

Sonoma Valley

CALIFORNIA

2022 VISITORS GUIDE MEDIA KIT



FEATURES OF THE 2022 VISITORS GUIDE

Sonoma Valley Visitors Bureau is proud to partner again with Sonoma Magazine to produce the 2022-2023 Visitors Guide!

The 2022-2023 Visitors Guide, a four-color, professionally produced magazine, will inspire visitors and showcase the Sonoma Valley lifestyle. With engaging photos, rich content and educational maps and infographics, visitors get a first-hand look at Sonoma Valley, with focus on the valley's local businesses.

Our guides (50,000 copies) will be distributed throughout Northern California, and to travelers, and meetings and wedding planners, as well as digitally on sonomavalley.com.

FEATURES:

- **EVERGREEN CONTENT:** curated from our top blog articles, these educational pieces include topics like Wine Tasting Etiquette 101, How to Navigate the Farmer's Market, or Field Guide to the Outdoors.
- **INFOGRAPHICS** explain larger topics through the use of creative graphics and educate travelers about Sonoma Valley.
- **MAPS** direct readers where to find your business. Sample maps include a larger map of Sonoma County, wineries in Sonoma Valley, wine AVAs, and shopping and dining maps.
- **SPOTLIGHT ADS** offer the opportunity to be included in an article about a given category (i.e. Hotels, Restaurants, Wineries, Shops, etc.), with a maximum of four advertisers on each page. This editorial style article will show off your business as a must-visit location.

Convenient hand-held size for ease of use and portability



Directories of local businesses & Spotlight Ads



Maps direct travelers to local businesses, parks and attractions

Rich, evergreen content to entice readers with the Wine Country lifestyle

EXPOSURE EQUALS BUSINESS



Quality printed materials make powerful impressions, and research shows that a printed visitor guide helps drive visitation. Created with thoughtful content and engaging photography, the Sonoma Valley Visitors Guide is a great way to showcase the personality and purpose of your business, with a wide-range of marketing and advertisement offerings to fit your needs and budget.

According to industry research on guides:

- 85% of travelers were influenced to visit after reading a visitor guide
- Readers retain information from actual, tactile visitors guides: 90% of readers remembered reading them in hand vs. online readers at 67%
- The ROI for every guide distributed was \$48:1 in destination spending

2022 PRICING & DETAILS

QUANTITY & DISTRIBUTION

50,000 copies, to be distributed throughout the Valley, distributed nationwide through direct requests, and distributed to the following locations and partners:

- Sonoma Valley Visitors Bureau's two visitors centers (the Plaza and south office)
- Regional Visitors Centers (including San Francisco, Marin, Sacramento, and area airports)
- Visit California's Visitors Centers throughout California
- Member businesses
- Convention & meeting planners
- Trade shows & travel media
- Bay Area concierges & wedding planners
- Major festivals & events throughout Sonoma Valley
- Digital downloads from sonomavalley.com

SPECS

- Full Page: 6" x 10"; matte cover; with perfect bind on 10" side with hinge score and side glue
- Submit high-resolution images, at least 300dpi for content ads in .jpg format
- Logo format: .eps, .png, or high-resolution .jpg
- Ads must be submitted in print-ready PDF format.
- Full page bleed= 6.25" x 10.25" | Trim = 6" x 10 | Live Area (text and images) = 5.5" x 9.6

PRICING & TIMING INCENTIVES

TYPE	EARLY BIRD Until 4/30	REGULAR 5/1-5/15	LAST CALL 5/16-5/31
1/4 Page Ad	\$1,500.00	\$1,650.00	\$1,725.00
1/2 Page Ad	\$2,500.00	\$2,750.00	\$2,875.00
Full Page Ad	\$4,750.00	\$5,225.00	\$5,463.00
Spotlight Ad	\$1,100.00	\$1,210.00	\$1,265.00
Inside Front Cover or Page 2	\$5,500.00	\$6,050.00	\$6,325.00
Table of Contents	\$4,750.00	\$5,225.00	\$5,463.00
Inside or Outside Back Cover	\$4,750.00	\$5,225.00	\$5,463.00
Premium Listing w/ Small Photo & 50 words	\$500.00	\$550.00	\$575.00
Enhanced Listing w/ 50 words	\$300.00	\$330.00	\$345.00

TO PLACE AN AD, CONTACT:

Lori Varsames, Marketing & Partnerships
lori@sonomavalley.com
(510) 872-2827

VISITOR GUIDE AD SPECIFICATIONS

FULL PAGE

TRIM: 6" x 10"

SIZE W/BLEED: 6.25 x 10.25

Ad Specifications

1/2 PAGE HORIZONTAL
5.125" x 4.5"

1/4 PAGE
2.5" x 4.5"

1/2 PAGE
VERTICAL
2.5" x 9.125"

1/4 PAGE
2.5" x 4.5"

1/4 PAGE
2.5" x 4.5"

1/4 PAGE
2.5" x 4.5"