

# 2023 TRAVEL GUIDE TO FLORIDA

www.floridatravelguide.travel

## ADVERTISING RATES AND DATA

Rate Card Number 13 Effective May 2022

### CIRCULATION AND TARGET AUDIENCES:

- RETAIL NEWSSTANDS IN THE USA AND CANADA
- UNITED, AMERICAN AND DELTA AIRLINES AIRPORT LOUNGES IN THE MAJOR USA AIRPORTS
- AAA OFFICES IN FLORIDA



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# 2023 TRAVEL GUIDE TO FLORIDA

A high quality, perfect-bound magazine, The Travel Guide to Florida is published annually and is a road map to the Sunshine State and its abundant merits as a vacation destination. Aimed at both the American domestic market and the Canadian market, it is filled from cover to cover with stimulating and informative feature stories written by some of Florida's top travel writers. Created to inspire and guide travelers, it covers each of Florida's eight distinctive regions together with a selection of special features on topics such as family vacations, golf, spa life, beaches, art and culture, ecotourism, water sports and theme parks. All stories are supported by high-quality, eye-catching photography. A section with useful information including comprehensive charts, maps and fundamental travel information makes it easy for readers to access valuable resources for planning a rewarding Florida vacation.



The Travel Guide to Florida covers all the bases on what to see and do across the state and include detailed content on Florida's 8 regions. It is currently being sold in over 12,000 retail newsstands in the United States, Canada and in several other countries around the world and is supported by a comprehensive website. It is also available in digital format on iTunes Store, Google Play, pocketmags.com, PressReader.com, Issuu.com and Floridatravelguide.travel

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# ADVERTISING RATES

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## DIGITAL

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### CLOSING DATE & MATERIAL DEADLINE

<b>BOOKING SPACE CLOSING DATE:</b>	December 16, 2022
<b>MATERIAL DUE DATE:</b>	December 23, 2022
<b>DISTRIBUTION DATE:</b>	January, 2023



SEAWORLD PARKS & ENTERTAINMENT, INC.



FLORIDA KEYS NEWS BUREAU/ANDY NEWMAN

## CIRCULATION

**70,000 copies**

### 1. RETAIL NEWSSTAND DISTRIBUTION

The 2023 Travel Guide to Florida will be sold in over 12,000 retail locations in the USA, Canada and several other countries around the world.

The Travel Guide to Florida is on sale at fine retailers including Barnes & Noble, Books-A-Million, CVS, Publix, Safeway, Kroger, Target, Walmart, Walgreens, Chapters/Indigo, Shoppers Drug Mart stores and many other retail chains and locations in the USA and Canada.

### 2. AIRPORT LOUNGES

The Travel Guide to Florida will be distributed in the United, American and Delta airlines airport lounges in the major US airports.

### 3. AAA OFFICES

The Travel Guide to Florida will be distributed in all AAA offices in Florida,.

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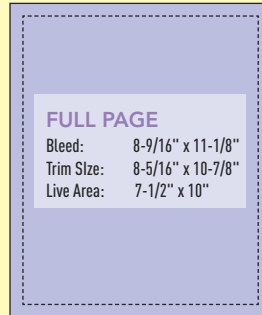
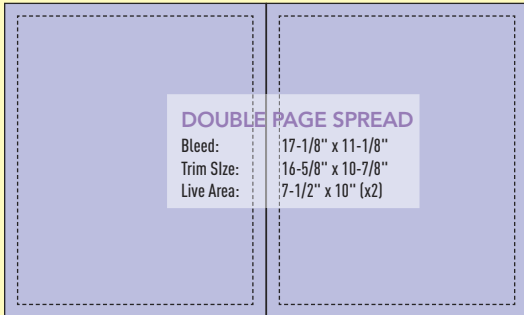


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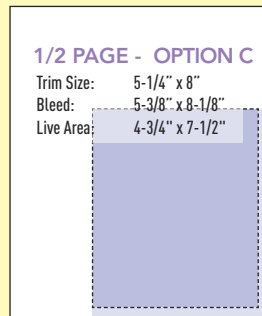
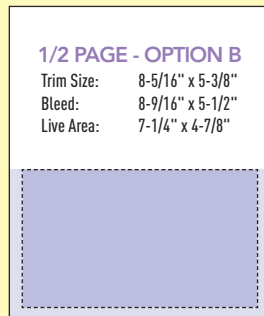
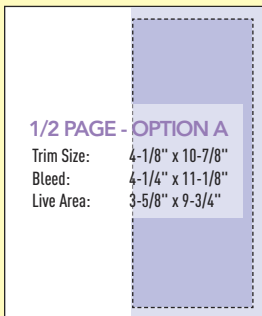
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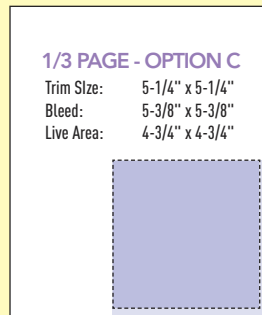
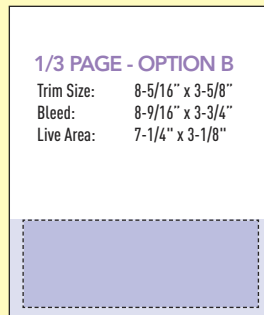
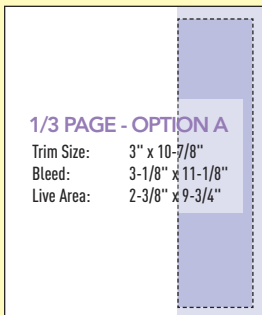
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## 1/2 PAGE ADS



## 1/3 PAGE ADS



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(Please contact us for FTP login)

## ACCEPTABLE AD FORMATS

- PDF (PDF-X1a compliant)
  - HI-RES TIFF, EPS
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  - Adobe InDesign CC2021\*
  - Adobe Illustrator CC2021\*\*
- \* Please supply fonts and linked images  
\*\* All fonts outlined and images embedded

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- Correct bleeds (1/8" on all sides)
- Include crop marks (.167 offset)
- Safety: Keep important text and graphics at least 1/4" away from trim line

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Sizes up to and including 1/2 Page: \$ 195

Sizes larger than 1/2 Page: \$ 295

We require good quality images, logos and all text.

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