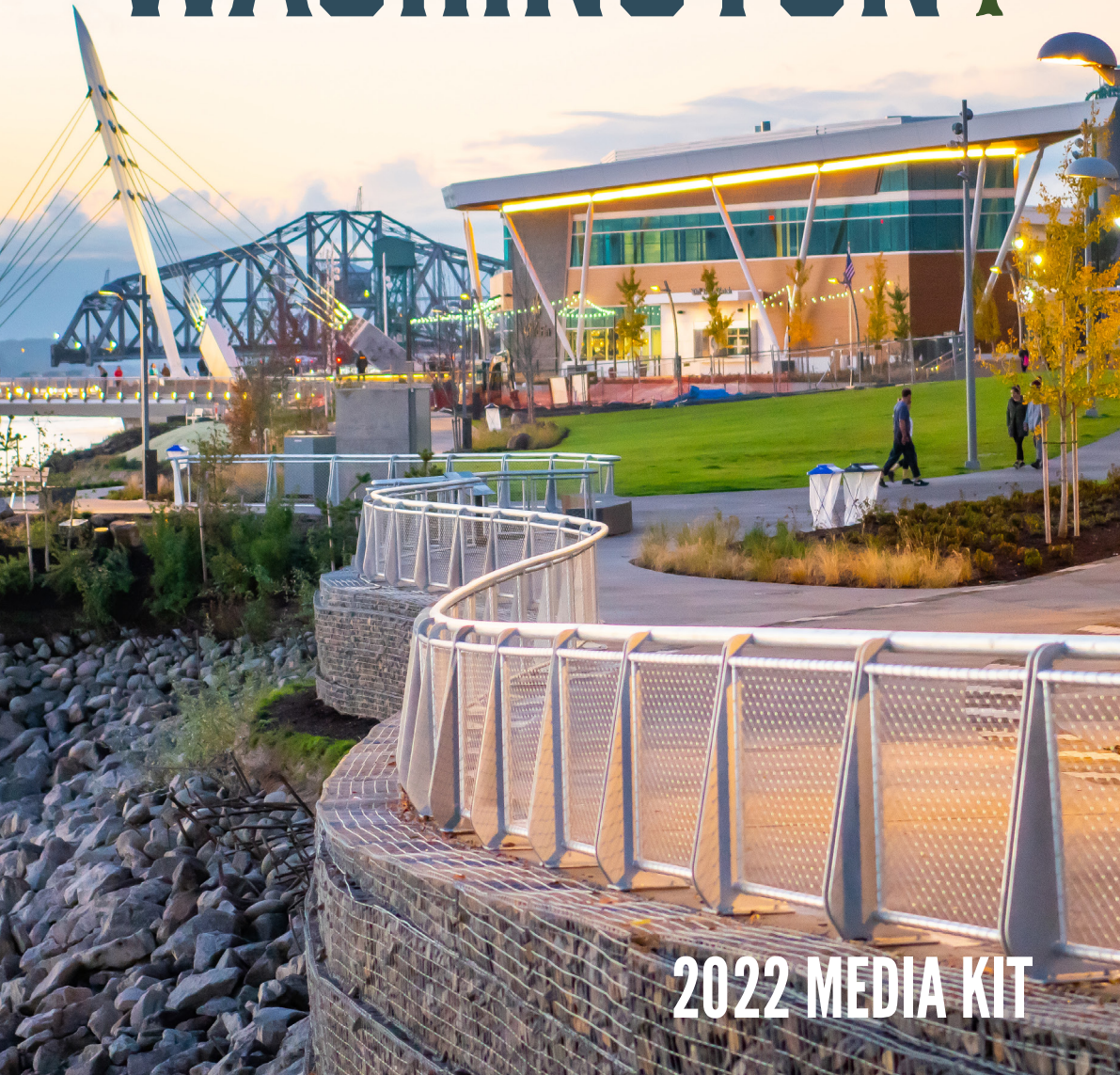


# VISIT VANCOUVER WASHINGTON



2022 MEDIA KIT

# TOURISM IN VANCOUVER USA IS BIG BUSINESS!

With millions of vacation dollars spent, the *Vancouver USA Travel Magazine* is a key tool for your business to reach visitors to the Vancouver area.

Tourism continues to be an economic driver in Clark County, with visitors spending over \$500 million annually. This growth contributes to the Clark County tourism economy, an industry that supports more than 4,180 tourism related jobs.

Don't miss out on this opportunity – reserve your ad in the 2022 edition of the *Vancouver USA Travel Magazine and Relocation Guide* today!

**Nearly 80%**

of Americans are currently planning their travel for 2022!<sup>2</sup>

**\$555 million**

TOTAL VISITOR SPENDING

**\$95 million**

LODGING

**\$144 million**

RETAIL SALES

**\$120 million**

FOOD & DRINK

**\$98 million**

ACTIVITIES &  
RECREATION

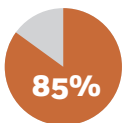
<sup>1</sup> 2021 Vancouver USA Annual Tourism Report

<sup>2</sup> Evolve 2022 Travel Trends Forecast

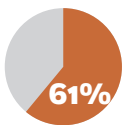
# THE POWER OF VISITORS GUIDES

Recent studies<sup>1</sup> show that the official *Vancouver USA Travel Magazine* will influence 2022 travel plans and spending decisions.

“How did a visitor guide influence your trip?”



BECAME  
AWARE OF AN  
ATTRACTION OR  
BUSINESS



PURCHASED  
TICKETS OR  
MERCHANDISE



HELPED THEM  
DECIDE TO  
VISIT THE  
DESTINATION



On average, **79%** of visitors picked up a visitor guide or brochure<sup>2</sup>

Printed visitor guides continue to be a popular source for trip planners with a usage rate of **52%**<sup>2</sup>

**62%** of visitors say printed guides are extremely important<sup>3</sup>

**67%** users say advertisements help them during trip planning<sup>4</sup>

# TOTAL CIRCULATION: 95,000

## YEAR-ROUND TARGETED DISTRIBUTION

- Visitor centers throughout WA and OR
- Visitor info kiosks along the I-5 Corridor
- Expanded distribution in Greater Portland area
- Portland International Airport
- The Visitor Information Center at the Fort Vancouver National Site
- More than 30 local hotels
- Meeting planners bringing groups to Vancouver
- Convention delegate welcome packets
- Visitor points of interest throughout Southwest WA
- Chambers of Commerce in Clark County
- Businesses and individuals relocating to the area

## DIGITAL DISTRIBUTION

- Digital flipbook available on iPad, tablets and mobile as well as online viewing at [visitvancouverusa.com](http://visitvancouverusa.com)

“Our conference attendees were thrilled with the Visitors Guide, and the many options for meals and entertainment within walking distance of the Hilton. Many attendees took advantage of the riverfront park to jog or walk, and the Farmers Market was a big hit.”

- Washington State  
Bar Association



Your ad will be surrounded by original content and captivating images, to keep the readers interest on the page while giving them the tools to Do The Couve.



# 2022 VISIT VANCOUVER WASHINGTON NET RATES

SIZE	RATE
Full page	\$3,848
2/3 page	\$2,923
1/2 page (H only)	\$2,499
1/3 (H or V)	\$1,810
1/6 page (V only)	\$1,065
Back cover	\$4,695
Inside front cover	\$4,258
Inside back cover	\$4,258

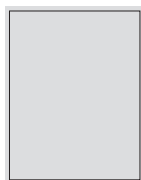
All rates are net. All ads to be printed 4 color. Spec sheet available on request.

## DEADLINES

Space Reservation:  
**FEBRUARY 18, 2022**

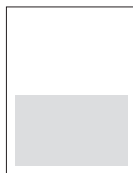
Materials Due:  
**MARCH 4, 2022**

Distribution:  
**APRIL 2022**



### FULL PAGE

BLEED:  
8.25" x 10.75"  
TRIM:  
8" x 10.5"  
NON-BLEED:  
7.25" x 9.75"



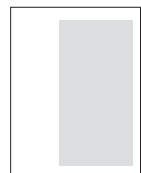
### 1/2 PAGE

HORIZONTAL:  
7" x 4.625"



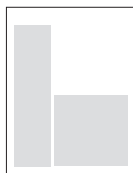
### 1/6 PAGE

VERTICAL:  
2.25" x 4.625"



### 2/3 PAGE

VERTICAL:  
4.625" x 9.5"



### 1/3 PAGE

SQUARE:  
4.625" x 4.625"  
VERTICAL:  
2.25" X 9.5"

# Reserve your ad today

## **VANCOUVER USA TRAVEL MAGAZINE PRESENTED BY**

Visit Vancouver Washington

## **ADVERTISING SALES**

Robert Page, Senior Account Executive  
rpage@sagacitymedia.com • 206.979.5821

## **PRODUCTION INQUIRIES**

Scott Weber  
sweber@sagacitymedia.com • 971.200.7046

## **PLEASE SUBMIT FILES TO**

<http://admaterial.sagacitymedia.com/>

If the file is over 9 MB please send to our FTP:  
<https://portlandmonthly.groupdropbox.com>  
login: advertiser@sagacitymedia.com  
password: oakstreet



**SAGACITY**  
CONTENT SOLUTIONS

**ADVERTISING CONTACT:**

Robert Page, Senior Account Executive  
206.979.5821  
[rpage@sagacitymedia.com](mailto:rpage@sagacitymedia.com)