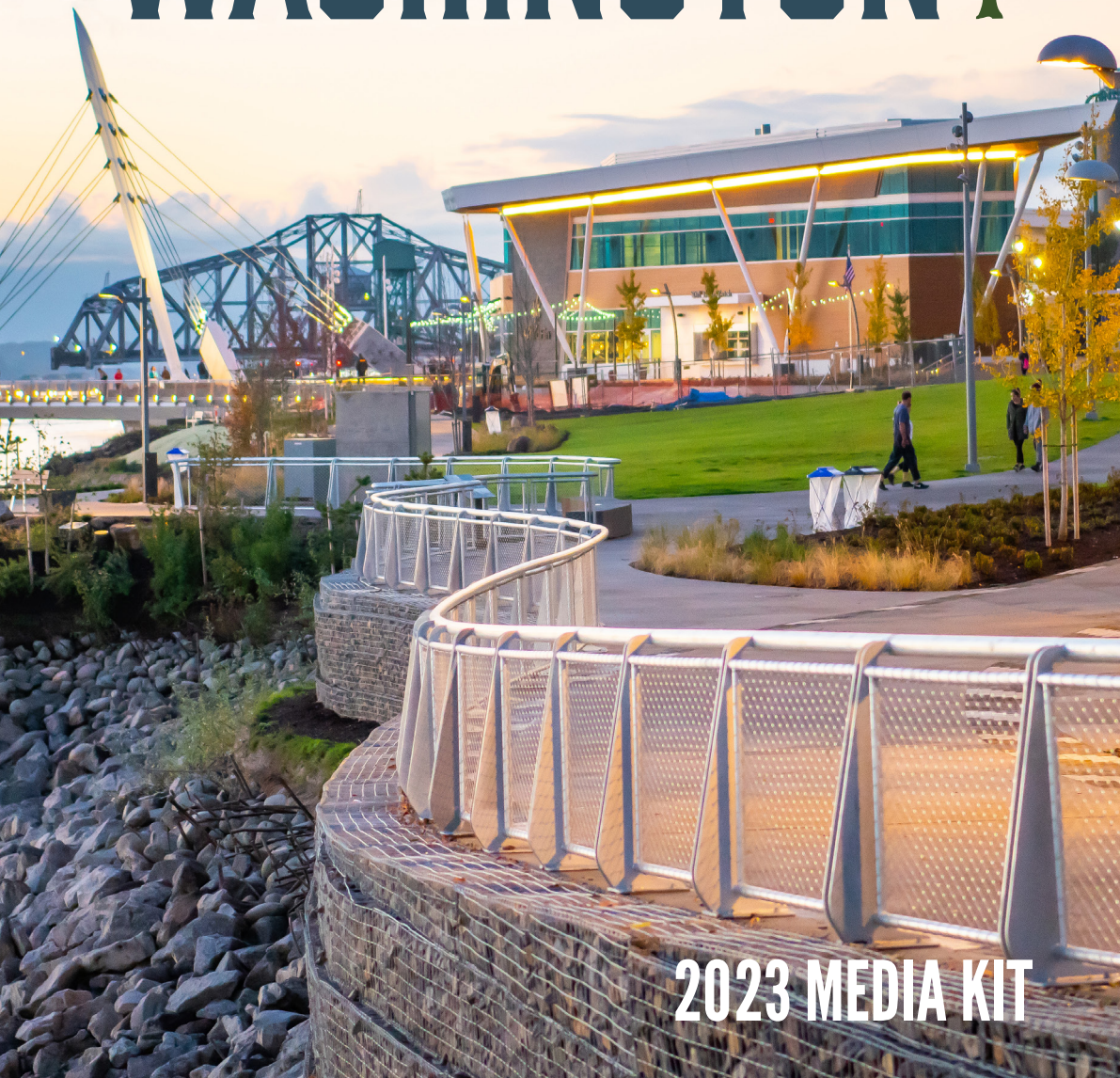


# VISIT VANCOUVER WASHINGTON



2023 MEDIA KIT



# TOURISM IN VANCOUVER WA IS BIG BUSINESS!

The *Vancouver WA 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 counties' tourism economy, an industry that supports more than 6,700 tourism-related jobs.

Don't miss out on this opportunity—reserve your ad in the 2023 edition of the *Vancouver WA Travel Magazine* today!

**Nearly 80%**  
of Americans are currently planning their travel for 2023!

Source: Tourism Economics

**\$516 million**  
TOTAL ANNUAL VISITOR SPENDING

**\$90 million**  
LODGING

**\$121 million**  
RETAIL SALES

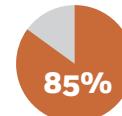
**\$125 million**  
FOOD & DRINK

**\$87 million**  
ACTIVITIES & RECREATION

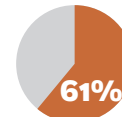
# THE POWER OF VISITORS GUIDES

Recent studies<sup>1</sup> show that the official *Vancouver WA Travel Magazine* will influence 2023 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>

1 WACV study conducted by Destination Analysts, March 2016  
2 Bentley University's Visitor Information Brochure Distribution Research, 2018  
3 Hospitality Visitor Information Survey February - March 2019 conducted by The International Association of Visitor Information Providers  
4 "A Study of DMO Visitor Guides," Research Conducted by Destination Analysts for the Western Association of CVBs Education & Research Foundation.



# 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 the 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 [visitvancouverwa.com](http://visitvancouverwa.com)

“Our conference attendees were thrilled with the *Visitor 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, keeping readers' interest on the page while giving them the tools to "Do The Couve."



# 2023 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

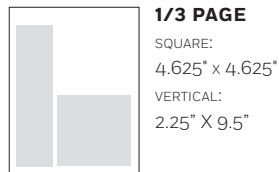
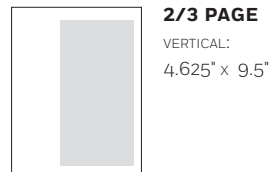
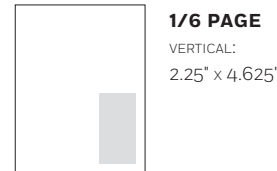
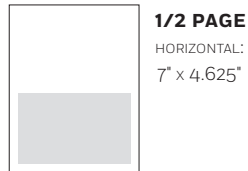
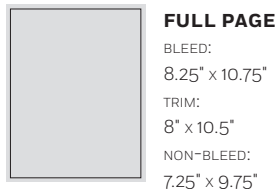
All rates are net. All ads to be printed 4 color. Spec sheet available on request.

## DEADLINES

Space Reservation:  
**FEBRUARY 24, 2023**

Materials Due:  
**MARCH 10, 2023**

Distribution:  
**APRIL 2023**



## AUGUST 2022

Even in the midst of a pandemic, tourism remained a top economic driver in Clark County, Washington and it is certainly continuing to make a resilient comeback. During the last couple of years, Visit Vancouver WA has stayed committed to supporting our local businesses, in part because without them we would not have a desirable destination to promote to visitors. And we genuinely love to live and work here! When many destination marketing organizations (like ourselves) nationwide were cutting printed Travel Magazines from their budgets, we continued to offer the tangible guide that so many travelers request, and locals look forward to every year.

In addition to targeted distribution at visitor centers throughout Oregon and Washington, visitor info kiosks along the I-5 corridor, and more than 30 local hotels, we have recently added Travel Magazine distribution on Washington State ferries in the South Sound and to all Oregon Welcome Centers. Vancouver is really becoming a recognized place on the map, and we want to match that enthusiasm and visitor interest by expanding our target markets. The meetings industry, while the slowest to recover, is also poised for potential in 2023-24 with groups already booked to experience our wonderful city—each bringing in hundreds of new people to Vancouver in a two- to three-day period.

We hope you see the value in helping this effort to drive business to Clark County. Please join us, and our official partner in producing the guide SagaCity Media, in spreading the word about your business, event, or organization. We think you'll be glad you did!

**SINCERELY,**  
**ERICA LINDEMANN**  
DIRECTOR OF MARKETING | VISIT VANCOUVER WA

1220 Main St., Ste. 220  
Vancouver, WA 98660  
360.750.1553  
Visitvancouverwa.com

# Reserve your ad today

## VANCOUVER WA TRAVEL MAGAZINE PRESENTED BY

Visit Vancouver Washington



## ADVERTISING SALES

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

**SAGACITY**  
CONTENT SOLUTIONS

## 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:  
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login: advertiser@sagacitymedia.com  
password: oakstreet