



ESSENTIAL INSIDER'S GUIDE



Tucson Lifestyle

2024 MEDIA KIT

Partner with Visit Tucson and Tucson Lifestyle to reach a targeted audience of potential visitors through Tucson's **Official Travel Guide**.

The annual *Essential Insider's Guide* (EIG), now **TUCSON'S OFFICAL TRAVEL GUIDE**, is the ultimate resource for visitors ready to explore the hub of Southern Arizona.

DID YOU KNOW?

THE EIG IS THE ONLY GUIDE MAILED TO VISTORS PRIOR TO THEIR ARRIVAL!

The *Essential Insider's Guide* features a curated mix of lush photography and informative articles to appeal to visitors' curiosity of all things Tucson and Southern Arizona. No other visitor guide publisher has produced as many stories about Tucson and Southern Arizona as Visit Tucson and Tucson Lifestyle.



VISITOR PROFILE

**TOP 10
ACTIVITIES &
EXPERIENCES**

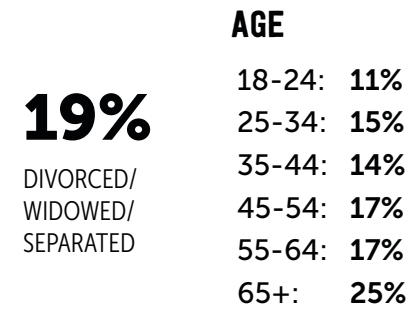
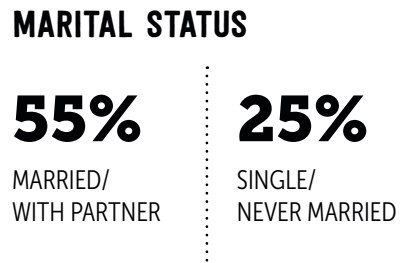
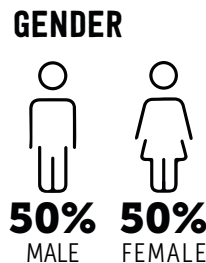
TUCSON &
SOUTHERN ARIZONA

- | | |
|----------------------------|-----|
| 1. SHOPPING: | 29% |
| 2. SIGHTSEEING: | 26% |
| 3. LANDMARK/HISTORIC SITE: | 18% |
| 4. MUSEUM: | 15% |
| 5. HIKING/BACKPACKING: | 15% |
| 6. NATIONAL/STATE PARK: | 15% |
| 7. BAR/NIGHT CLUB: | 14% |
| 8. ATTENDING CELEBRATION: | 13% |
| 9. CASINO: | 13% |
| 10. SWIMMING: | 12% |



**DEMOGRAPHIC
PROFILE OF
OVERNIGHT
VISITORS**

TUCSON &
SOUTHERN ARIZONA



Occupancy rates are at all time highs. **TRAVEL IS BACK!**
 Deliver your message in **TUCSON'S ONLY OFFICAL TRAVEL GUIDE.**

3.7

AVERAGE NUMBER
 OF NIGHTS SPENT
 IN TUCSON &
 SOUTHERN ARIZONA

19%

INCREASE FROM 2018

VISITOR PROFILE

TRAVEL PARTY
 TUCSON &
 SOUTHERN ARIZONA

AVERAGE SIZE

3.0
 people

30%
 TRAVEL ALONE

COMPOSITION OF
 IMMEDIATE TRAVEL
 PARTY

59%
 SPOUSE/PARTNER

30%
 CHILD(REN)

15%
 FRIEND(S)

13%
 OTHER RELATIVE(S)

9%
 BUSINESS ASSOCIATE

8%
 PARENT(S)

AVERAGE
 PER PARTY
 EXPENDITURES
 ON DOMESTIC
 OVERNIGHT TRIPS

TUCSON &
 SOUTHERN ARIZONA

\$236
 LODGING

\$147
 RESTAURANT
 FOOD & BEVERAGE

\$101
 TRANSPORTATION
 AT DESTINATION

\$100
 RETAIL
 PURCHASE

\$82
 RECREATION,
 SIGHTSEEING
 ENTERTAINMENT



2024 ESSENTIAL INSIDER'S GUIDE

TUCSON'S ONLY OFFICIAL TRAVEL GUIDE

ONE GUIDE TO RULE THEM ALL!

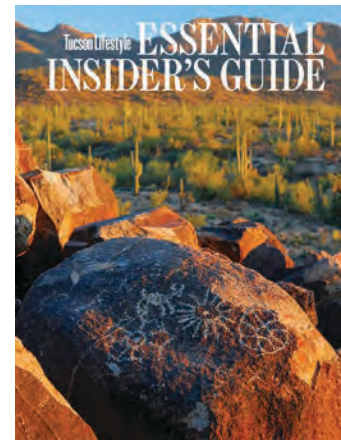
Visit Tucson is the official organization charged with attracting visitors to Tucson and Southern Arizona. This annual guide is the key fulfillment piece, provided to everyone who requests it. Additional distribution locations include **Phoenix Sky Harbor International Airport, Tucson International Airport, the Southern Arizona Heritage and Visitor Center, partner hotels, key attractions, meetings delegates and large events** such as the **Tucson Gem, Mineral and Fossil Showcase**.

AD RATES *NEW LOWER RATES!*

| SIZE | VISIT TUCSON PARTNER (GROSS) | | NON-PARTNER (GROSS) | |
|-------------------|------------------------------|---------------------|---------------------|----------|
| | 2024 | 2023 | 2024 | 2023 |
| Two-Page Spread | \$10,515 | \$12,370 | \$12,716 | \$14,260 |
| Full Page Spread | \$6,877 | \$8,090 | \$8,322 | \$9,790 |
| Half Page | \$4,046 | \$4,760 | \$4,913 | \$5,780 |
| Quarter Page | \$2,397 | \$2,820 | \$2,907 | \$3,420 |
| Formatted Listing | \$723 | \$850 | \$808 | \$950 |

| PREMIUM POSITIONS (PARTNERS ONLY) | 2024 | 2023 |
|-----------------------------------|---------|----------|
| | IFC/IBC | \$7,812 |
| BACK COVER | \$8,602 | \$10,120 |

150,000 COPIES

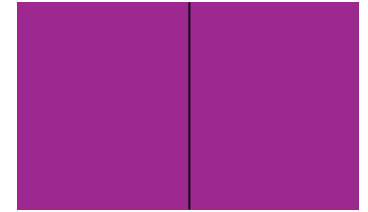


DEADLINES

Space Reservation & Billing: November 3, 2023
 Materials Deadline: November 10, 2023
 Delivery: January 15, 2024

TWO GREAT ORGANIZATIONS PARTNERING TO CREATE ONE OFFICAL TRAVEL GUIDE!

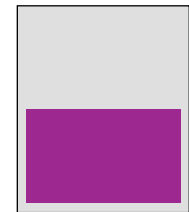
Ad Specs



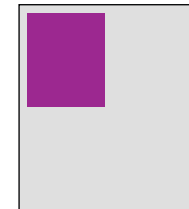
TWO-PAGE SPREAD
2 INDIVIDUAL PAGES 8.88" X 11.38"



FULL PAGE | 8.88" X 11.38"



1/2 HORIZONTAL | 7.375" X 4.813"



1/4 VERTICAL | 3.563" X 4.813"