

2025

VISIT INDIANA ADVERTISING



Why advertise with us?



- We get in front of your target audience
- Extremely qualified visitors seek out IN Indiana for things to do, places to eat, and overnight accommodations
- Our organic search traffic grows year by year

2023 WEB STATS

2M sessions

3M pageviews

E-NEWSLETTER STATS

154k+ subscribers

Average Open rate 34%

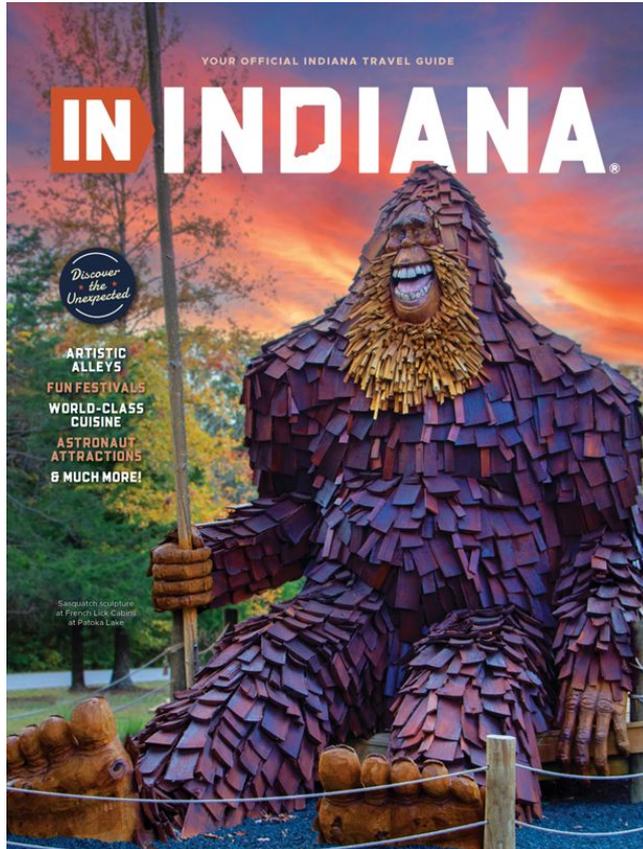
2023 ORGANIC SOCIAL MEDIA REACH

Instagram: 15M

Facebook: 5M

2025 Official Indiana Travel Guide

IN INDIANA



A Circulation of **400,000+** | 100+ Pages

Distribution to **183,000** - *Out-of-State* Polybagged with city magazines

- Cincinnati Magazine - 20,000
- Hour Detroit - 26,000
- Saint Louis Magazine - 22,000
- Chicago Magazine - 75,000
- Columbus Monthly Magazine - 13,000
- Columbus Dispatch - 7,000
- Cleveland Magazine - 20,000

Over **600** locations IN Indiana – Attractions, Restaurants, Hotels, Visitor Centers, Rest Areas

Travel Guide - Cover

INDIANA

8 EXPERIENCES / 1 LOW PRICE

Indy ATTRACTION PASS

Enjoy the best of Indiana's capital city with 1-day and 3-day Indy Attraction Passes at a budget-friendly price.

SCAN CODE OR GO TO VISITINDY.COM/ATTRACTION-PASS

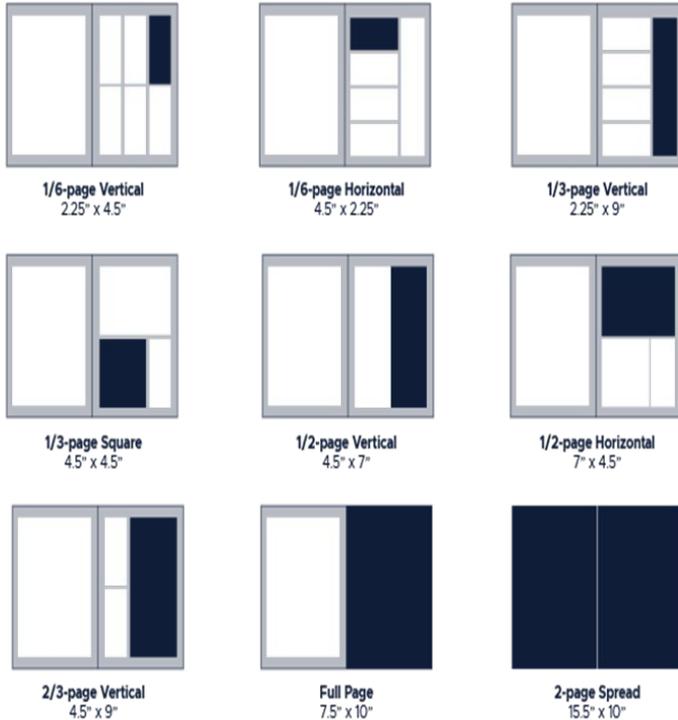
The advertisement features a night view of the Indianapolis skyline with lights reflecting on the water. Below the skyline is a QR code and a collage of eight images showing various museum exhibits, including a man in a white shirt, a woman in a red shirt, a dinosaur skeleton, a man in a blue shirt, a woman in a white shirt, and a dinosaur skeleton.

Be one of the first things a reader sees when you choose one of three cover options. These full-page ads let you make a big impression on readers, who are already interested in Indiana.

Available: Inside front, Inside back and back cover.
First-right of refusal given to prior year buyer.

Travel Guide - Ads

Advertise your destination or organization to hundreds of thousands of readers with a Travel Guide ad. You will provide us with your own artwork.



Ad Content: Publication-ready ad (see chart for sizes)

Sales Deadline: December 1

Materials Deadline: December 8

Investment: *Varies based on size (see chart for pricing information)*

1/6-page vertical	\$3,605	2.25" x 4.5"
1/6-page horizontal	\$3,605	4.5" x 2.25"
1/3-page vertical	\$6,468	2.25" x 9"
1/3-page square	\$6,468	4.5" x 4.5"
1/2-page vertical	\$8,997	4.5" x 7"
1/2-page horizontal	\$8,997	7" x 4.5"
2/3-page	\$11,525	4.5" x 9"
Full-page	\$15,888	Without bleed: 7.5" x 10" Trim: 8' x 10.5" Bleed: 8.5" x 11" Live Area: 7.5" x 10"
2-page spread	\$29,103	Without bleed :15.5" x 10" Trim:16" x 10.5" Bleed: 16.5" x 11" Live area: 15.5" x 10"
3-page spread	\$39,788	2-page spread plus full page

Receive \$200 for a basic listing with any Travel Guide ad purchase.

Receive a \$50 discount for adding IN Indiana to your ad.

Special offer- buy a 2-page spread or more and receive added value

Full Page

2/3-page Vertical

1/3-page Vertical

1/6-page Vertical

1/2-page Horizontal

1/3-page Square

1/6-page Horizontal

Brochure Lead Generation in TG



BROCHURE GUIDE

Need advice? A field guide to your Indiana destination? Scan the QR code on this page, go to VisitIndiana.com/brochures or call or visit the websites listed below to find all the resources you need to make your trip a successful one.

STATEWIDE



Indiana Travel Guide
Your indispensable companion to travel in Indiana. Get insider info on Indiana's great dining, attractions, state parks, shopping and more!
317.234.2085
VisitIndiana.com



Indiana Festival Guide
It's your ultimate guide to festivals throughout Indiana. No glove box is complete without it. Complimentary Travel Guide included.
317.234.2085
VisitIndiana.com



Travel Tips

Hover your phone's camera over this code and click on the link that pops up to access free trip-planning resources.

STATEWIDE



Indiana Tourism Packet
Your indispensable companion for travel in Indiana. You receive an Indiana Travel Guide, Festival Guide and email updates.
317.234.2085
VisitIndiana.com



Indiana DNR Recreation Guide
Official guide to state parks, inns, reservoirs, forests, fish and wildlife areas, nature preserves, historic features and more.
877.646.6367
dnr.in.gov

SOUTH



Davies County - Authentic Amish Tours
Experience the simple joys of our Amish community. You'll find furniture, quilts, antiques and more. Enjoy fishing, hunting, camping, pickleball, disc golf and more.
812.254.5262
visitdaviescounty.com

SOUTH



Experience Madison, Indiana
Explore 10 Marvellous Reasons to Visit Madison, discover breweries and wineries, enjoy festivals and experience our music, shopping and dining scenes.
812.285.2956
visitmadison.org



Relive the Story in Vincennes/Knox County
Vincennes is Indiana's first city, an ideal getaway for history enthusiasts. Visit historic sites and the Red Skelton Museum, enjoy festivals, lush agritourism and more.
800.886.6443
visitvincennes.org



Ripley County - Southeast Indiana - Adventure Awaits
Milan 54 Basketball Museum, Versailles State Park (mountain biking, hiking, boating, camping), muzzle-loading competition, unique lodging, fun public art and festivals.
812.689.7437
ripleycountytourism.com

Brochure Lead Generation Ads reside in a special section at the back of the Travel Guide with QR codes linking to the online ordering page on VisitIndiana.com.

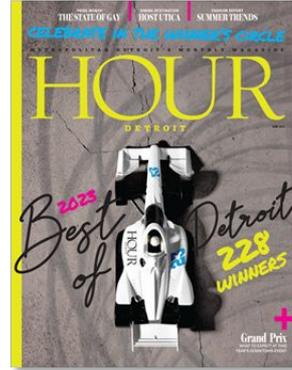
Your brochure will be listed on the online ordering page in addition to the Travel Guide. Leads will be sent to partners every Monday.

Investment: \$2,800

Sales Deadline: Dec. 2

Artwork Deadline: Dec. 16

*Online Brochure Only-\$1,950



The Details

- Full page ad (or half page split between two partners)
- Must include IN Indiana

The Publications

- Cincinnati Magazine
- Hour Detroit Magazine
- Indianapolis Monthly
- Grand Rapids Magazine

Investment:

- Full page: \$2,500
- Half page: \$1,500
- Month of publication TBD (spring/summer)

*media kit/editorial for magazines upon request



NEWSLETTER

FEATURED



Huntingburg Ranks in “The 15 Best Small Towns to Visit” in America

Each year, Smithsonian Magazine celebrates the many small towns that make up the heart of America. This year, Huntingburg, Indiana made the ranking, designated as the “Baseball-Obsessed Small Town.” Downtown Huntingburg near their historic 4th Street offers free musical concerts, houses over two dozen antique and specialty shops and eateries, and hosts strolling events.

LEARN MORE

FEATURED EVENT

The Festivals & Events newsletter is a popular monthly alert featuring upcoming events and festivals throughout Indiana. Over **154,000+** subscribers like to know what’s coming up in the next month as they plan their travel. Your event(s) will be featured at the top of the newsletter and will be the first item subscribers see when they open it up. The Festivals & Events newsletter is sent out the **third Wednesday** of every month. Only one Featured Event is available per month.

Ad Content: 55-character headline, 30-character event date or range, 45-character event venue, link to page on our website, 431 x 322px photo

Ad Duration: One per newsletter

Investment: \$1,250 per month

Availability: One per month, *first-come first-serve*

FEATURED DESTINATION

MARTIN COUNTY

Some say Martin County represents "the most beautiful land you've ever seen." Breathtaking trails through the Hoosier National and Martin State Forest, down home festivals, gorgeous sights and geologic formations. All these and more await you in Martin County.

VISIT MARTIN COUNTY



BANNER AD

The Festivals & Events newsletter is a popular monthly alert featuring upcoming events and festivals throughout Indiana. Over **154,000+** subscribers like to know what's coming up in the next month as they plan their travel. The Festivals & Events newsletter is sent out the third Wednesday of every month. Only one banner ad is available per month.

Ad Content: 300px x 250px (4.17" x 3.47")
banner ad, URL to link to Visit Indiana website

Ad Duration: One per newsletter

Investment: \$600 per month

Availability: One per month, *first-come first-serve*

The screenshot shows the top of the INspiration Newsletter. At the top left is the 'IN INDIANA' logo. Below it is a navigation bar with three categories: 'THINGS TO DO', 'FESTIVALS AND EVENTS', and 'ROADTRIPS'. The main content area features a large photograph of four people sitting on a pier by a river, looking towards a city skyline. Below the photo is the article title 'Fort Wayne is For Families' and a short paragraph of text.

IN INDIANA

THINGS TO DO FESTIVALS AND EVENTS ROADTRIPS

Fort Wayne is For Families

Discover a family getaway filled with laughter and fun in Fort Wayne. Explore Indiana's second-largest city, where you'll find new experiences along the riverfront, award-winning attractions like the Fort Wayne Children's Zoo, and unique flavors.

FEATURED AD

The monthly **INspiration** newsletter is packed with unique ideas for Indiana travel.

As a Featured **INspiration**, your attraction or destination will be featured at the top of the newsletter, making it the first item our **154,000+** subscribers will see when they open it up. The “**INspiration**” newsletter is sent out every fourth Wednesday of every month. One Featured **INspiration** is available each month.

Ad Content: 55-character headline, 30-character establishment name, city, 100-character description, link to page on Visit Indiana website.

Ad Duration: One per newsletter

Investment: *\$1,250 per month*

Availability: One per month, first-come first-serve

FEATURED DESTINATION

VISIT ANDERSON, MADISON COUNTY

With numerous dining options, more than 50 unique shops and a variety of fairs, festivals, and attractions throughout the year, Hoosier Hospitality and welcoming smiles await you in Madison County.

DISCOVER THE FUN



BANNER AD

The monthly newsletter is packed with deals, things to do, and trip ideas. You can place your own banner ad, which will display amidst the editorial content of the newsletter. One banner ad is available each month. The “Things To Do” newsletter is sent out every fourth Wednesday of every month.

Ad Content: 300px x 250px (4.17” x 3.47”)
banner ad, URL to link to our website

Ad Duration: One per newsletter

Investment: \$600 per month

Availability: One per month, *first-come first-serve*

Newsletter Issue Dates



	Festival & Events	INspiration
January	12/18/24	12/25/24
February	1/15/25	1/22/25
March	2/19/25	2/26/25
April	3/19/25	3/26/25
May	4/16/25	4/23/25
June	5/21/25	5/28/25
July	6/18/25	6/25/25
August	7/16/25	7/23/25
September	8/20/25	8/27/25
October	9/17/25	9/24/25
November	10/15/25	10/22/25
December	11/19/25	11/26/25
January '26	12/17/25	12/24/25



DIGITAL

VisitIndiana.com Advertising

INDIANA



HERO AD

Photo: 1400w x 935h pixels

Page Of Choice: Things To Do, Stay, Events

Headline: 62 characters

Body: 160 characters

Clickthrough URL

Price: \$300 Quarterly



Explore Outdoor Adventures in Southern Indiana & Earn Prizes

Explore hiking, camping, canoeing, amusement parks, historic sites, golf and more! Sign up for the Outdoor Adventures passport in Southern Indiana and plan your road trip and explore our rolling hills, forests, parks, and waterside communities!

READ MORE

PREMIUM PAGE SPONSOR

Photo: 600W x 414h pixels

Page Of Choice: Things to Do, Stay, Events

Headline: 55 characters

Body: 300 characters

Clickthrough URL

Price: \$300 Quarterly

VisitIndiana.com Advertising



ADD TO TRIP 

NASHVILLE, IN

BIG WOODS

 60 Molly Ln

 Quick View



ADD TO TRIP 

LOGANSPORT, IN

FRANCE PARK

 4505 W U.S. 24 West

[Visit Website](#) **Featured**

 Quick View

BASIC LISTING

Price: \$200 Annually

Name of business, address, website, a small description and up to 3 images.

FEATURED LISTING

Price: \$200 Quarterly

Getting a featured ad will put your business at the top of the list and include your website on the front ad for easy click through access. You can add up to 10 images with a featured listing. You can also include your business information and a description of your services as well. There is limited availability with this highly effective advertising option.

FEATURED



A World You Didn't Know Existed Awaits

With a drive-thru safari, horseback riding, and ziplining, adventure awaits at Wilstem Wildlife Park in West Baden.

[Read More](#) →

	RUN OF SITE	MOBILE FOOTER	SPOTLIGHT
PHOTO	600 x 390 px	413 x 334 px	600 x 390 px
HEADLINE	60 characters	40 characters	43 characters
BODY	92 characters	65 characters	116 characters
PRICE	\$1,050 Quarterly	\$900 Quarterly	\$750 Quarterly

Other Opportunities



DEDICATED EMAIL SEND

Put your brand in the inbox of consumers who've already expressed interest in Indiana. Circulation: 154,000+ subscribers; 34% average open rate

- Partner to provide 6 images, brief intro copy and links to articles.
- **Investment:** \$3,000
- **Availability:** January, March, May, July, September, November
- **Limit 6 partners, one per month**

User-Exclusive Simpleview Aggregator

Are you a Simpleview user or plan to be? Get all your listings and **events (new)** added to VisitIndiana.com without doing any of the work. Your destination partners will benefit from the exposure. Let us handle the load. Unlimited listings!

Price: \$6,000 annually



CO-OP

Co-Op Opportunities



SPRING Co-op | Six-Week Flight

Partner flights start: March 17, 2025

Partner flights end: April 27, 2025

- Partner landing page on VI.com
- All ads contain IN Indiana branding
- Included in consumer e-newsletter
- 1:1 match – applies to creating ads, managing and placements
- This is a digital buy only. Potential: Digital, Meta, audio, digital OOH, OTT.

Minimum Investment: \$15,000

Limit 6 partners

Target Audience:

Women | 25-64 | Household Income of \$50,000

Primary Media Markets:

Chicago | St. Louis | Louisville | Detroit | Cincinnati

Secondary Media Markets:

Grand Rapids | Columbus | Toledo | Peoria | Lexington
| Nashville | Milwaukee

Co-Op Opportunities



Summer Co-op – Level 1 | Eight-Week Flight

Partner flights start: May 19, 2025

Partner flights end: July 13, 2025

Partner landing page on VI.com

- All ads contain IN Indiana branding
- Inclusion in e-newsletter
- 1:1 match – applies to creating ads, managing and placements, video production & talent costs.
- Potential: Primary markets include video, audio, OOH, OTT with possibly print and digital advertising.
- Secondary markets are digital-only buys.

Minimum Investment: \$50,000

Limit 8 partners

Target Audience:

Women | 25-64 | Household Income of \$50,000

Primary Media Markets:

Chicago | St. Louis | Louisville | Detroit | Cincinnati

Secondary Media Markets:

Grand Rapids | Columbus | Toledo | Peoria | Lexington
| Nashville | Milwaukee

Co-Op Opportunities



SUMMER Co-op – Level 2 | Six-Week Flight

Partner flights start: June 2, 2025

Partner flights end: July 13, 2025

- All Digital buy
- Partner landing page on VI.com
- Inclusion in In Indiana consumer e-newsletter
- All ads contain IN Indiana branding
- 1:1 match
- Primary markets include audio, OOH, OTT with possibly print and digital advertising.

Minimum Investment: \$20,000

Limit 4 partners

Target Audience:

Women | 25-64 | Household Income of \$50,000

Primary Media Markets:

Chicago | St. Louis | Louisville | Detroit | Cincinnati

Secondary Media Markets:

Grand Rapids | Columbus | Toledo | Peoria | Lexington
| Nashville | Milwaukee

Co-Op Opportunities



FALL Co-op | Six-Week Flight

Partner flights start: September 15, 2025

Partner flights end: October 26, 2025

- Partner landing page on VI.com
- Inclusion in the IN Indiana consumer e-newsletter
- All ads contain IN Indiana branding
- 1:1 match – applies to creating ads, managing and placements
- This is a digital buy only. Potential: Digital, Meta, audio, digital OOH, OTT.

Minimum Investment: \$15,000

Limit 8 partners

Target Audience:

Women | 25-64 | Household Income of \$50,000

Primary Media Markets:

Chicago | St. Louis | Louisville | Detroit | Cincinnati

Secondary Media Markets:

Grand Rapids | Columbus | Toledo | Peoria | Lexington
| Nashville | Milwaukee

Co-Op Opportunities



Holiday Co-op | Six-Week Flight

Partner lights start: November 3, 2025

Partner flights end: December 14, 2025

- Partner landing page on VI.com
- All ads contain IN Indiana branding
- Inclusion in the IN Indiana consumer e-newsletter
- 1:1 match – applies to creating ads, managing and placements
- This is a digital buy only. Potential: Digital, Meta, audio, digital OOH, OT)

Minimum Investment: \$15,000

Limit 4 partners

Target Audience:

Women | 25-64 | Household Income of \$50,000

Primary Media Markets:

Chicago | St. Louis | Louisville | Detroit | Cincinnati

Secondary Media Markets:

Grand Rapids | Columbus | Toledo | Peoria | Lexington
| Nashville | Milwaukee

Co-Op Opportunities



WINTER Co-op | Six-Week Flight

Partner flights start: January 13, 2025

Partner flights end: February 23, 2025

- Partner landing page on VI.com
- All ads contain IN Indiana branding
- Inclusion in the IN Indiana consumer e-newsletter
- VisitIndiana.com
- 1:1 match – applies to creating ads, managing and placements
- This is a digital buy only. Potential: Digital, Meta, audio, digital OOH, OT)

Minimum Investment: \$15,000

Limit 4 partners

Target Audience:

Women | 25-64 | Household Income of \$50,000

Primary Media Markets:

Chicago | St. Louis | Louisville | Detroit | Cincinnati

Secondary Media Markets:

Grand Rapids | Columbus | Toledo | Peoria | Lexington
| Nashville | Milwaukee

Co-Op Opportunities



New: Event Partnership

Six-Week Flight

Flight starts: Driven by event dates

Flight ends: Driven by event dates

- This is a digital buy only. Potential: Digital, Meta, audio, digital OOH, OT
- All ads contain IN Indiana branding
- Inclusion in the IN Indiana consumer e-newsletter
- VisitIndiana.com featured event
- 1:1 match – applies to creating ads, managing and placements

Minimum Investment: \$10,000

Limit 6 partners – one event per buy

Target Audience:

Women | 25-64 | Household Income of \$50,000

Primary Media Markets:

Chicago | St. Louis | Louisville | Detroit | Cincinnati

Secondary Media Markets:

Grand Rapids | Columbus | Toledo | Peoria | Lexington
| Nashville | Milwaukee



MEDIA



VIDEO

Allows participants to buy in to quality video production (4K) that can be used for social, digital, etc.

This is for one destination (County/City), 3 locations.
Additional \$500 for each after 3.

- **Video production \$1,500**
- **Editing production \$2,000 (two edits)**
- Two-Minute-Long Video

Total production: \$3,500

Limit 6 partners

One day rate includes: travel, video shoot, editing, two edits. No weekends.



PHOTOGRAPHY

Allows partners to buy into high-quality photography.
One 5-hour day in one destination.

Investment: \$2,250

Limit 6 partners

One day rate includes: travel, shoot, editing.

No weekends.



GREAT DAY TV Co-op

Pick a destination to feature on a 3-minute segment (that will air twice) on 4 different stations.

You will need one person to be interviewed at one location.

Investment: \$2,500 | Limit 6 partners

No weekends.





MEDIA MARKETPLACE 2025

Location: Gainbridge Fieldhouse

One-stop, one-day set up for partners to network with invited media.

Investment: \$500

[FORM TO COME](#)



MEDIA MISSION 2025

Location: Nashville – date TBD

Travel to an IDDC market of choice to network with invited media from their own market.

Investment: \$500

[FORM TO COME](#)

Indiana has a great opportunity to show off what we have to offer to over 30 writers. It will be a media marketplace setting that meets the media mission. But this will be an interactive activation.

Think of it as a “maker space” We don’t want to bombard the writers with materials they must carry home. We want to show them Hoosier Hospitality through an interactive experience; perhaps, they can take something they made home with them.

SIGN UP TO COME

Investment: \$500

Indiana Makers Night during the *SATW (Society of American Travel Writers) Central Chapter Conference*

Located at The Farmstead Inn Pavilion, Shipshewana

Wednesday, May 21, 2025

More details to come





SOCIAL MEDIA

Build social engagement and increase website visits by promoting news, updates, special offers and events on Visit Indiana's Facebook and Instagram.

Pin/Collaborator Post

- Instagram: Partner content is posted to Visit Indiana's IG page organically. Partner to supply content to IDDC. Post includes partner as collaborator and post will be pinned to the top of IDDC page for 1 month.
- Facebook: Partner content is posted to Visit Indiana's FB page organically and pinned to the top of the page for 1 month. Partner to supply content to IDDC.

Investment: \$500

Limit 2 partners per month, pick a month



DMO DATA SERVICES



All 92 counties will get a **FREE** county-level economic impact report from IDDC via Rockport Analytics with 2023 numbers.

Access to IDDC research of:

- Innkeepers Tax Collections
- Population & Demographics
- Education & Workforce
- Housing & Cost-of-Living
- Grad Retention & Net Migration
- Visitor Sentiment & Spending



QUALITY OF LIFE

Quality of Life Co-Op #1



Eight-Week Flight with Video Package

- Partner landing page on VI.com
- All ads contain IN Indiana branding
- 1:1 match – applies to creating ads, managing and placements, video production & talent costs.
- Included in consumer e-newsletter
- Primary markets include video, audio, OOH, OTT with possibly print and digital advertising.
- Secondary markets are digital-only buys.

Minimum Investment: \$50,000

Limit 5 partners – Spring (3), Summer (3) and Fall (3)

Target Audience:

Women | 25-64 | Household Income of \$50,000

Primary Media Markets:

Chicago | St. Louis | Louisville | Detroit | Cincinnati

Secondary Media Markets:

Grand Rapids | Columbus | Toledo | Peoria | Lexington
| Nashville | Milwaukee

Quality of Life Co-Op #2



Six-Week Flight – Digital Only (no video)

- Partner landing page on VI.com
- All ads contain IN Indiana branding
- Included in consumer e-newsletter
- 1:1 match – applies to creating ads, managing and placement
- Primary markets: audio, OOH, OTT with possibly print and digital advertising.

This is a digital buy only.

Minimum Investment: \$15,000

Limit 5 partners – Spring (1), Summer (1) Fall (1)

Target Audience:

Women | 25-64 | Household Income of \$50,000

Primary Media Markets:

Chicago | St. Louis | Louisville | Detroit | Cincinnati

Secondary Media Markets:

Grand Rapids | Columbus | Toledo | Peoria | Lexington
| Nashville | Milwaukee

Quality of Life Videos

These donut videos are FREE to use from IDDC. Based on 11 regions of the state, there is one video for each region.

These videos are front and backloaded with content from the region. There's a black hole in the middle to ***add your content***.



Scan QR Code for Donut Video Example

If you require assistance in putting these together:

This is for one destination (County/City), 3 locations.
Additional \$500 for each after 3.

Video production: \$1,500

Editing production: \$2,000 (*two edits*)

Total production: \$3,500

Limit 6 partners

One day rate: includes: travel, video shoot, editing, two edits.

No weekends

Contact Us



Kori Peterson is available to work with you on placing any orders!



KORI PETERSON

Email: kopeterson@visitindiana.com

Phone: (463) 245-7729