In 2025, multiple paid digital media campaigns promoting the region resulted in millions of impressions to targeted consumers.

DIRECT EFFORTS

The sales team will attend approximately 40 shows and missions this year.

reach thousands of highly qualified visitors

who are actively planning their trip to Fairfax County – or are already in market!

FAIRFAX COUNTY OFFICIAL VISITORS GUIDE

The Fairfax County Official Visitors Guide is the primary fulfillment piece for Visit Fairfax's marketing efforts. There's no better place to connect with visitors to Fairfax County who are searching for where to stay, and things to see and do while on their trip. The featured content and special events listings make trip-planning a breeze for individual, family, business and group travelers.

Total Reach:
More Than
80,000!

CIRCULATION: 40,000

DISTRIBUTION

Direct Requests: Visitors can request a free copy from FXVA.com, allowing you to reach a qualified audience of visitors planning their trip even before they arrive.

State Welcome Centers: Thousands of visitors pick up their free copy to decide what to do and where to stay while they are here.

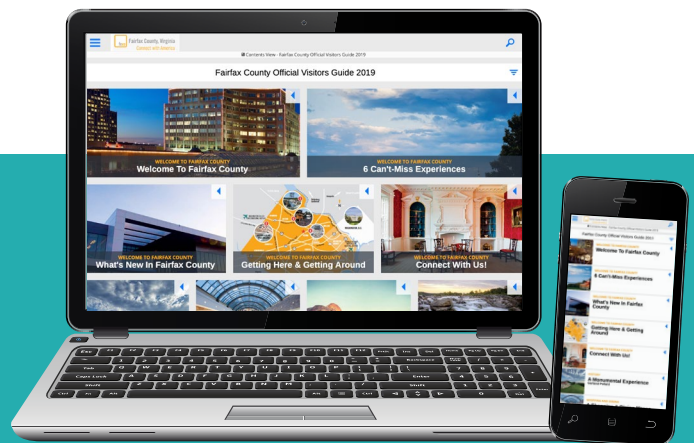
Trade Shows: The Visit Fairfax team uses the guide as an in-person tool to sell the destination to tour operators and event planners at trade shows.

INTEGRATED PRINT + DIGITAL EXPOSURE

Digital Reach: Extend your reach digitally. The guide is also available in an electronic version, which drives more than 27,000 pageviews in a typical year. All advertisers receive a free link to their site.

Highlighted Listings: Advertisers' listings will be highlighted in the Dining, Accommodations and Things to Do sections, directing visitors to their corresponding ads.

In recent years, nearly 50% of all recent or likely visitors to the Washington, DC metro area used an official destination print guide, website, app or visitor center to plan their trip!*



visitors
digital guide

* SOURCE: 2024 FUTURE PARTNERS "STATE OF THE AMERICAN TRAVELER"
** SOURCE: UNIVERSAL ANALYTICS/GOOGLE ANALYTICS

** 27K+ pageviews

advertising opportunities

display rates

Full Page.....	\$3,195
Half Page.....	\$1,995
Third Page.....	\$1,395
Sixth Page.....	\$895

premium rates

Inside Front Cover (IFC).....	\$3,850
Facing Inside Front Cover.....	\$3,750
Back Cover (BC).....	\$3,975
Inside Back Cover (IBC).....	\$3,650
Facing Inside Back Cover.....	\$3,490
Other Premium Placements.....	+10%

listing rates

Highlighted Photo Listings.....	\$275
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Advertisers receiving a free highlighted listing can ADD A PHOTO for only \$100!

free tourism marketing research and resources!

milespartnership.com/research

This collage displays a variety of local listings from Fairfax County. It includes advertisements for museums like the Fairfax Station Railroad Museum and the National Museum of the Marine Corps, breweries such as the Open Road Distilling Co. and the National Brewery, and historical sites like George Washington's Mount Vernon and the National Museum of the Marine Corps. The listings are presented in a grid-like format with small photos and descriptive text for each location.

George Washington's Mount Vernon
 mountvernon.org
 703-780-2000
 3200 Mount Vernon Memorial Hwy., Mount Vernon 22121
 The home of America's first president, George Washington, features a mansion, museum, four gardens, a working farm and more. **Ad on page 1.**

MAKE YOUR LISTINGS STAND OUT!

Highlighted Photo Listings available for Things to Do, Dining and Accommodations!



advertising contact

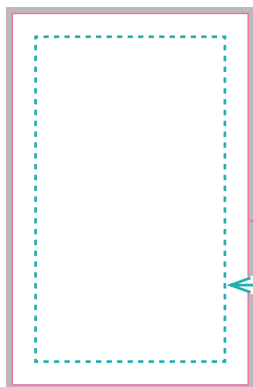
CARLY STEDMAN NOROSKY
 Director, Destination Partner Development
Carly.Stedman@MilesPartnership.com
 202-681-8169

miles
 PARTNERSHIP

fxva
 fairfax county virginia

advertising specs & production requirements

helpful terms

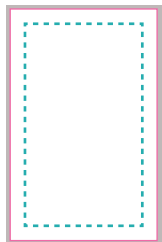


Bleed: It's a printing term that refers to artwork extending beyond the edge of the page after trimming. Because it's difficult to print exactly to the edge of a sheet, printers run the design slightly larger than needed and then trim it down to the final size. Allow 0.125" on all sides for bleed. Any images, backgrounds, or color fills meant to reach the edge of the page must extend past the trim line to allow for proper bleed.

Trim Size: It's the final size of a printed page after excess edges have been cut off.

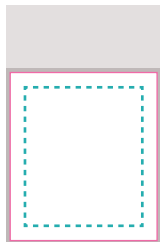
Live Area: It's a safe zone for important text or images. This is an area of your printed piece that is safe from cropping. Keep text and important graphics inside the live area.

ad sizes



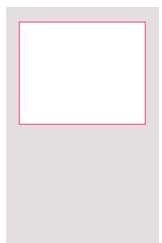
Inside Front Cover, Inside Back Cover OR Full Page (must incl. bleed)

Trim Size: 5.25"(w) x 8.25"(h)
Bleed Size: 5.5"(w) x 8.5"(h)
Live Area: 4.25"(w) x 7.25"(h)



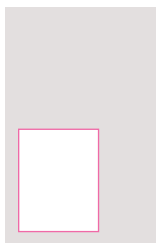
Back Cover with mailer (must incl. bleed)

Trim Size: 5.25"(w) x 6"(h)
Bleed Size: 5.5"(w) x 6.125"(h)
Live Area: 4.75"(w) x 5.75"(h)



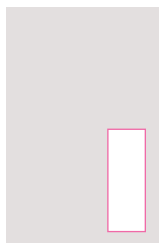
Half Page

4.375"(w) x 3.562"(h)



Third Page

2.791"(w) x 3.562"(h)



Sixth Page

1.333"(w) x 3.562"(h)

submit your print-ready ad

To submit your ad or for questions and assistance with materials or production details, contact Ryan Fletcher at Ryan.Fletcher@MilesPartnership.com or 941-342-2407.

accepted file formats

- **Adobe Acrobat:** PDF/x-1a
- **Adobe Illustrator:** EPS

production requirements

To avoid delays, please make sure your file meets these basics:

- Save all art as high resolution (print quality: 300 dpi).
- Send file with four-color process, CMYK color only (no RGB). Convert any spot colors to CMYK.
- Full-page ads must include bleed and keep key content inside the live area.
- Do not include any printer/crop marks when exporting artwork.
- Apply rich black (C:40 M:20 Y:20 K:100) to large areas of black.
- If your ad includes small type, use process black (C:0 M:0 Y:0 K:100).

don't forget

- The publisher accepts no responsibility for errors in materials supplied by the advertiser.
- Reproduction of hairline rules or type smaller than 10 points cannot be guaranteed.
- Please omit <http://> or www. from all URLs. (eg. Website.com vs. www.Website.com).
- If your ad includes a QR code, the minimum acceptable size is 1/2".

free ad production

Several ad sizes are available – and all production costs to create your ad are included in the published advertising rates. **Contact Ryan Fletcher.**