

# Travel & Tourism Guide



Our Travel & Tourism series invites the active, affluent readers of 417 Magazine to your regional travel destination through this multimedia campaign. Along with your display ad, your business receives advertorial that runs in both the print issue and as native content on 417mag.com.

**\*Did you know?**

- 61% of our readers are planning to travel in the next 12 months
- 51% of our readers are planning weekend and day trip getaways
- 53% of US travelers report using a printed source in planning their travel
- 78% of our readers frequently purchase products/services seen in the magazine

	6x	2x	Advertorial
<b>Full Page</b>	\$2,785 + Advo in April & Sept.	\$3,780 + Advo in April or Sept.	250 words, photo*
<b>2/3 Page</b>	\$2,334 + Advo in April & Sept.	\$3,363 + Advo in April or Sept.	200 words, photo*
<b>1/2 Page</b>	\$2,020 + Advo in April & Sept.	\$2,733 + Advo in April or Sept.	150 words, photo*
<b>1/3 Page</b>	\$1,321 + Advo in April & Sept.	\$1,897 + Advo in April or Sept.	100 words, photo*
<b>1/4 Page</b>	-	\$597	-

*Ad Stack Only, \$680 for 1x*

**April 2021**  
Ultimate Guide to Breakfast  
Space closes 2/12/2021

**September 2021**  
Fall Festivals  
Space closes 7/16/2021

**Add on Advertorial**

- \$600** 250 words, 1 photo\*
- \$500** 200 words, 1 photo\*
- \$400** 150 words, 1 photo\*
- \$300** 100 words, 1 photo\*

PLUS

**Digital Exposure on 417mag.com**



**Global Directory Listing**

- This includes:
- Profile information
  - A link to your website
  - Three photos
  - Map to your location
  - Contact information

**PLUS** Submit a video at no extra cost!

Renew your lifetime listing for \$50/year



**Native Content**

The entire Travel & Tourism section runs as native content on 417mag.com and is SEO-optimized for maximum exposure, giving you invaluable access to our highly engaged digital audience.

value  
**\$600**

Call 417-883-7417 for more details on this package.



\*Photo may or may not be included, depending on section layout

Source: 2016, 2019 Circulation Verification Council Publication Audit Report and Digital Audit 2016