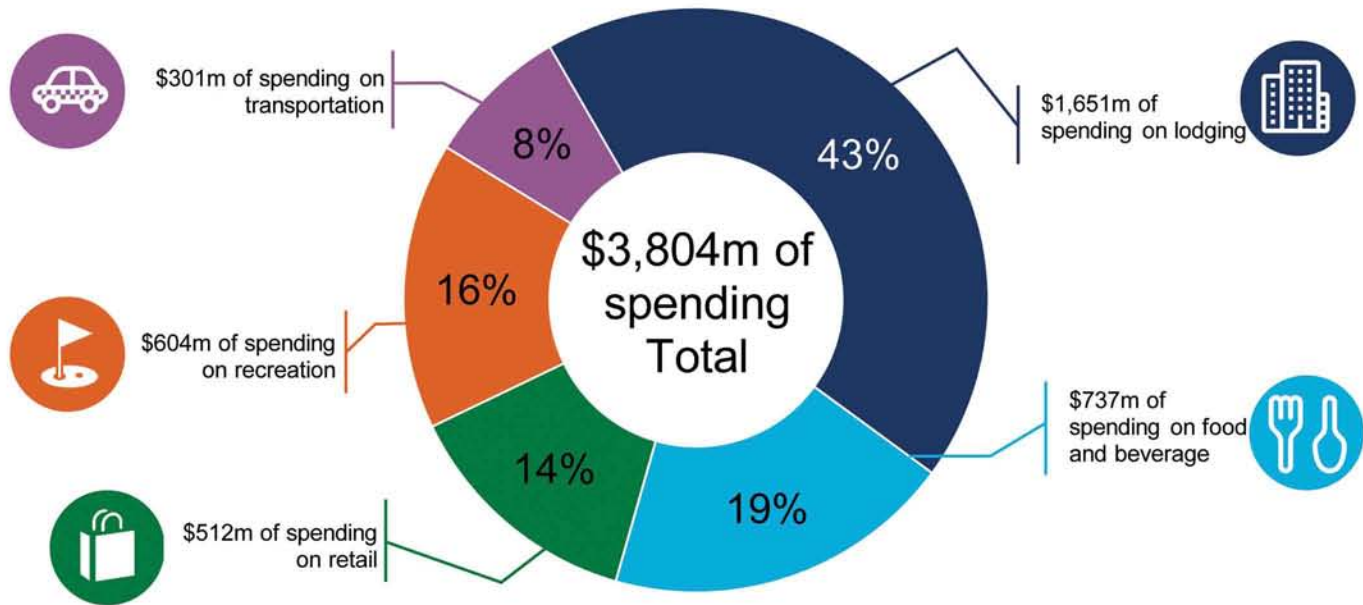


# Visitor & Advertising Information

## Visitor spending in the Poconos Dollars, millions and percent of total



Source: Tourism Economics - 2018

## Why advertise in the 2024-2025 Official Pocono Mountains Magazine?

- Reasonable rates for exceptional quality and exposure for an entire year.
- 200,000 copies
- 800+ locations throughout Virginia, Maryland, New York, New Jersey & Pennsylvania, including:
  - All Pennsylvania Welcome Centers
  - 5 Pocono Mountains Visitors Bureau Visitors Centers
- Broadcasting :15 and :30 spots in all major markets to promote the travel guide throughout the year.
- Over 15,000 travel guides mailed out by request to consumers looking for information on the Pocono Mountains.

