

# Vancouver

usa

NOW PLAYING  
WELCOME TO  
VANCOUVER USA

2018 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 **\$472,500,000**. This growth contributes to the Clark County tourism economy, an industry that supports more than **4,450** tourism related jobs.

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



LODGING  
\$76 Million



FOOD & DRINK  
\$172 Million

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Total Visitor Spending  
**\$472 million**

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RETAIL SALES  
\$68 Million



ACTIVITIES &  
ENTERTAINMENT  
\$58 Million



# THE POWER OF VISITORS GUIDES

Recent studies\* show that the official *Vancouver USA Travel Magazine* will influence 2018 travel plans and spending decisions.

Of undecided travelers, more than 80% were **influenced to choose a destination** after reviewing a visitors guide.

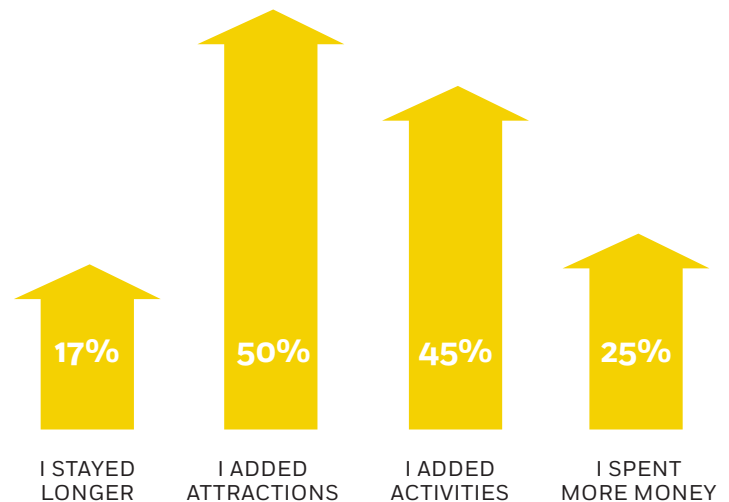
More than 50% of respondents **used a visitors guide to plan their trip.**

Nearly 40% used a visitors guide **both prior to and during their visit.**

45% spent **more than 45 minutes reading** a visitors guide.

Another 53% spent between **15 and 45 minutes reading** a visitors guide.

When asked **“Did reading the guide influence or change the following aspects of your trip?”\***, visitors responded yes to:



\*WACVB study conducted by Destination Analysts, March 2014, and Visitor Guide study conducted by National Laboratory for Tourism & Ecommerce, Temple University March 2014.

# TARGETED DISTRIBUTION

**TOTAL CIRCULATION 141,000**

**CIRCULATION 95,000 / BONUS CIRCULATION 46,000**

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

## YEAR-ROUND DISTRIBUTION AT

- Visitor centers throughout WA and OR
- Visitor info kiosks along the I-5 Corridor
- 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

# 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.

**DAY TRIPS**

## HIGHLIGHTS OF THE GORGE

The best of popular Gorge hiking trails with impressive viewpoints.

**Y**OU DON'T HAVE TO travel far to find the best of the Gorge. In fact, you can find it all in the heart of the city. The Gorge is a beautiful area with some of the best hiking trails in the area. The Gorge is a beautiful area with some of the best hiking trails in the area. The Gorge is a beautiful area with some of the best hiking trails in the area.

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**DAY TRIPS**

## WINTER IS COMING ... TO MOUNT ST. HELENS

Shake off the crowds and strap on your snow gear to discover Mount St. Helens in all her winter glory.

**Y**OU CAN'T RIDE UP TO THE MOUNTAIN (DON'T forget to purchase a permit for the park), but you can experience the backcountry of the Gorge in winter. The Gorge is a beautiful area with some of the best hiking trails in the area. The Gorge is a beautiful area with some of the best hiking trails in the area. The Gorge is a beautiful area with some of the best hiking trails in the area.

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**DAY TRIPS**

## SPRING

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**DINING**

**BIG NAMES, HOT EATS**

The hottest new flavors in the Couve bring big-name talents and impressive culinary backgrounds.

**V**ANCOUVER'S DINING SCENE just got a little hotter. From the best of the Gorge to the best of the city, the Gorge is a beautiful area with some of the best hiking trails in the area. The Gorge is a beautiful area with some of the best hiking trails in the area. The Gorge is a beautiful area with some of the best hiking trails in the area.

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**DINING**

**TRUCKED AWAY DOWNSTOWN**

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# 2018 VISIT VANCOUVER USA NET RATES

SIZE	RATE
Full Page	\$3,421
2/3 page	\$2,599
1/2 Page (H Only)	\$2,222
1/3 (H or V)	\$1,609
1/6 Page (V Only)	\$947
Back Cover	\$4,174
Inside Front Cover	\$3,786
Inside Back Cover	\$3,786

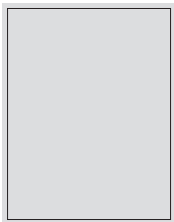
All rates are net. All ads to be printed 4 color.  
Spec sheet available on request.

## DEADLINES

Space Reservation: **January 12, 2018**

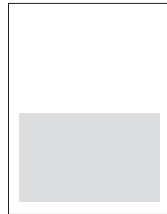
Materials Due: **January 19, 2018**

Distribution: **March 2018**



### FULL PAGE

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



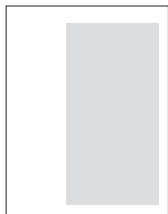
### 1/2 PAGE

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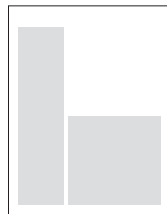
### 1/6 PAGE

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**

Lora Helmer, Account Executive  
lhelmer@sagacitymedia.com • 971.200.7047

### **PRODUCTION INQUIRIES**

Scott Weber  
sweber@sagacitymedia.com • 971.200.7046

### **PLEASE SUBMIT FILES TO**

Ian Smith, Sales & Production Coordinator  
921 SW Washington, Suite # 750 Portland, OR 97205  
ismith@sagacitymedia.com • 971-200-7056

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

## **SAGACITY MEDIA**

CUSTOM PUBLISHING DIVISION

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