

Vancouver

usa



2020 MEDIA KIT

TOURISM IN VANCOUVER USA IS BIG BUSINESS!

**And visitors to the Vancouver area are ready to spend
their vacation dollars!**

Last year, tourism in Clark County continued to be an economic driver, with visitors spending \$525,000,000. 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 *Vancouver USA Travel Magazine and Relocation Guide* today!

Total Visitor Spending

\$585 million



LODGING

\$93 million



FOOD & DRINK

\$215 million



RETAIL SALES

\$80 million



ACTIVITIES &
ENTERTAINMENT

\$70 million

THE POWER OF VISITORS GUIDES

Recent studies* show that the official *Vancouver USA Travel Magazine* will influence 2020 travel plans and spending decisions.

“Did reading the guide influence or change the following aspects of your trip?”*



17%

STAYED LONGER



50%

**ADDED
ATTRACTIONS**



45%

**ADDED
ACTIVITIES**



24%

**SPENT MORE
MONEY**



Photo by Stuart Mullenberg

83%+

Of undecided travelers were influenced to choose a destination after reviewing a visitors guide.

45%

spent more than 45 minutes reading a visitors guide.

50%+

of respondents used a visitors guide to plan their trip.

53%

spent between 15 and 45 minutes reading a visitors guide.

40%

used a visitors guide both prior to and during their visit.

TOTAL CIRCULATION: 141,000

Circulation **95,000** // Bonus Circulation **46,000**



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
- Mailed with subscriber copies of *Portland Monthly* and *Seattle Met*

DIGITAL DISTRIBUTION

- Digital flipbook available on iPad, tablets and mobile as well as online viewing at 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

GREAT STORYTELLING AND EYE-CATCHING VISUALS

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.



2020 VISIT VANCOUVER USA NET RATES

SIZE	RATE
Full page	\$3,700
2/3 page	\$2,811
1/2 page (H only)	\$2,403
1/3 (H or V)	\$1,740
1/6 page (V only)	\$1,024
Back cover	\$4,515
Inside front cover	\$4,094
Inside back cover	\$4,094

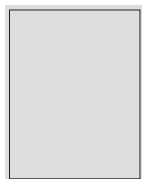
All rates are net. All ads to be printed 4 color. Spec sheet available on request.

DEADLINES

Space Reservation:
JANUARY 31, 2020

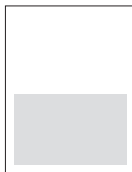
Materials Due:
FEBRUARY 7, 2020

Distribution:
MARCH 2020



FULL PAGE

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



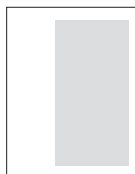
1/2 PAGE

HORIZONTAL:
7" x 4.625"



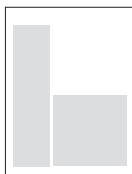
1/6 PAGE

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 USA

ADVERTISING SALES

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



SAGACITY MEDIA

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