The Kansas Official Travel Guide delivers the best of Kansas to interested travelers who contribute billions to the area’s economy. Written and produced by the travel experts of Meredith Corporation’s Custom Content Studio, the guide is an eye-catching high-quality print and digital piece reaching over 350,000 consumers.

INSIDE THE GUIDE
- ROAD TRIP ITINERARIES
- ARTS AND CULTURE
- HIDDEN GEMS
- WHERE TO EAT & STAY
- MUST-VISIT STATE ATTRACTIONS
- STATE PARKS GUIDE
- HISTORIC LANDMARKS
- OUTDOOR RECREATION

Visibility and Distribution
Your advertising message will be seen by over 350,000 consumers across multiple touch points.
- 300,000 high-quality printed editions distributed at Kansas Travel Information Centers, Welcome Centers and tourism events.
- Bonus 50,000 print copies distributed to Meredith magazine subscribers in select titles such as Midwest Living, Better Homes & Gardens and Shape.
- Digital edition of the guide with live links on TravelKS.com and MidwestLiving.com

As an advertiser, your brand will be intrinsically part of a strategic promotional campaign across Meredith properties, including announcements on Meredith-owned TV stations, in-magazine promotions and more.

Travel guides inspire travel
On average, women spend nearly $6,000 per year on vacations.
82% of women took action after seeing a magazine travel ad.
61% of Kansas Travel Guide readers chose a destination in Kansas for a trip based on something they read in the guide.

Kansas Tourism BY THE NUMBERS
36 MILLION TRAVELERS visited Kansas in 2018

$7 BILLION in visitor spending in 2018, an increase of 4.3%

$11 BILLION in total economic impact for the state of Kansas

TOURISM GENERATES $638 MILLION in state and local taxes AND
SUPPORTS 1 IN 20 JOBS in Kansas

There’s No Place Like Kansas

Sources: 2017 Meredith Travel Research Study; Kansas Consumer Feedback Study 2018 (conducted by Meredith)
### Showcase Your Destination/ Organization with a Highlighted Listing

**LIMITED BUDGET?** You can still be seen by thousands of travelers as they search for things to do in the state. Listings are a cost-effective way to advertise in the Travel Guide—and you can stand out with a Highlighted Listing.

All listings or edits must first be submitted through TravelKS.com/industry. After you add or update your listing on the website, you will have the opportunity to submit your printed Kansas Travel Guide listing. All listings must be paid in full to be included in the guide.

> To request an account or receive your website login, email Andrea Etzel: andrea.etzel@ks.gov

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>NET RATE</th>
<th>5% DISCOUNT</th>
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<tbody>
<tr>
<td>FULL PAGE</td>
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<td>½ PAGE HORIZONTAL/VERTICAL</td>
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*Dates and circulation subject to change.

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### FOR MORE INFORMATION CONTACT

**ADVERTISING SALES + INSERTION ORDERS**

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Integrated Account Manager
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**MATERIALS**

**PAIGE SHANNON**
Ad Production Supervisor
913-284-2992
paige.shannon@meredith.com

### RATES

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<tr>
<td>Listing</td>
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Sample layout only. Layout subject to change.