

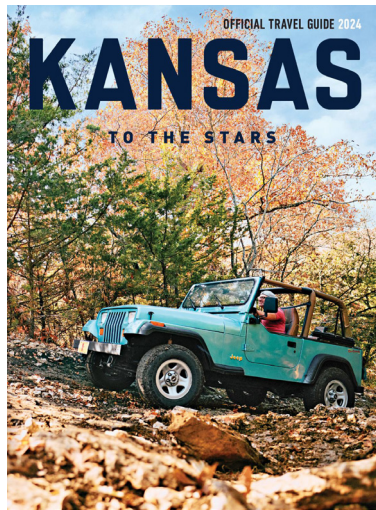
KANSAS OFFICIAL TRAVEL GUIDE 2025

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 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



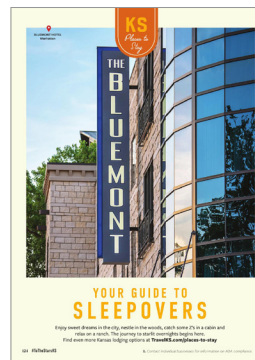
Visibility and Distribution

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

36.4 MILLION TRAVELERS visited Kansas in 2022

\$777 MILLION generated in state and local taxes

\$7.7 BILLION in visitor spending

88,509 JOBS supported

Source: Economic Impact of Tourism in Kansas 2022 by Tourism Economics





OFFICIAL TRAVEL GUIDE 2025

2025 RATES + DEADLINES

AD SPACE + MATERIALS DUE
August 16, 2024

PUBLISHED
November 2024*

TOTAL DISTRIBUTION
275,000*

Commit to advertising before June 1, 2024 and receive a 5% discount.

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 VERTICAL	\$1,868	\$1,775

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

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



Sample layout only. Layout subject to change.

2025 LISTING DUE
MARCH 31, 2024

EARLY BIRD PERIOD: JANUARY 16—FEBRUARY 29

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

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MATERIALS

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