

VISIT **KNOXVILLE** TENNESSEE

**2026 KNOXVILLE VISITORS GUIDE
MEDIA KIT**





A PICTURE IS WORTH 1,000 WORDS

A single photograph can tell a story of a slice in time by capturing emotions, beauty, and details words might miss.

It preserves memories, shows connections, and resonates with our feelings.

Images speak volumes about people and places, enticing you to see the world from a fresh perspective.

This is what we've hoped to achieve in this Visitors Guide – consider this our invitation for you to come to Knoxville. We hope images leap off the page into reality for your one-of-a-kind experience in our:

***NATURE-LOVING-ADVENTURE-
SEEKING-ARTSY-KINDA-TOWN.***

THE POWER OF VISITOR GUIDES

84.5%

of undecided travelers were influenced to choose a destination after reading a Visitors Guide.

74.8%

felt the Visitors Guide was very important in making the decision to visit the destination.

40.5%

order a Visitors Guide to review listings of accommodations, attractions, restaurants, and other businesses in a destination.

39.5%

order a Visitors Guide to take with them on their trip.

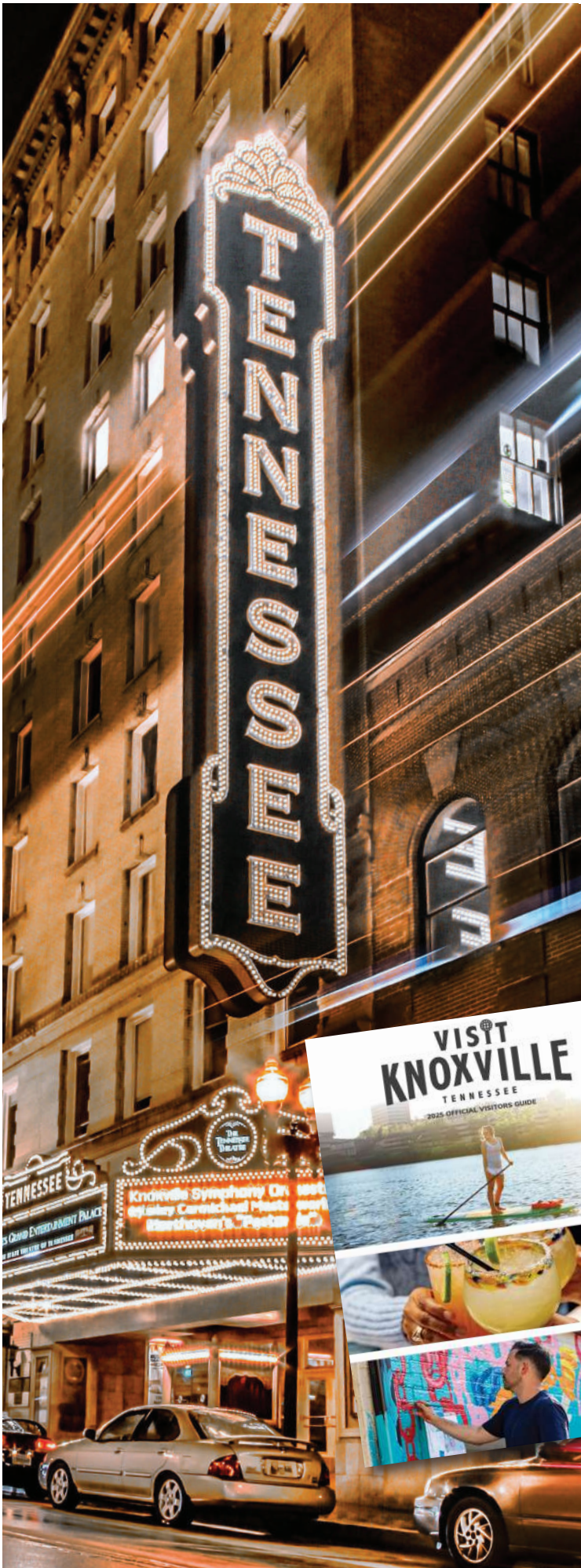
Source: The Impact of DMO Visitor Guides – Destination Analysts 2021

RESERVE YOUR AD TODAY

2026 OFFICIAL KNOXVILLE
VISITORS GUIDE
ADVERTISING SALES

SHERA PETTY

Sr. Director of Marketing Partnerships
shera@knoxville.org • 865.599.4617





TARGETED DISTRIBUTION

READERSHIP
490,000
(2.8 READERS/COPY)

CIRCULATION
175,000

The 2026 has distribution in high traffic locations throughout the city and East Tennessee, McGhee Tyson Airport, and Sevier County.

YOUR PRINT AD APPEARS IN ALL DIGITAL EDITIONS, DIRECTLY HOT-LINKED TO YOUR WEBSITE!

IN MARKET

- Downtown Visitor Center
- 10 Satellite Visitor Centers
- Sunsphere
- 90+ Knoxville Hotels and Attractions
- University of Tennessee
- Knoxville Chamber and Realtors
- Knoxville Convention Center, Conventions, Trade Shows, Sporting events, and Festivals
- Individuals relocating to Knoxville
- Destination Weddings and Reunions
- 110 Knoxville and surrounding area Brochure Racks

OUT OF MARKET

- Exclusive fulfillment for call-in, mail-in, and website requests
- Tennessee State Welcome Centers in 16 locations
- National Trade Shows and Group Sales recruiting Meeting Planners



AVAILABLE IN DIGITAL FORMAT ON DESKTOP, LAPTOP, TABLET AND MOBILE DEVICES.

■ VISITKNOXVILLE.COM

2026 VISITORS GUIDE SPEC SHEET

SIZE

Full Page (with bleed)

Full Page (without bleed)

2/3 Page Vertical

1/2 Page Horizontal

1/3 Page (box ad)

1/3 Page Vertical

1/6 Page Horizontal



MEDIA & FILE FORMATS

- Preferred File Format:
High-quality PDF
- PDF files must contain only 4-color
process images (CMYK)
- Visit Knoxville is not responsible for PDF
files prepared incorrectly
- Image Requirements: All images provided
for ads should be final, color corrected,
hi-resolution (300dpi) CMYK files

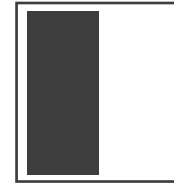
PRODUCTION REMINDERS:

- Do NOT send JPEG or GIF files. Do NOT
send files in RGB
- All spot colors should be converted to
process CMYK
- The magazine prints at 300dpi (150 line
screen), maximum ink density is 280%
- Ads created in any unacceptable format
will not be accepted and will need to be
resubmitted or re-created
- Preferred File Format:
High-quality PDF



FULL PAGE BLEED:

8.25"w x 10.75"h
TRIM:
8"w x 10.5"h
TEXT SAFE ZONE:
7"w x 9.625"h



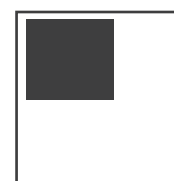
2/3 PAGE VERTICAL

4.5875"w x 9.625"h



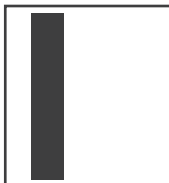
1/2 PAGE HORIZONTAL

7"w x 4.625"h



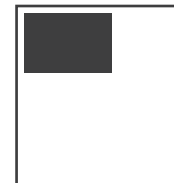
1/3 PAGE BOX

4.5875"w x 4.625" h



1/3 PAGE VERTICAL

2.2"w x 9.625"h



1/6 PAGE HORIZONTAL

4.5875"w x 2.375"h



VISIT
KNOX
VILLE
 TENNESSEE

*A-NATURE-LOVING-
 ADVENTURE-SEEKING-
 ARTSY-KINDA-TOWN*

[f](#) [i](#) [p](#)

301 S. GAY STREET • KNOXVILLE, TN 37902
 865-523-7263

