



2026 DESTINATION MARYLAND

THE OFFICIAL MARYLAND TRAVEL MAGAZINE

HOWARD COUNTY CO-OP

Visit Howard County is excited to partner with the Maryland Office of Tourism Development to offer Howard County partners the opportunity to participate in a **special Howard County Co-op spread of the Official 2026 Destination Maryland Official Travel Magazine**. The *Destination Maryland* Magazine is the official advertising fulfillment vehicle of the Maryland Office of Tourism Development.

This annual Visitors Guide markets to Maryland tourists and leverages Maryland's multi-million dollar tourism marketing and advertising campaign. This guide is mailed by request to visitors actively planning trips to Maryland and available at state and local visitors centers, as well as in downloadable, interactive e-book format on VisitMaryland.org. Throughout 2024, 200,000 copies of the Official Maryland Travel Magazine will be distributed for an entire year of exposure.

2026 DESTINATION MARYLAND:
#1 Fulfillment Piece for Reaching Maryland Visitors



READERSHIP

The Howard County Co-op spread in the 2026 *Destination Maryland* magazine will connect Howard County tourism businesses to hundreds of **thousands of travelers** who are actively planning a trip to Maryland, allowing partners to participate with ads at over **60% off traditional rates**.

60% OFF TRADITIONAL RATES!

1/6 Page \$875	→	1/3 Page \$1,750
VISIT HOWARD COUNTY 51 MARYLAND		1/2 Page \$2,420

Howard County Feature 2-Page Spread

QUICK FACTS

500K REACH**

200K CIRCULATION

EGUIDE

Avg. Session: 00:09:53 · **Pageviews:** 322,000+

**Delivered through a combination of Circulation, eGuide Downloads, and Pass-along Readership.

CONTACT YOUR MARYLAND REPRESENTATIVE TO PARTICIPATE

CARLY STEDMAN NOROSKY

Direct: 202-681-8169 · **Email:** Carly.Stedman@MilesPartnership.com



Don't miss this great opportunity to advertise your travel destination to thousands of qualified readers in Destination Maryland! **Deadline for ad reservation is August 1, 2025.**



2026 DESTINATION MARYLAND CO-OP ADVERTISING SPECIFICATIONS



PURCHASING OPTIONS

ITEM	CO-OP RATE	SAVINGS
1/2 Page	\$2,420	Normally \$6,590 – a savings of \$4,170!
1/3 Page	\$1,750	Normally \$4,560 – a savings of \$2,810!
1/6 Page	\$875	Normally \$2,420 – a savings of \$1,545

**60% OFF
TRADITIONAL
RATES!**



Description	Decimal (width x height)	Fraction (width x height)
1/2 Page	6.5625 x 4.4375	6 9/16" x 4 7/16"
1/3 Page	4.3125 x 4.4375	4 5/16" x 4 7/16"
1/6 Page	2.0625 x 4.4375	2 1/16" x 4 7/16"

PRODUCTION REQUIREMENTS

- ❖ No coupons (MS Tags can link to offers).
 - ❖ Real estate advertisements shall be limited to vacation rental property.
 - ❖ Advertising should promote Maryland locations only.
 - ❖ **Design:** Software accepted for Miles to design your ad are Adobe InDesign, Adobe Illustrator and Adobe Photoshop Only. Final camera-ready ads supplied to Miles are only accepted in PDFx-1A format.
 - ❖ **Fonts:** Use only Adobe Type 1 (Postscript Level 1) fonts. No True Type fonts will be accepted.
 - ❖ **Color:** Use only 4-color process (CMYK). No RGB files will be accepted. Convert all spot colors to CMYK.
 - ❖ Image Resolution: Images should be a minimum of 250 PPI. Images below this resolution cannot be accepted.
 - ❖ Knockout Text (White Text): We recommend limiting the background color to three of the four CMYK colors to reduce the risk of a shadow effect in case of a shift on the printer press.
 - ❖ Black Color in Ad or Text: Please build with one color black; multi-color rich blacks will not be accepted.
- DON'T FORGET:**
- ❖ Reproduction of hairline rules or type smaller than 10pt. cannot be guaranteed.
 - ❖ Publisher accepts no responsibility for errors on materials supplied by advertiser.



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