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
+ 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
## 2023 Rates + Deadlines

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>Net Rate</th>
<th>5% Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>$7,109</td>
<td>$6,754</td>
</tr>
<tr>
<td>½ PAGE HORIZONTAL/VERTICAL</td>
<td>$4,070</td>
<td>$3,867</td>
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<tr>
<td>¼ PAGE VERTICAL</td>
<td>$3,055</td>
<td>$2,902</td>
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<td>½ PAGE HORIZONTAL</td>
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<tr>
<td>⅛ PAGE VERTICAL</td>
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<td>$968</td>
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</table>

### Premium Positions

<table>
<thead>
<tr>
<th>NET RATE</th>
<th>5% Discount</th>
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<tbody>
<tr>
<td>BACK COVER</td>
<td>$8,920</td>
</tr>
<tr>
<td>INSIDE FRONT COVER</td>
<td>$8,085</td>
</tr>
<tr>
<td>INSIDE BACK COVER</td>
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<tr>
<td>SPECIAL SECTION PLACEMENT</td>
<td>$7,917</td>
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</tbody>
</table>

*Dates and circulation subject to change.

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### For More Information Contact

**Advertising Sales + Insertion Orders**

Kim Sommerfeldt
Integrated Account Manager
815-363-1417
kim.sommerfeldt@meredith.com

**Materials**

Carol Rodriguez Morales
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cmrodriguezm@quad.com

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### Highlights 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

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### Early Bird Period: January 18–February 28

**General Period: March 1–March 31**

<table>
<thead>
<tr>
<th>Rates</th>
<th>Net Rate</th>
<th>Early Bird Discount</th>
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<tbody>
<tr>
<td>Highlighted Listing</td>
<td>$140</td>
<td>$120</td>
</tr>
<tr>
<td>Listing</td>
<td>$100</td>
<td>$80</td>
</tr>
</tbody>
</table>

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