

# TUCSON INSIDERS GUIDE



A COLLABORATION BETWEEN



## 2025 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 *Tucson Insiders Guide*, is **TUCSON'S OFFICAL TRAVEL GUIDE!** The ultimate resource for visitors ready to explore the hub of Southern Arizona.

The *Tucson Insiders 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% |

### DID YOU KNOW?

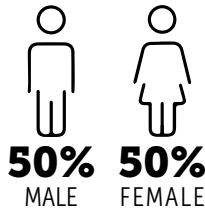
THE TUCSON INSIDERS GUIDE IS THE  
ONLY GUIDE MAILED TO VISITORS  
PRIOR TO THEIR ARRIVAL!



### DEMOGRAPHIC PROFILE OF OVERNIGHT VISITORS

TUCSON &  
SOUTHERN ARIZONA

#### GENDER



#### MARITAL STATUS

**55%**

MARRIED/  
WITH PARTNER

**25%**

SINGLE/  
NEVER MARRIED

**19%**

DIVORCED/  
WIDOWED/  
SEPARATED

#### AGE

18-24:	11%
25-34:	15%
35-44:	14%
45-54:	17%
55-64:	17%
65+:	25%



Deliver your message in **TUCSON'S ONLY OFFICAL TRAVEL GUIDE.**

**3.6**

AVERAGE NUMBER  
OF NIGHTS SPENT  
IN TUCSON &  
SOUTHERN ARIZONA

**5.8** million

OVERNIGHT TRIPS  
TO TUCSON &  
SOUTHERN ARIZONA

**VISITOR PROFILE**

TRAVEL PARTY  
TUCSON &  
SOUTHERN ARIZONA

AVERAGE SIZE

**2.8**  
people

**25%**  
TRAVEL ALONE

COMPOSITION OF  
IMMEDIATE TRAVEL  
PARTY

**57%**  
SPOUSE/PARTNER

**24%**  
CHILD(REN)

**22%**  
FRIEND(S)

**15%**  
OTHER RELATIVE(S)

**6%**  
BUSINESS ASSOCIATE

**6%**  
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

Source: Longwoods International, Tourism Travel USA Vistor Profile, 2022 and Longwoods International, Tourism Economics, 2022

# 2025 TUCSON INSIDER'S GUIDE

## TUCSON'S ONLY OFFICIAL TRAVEL GUIDE

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 *NO RATE CHANGE FOR THE 2025 EDITION!*

SIZE	VISIT TUCSON PARTNER (GROSS)	NON-PARTNER (GROSS)
Two-Page Spread	\$10,515	\$12,716
Full Page Spread	\$6,877	\$8,322
Half Page	\$4,046	\$4,913
Quarter Page	\$2,397	\$2,907
Formatted Listing	\$723	\$808

#### PREMIUM POSITIONS (PARTNERS ONLY)

IFC/IBC	\$7,812
BACK COVER	\$8,602

### DEADLINES

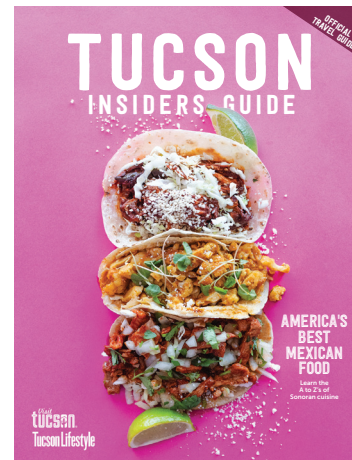
Space Reservation & Billing by: October 18, 2024

Materials Deadline: October 25, 2024

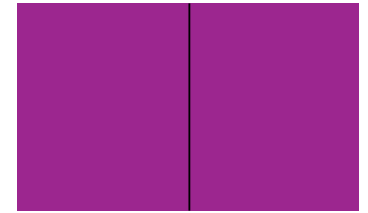
Delivery: January 15, 2025

***TWO GREAT ORGANIZATIONS PARTNERING TO CREATE ONE OFFICAL TRAVEL GUIDE!***

**150,000 COPIES**



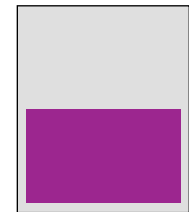
### Ad Specs



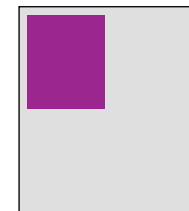
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