



*The Official
Inspiration Guide
of the
Maryland Office
of Tourism*



Maryland**OPEN**
visitmaryland.org

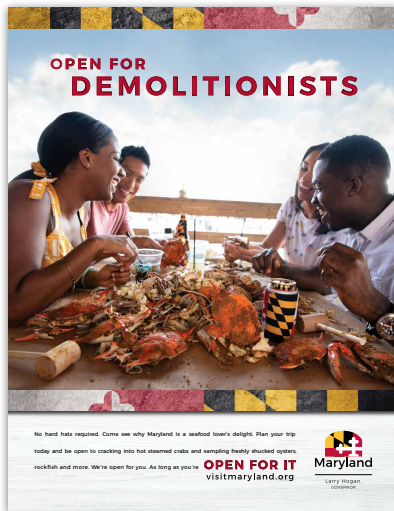
2024 DESTINATION MARYLAND: THE OFFICIAL MARYLAND TRAVEL MAGAZINE MEDIA KIT

MARKETING MARYLAND TRAVEL

The Maryland Office of Tourism Development is the official voice promoting Maryland to potential visitors with a multi-million dollar marketing effort that drives demand for print and digital travel guides.

\$3M ANNUAL SPEND*

The Maryland Office of Tourism's multi-million dollar Open For It marketing effort promotes the state to potential visitors.



\$18M+ EARNED MEDIA GENERATED ANNUALLY*

BY THE MARYLAND OFFICE OF TOURISM

TOURISM NUMBERS



41 Million
Annual Visitors



\$16.4 Billion
Visitor Spending



337,578 Visitors
to Eight
Welcome Centers

WEBSITE VISITORS



3.3 Million
Unique Visitors

TARGET MARKETS

Baltimore, Cleveland, Harrisburg,
Pittsburgh, New York, Philadelphia,
Washington, D.C.

AUDIENCE PROFILE



Age
25-64



Mean HHI
\$75,000+

ENEWS SUBSCRIBERS



75,000+

SOCIAL MEDIA



75.1K+



53.4K+



94.8K+



3.4K+

*2019 figures shown.

**Source: D.K. Shifflet; Tourism Economics.

VISITORS MAGAZINE



The Destination Maryland magazine is the official advertising fulfillment vehicle of the Maryland Office of Tourism. The publication is mailed directly to travelers who request from VisitMaryland.org and at Maryland Welcome Centers.

Be sure you leverage the opportunity to reach this highly qualified audience who is actively seeking Maryland travel inspiration. Advertising in the magazine is the best channel for those wanting to promote their business, attraction or service to visitors actively planning their Maryland vacation.

Be open for consumers looking for official expertise on trip tips to Maryland.

View the 2023 eGuide at: visitmaryland.org/brochure

READERSHIP STATS*

- Visitor guides are highly valued by potential visitors with **97%** defining themselves as satisfied or very satisfied with visitor guides
- **73%** of those who traveled to a destination after ordering a visitors guide indicated they were influenced by the visitor guide
- Visitors guides are important for decisions in-market, especially around Things to Do, with **57%** of travelers indicating they selected an attraction or activity, **45%** a place to dine, and **24%** a place to shop

*DMA West Visitor Guide Readership & Conversion Study, 2021

QUICK FACTS

500K REACH**

200K CIRCULATION

EGUIDE

Avg. Session: 00:09:53

Pageviews: 322,000+

**Delivered through a combination of Circulation, eGuide Downloads, and Pass-along Readership.

ADVERTISING OPTIONS



DISPLAY ADVERTISING
\$2,420–\$14,280



NATIVE ADVERTISING
\$2,420–\$10,590



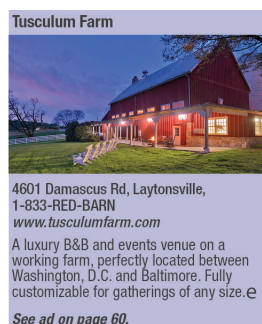
EGUIDE INCLUSION
Included with Advertising Purchase



VisitMaryland.org
DIGITAL
ENHANCED LISTING
\$400

MGM National Harbor
101 MGM National Ave, National Harbor,
844-346-4664
www.mgmnationalharbor.com
A luxury gaming resort destination
offering safe options for dining, nightlife,
and shopping.
See ad on the Inside Back Cover.

HIGHLIGHTED LISTING
Included with Advertising Purchase



FEATURED PHOTO LISTING
\$475–\$950

Tusculum Farm
4601 Damascus Rd, Laytonsville,
1-833-RED-BARN
www.tusculumfarm.com
A luxury B&B and events venue on a
working farm, perfectly located between
Washington, D.C. and Baltimore. Fully
customizable for gatherings of any size.
See ad on page 60.

ADVERTISING RATES OVERVIEW

ITEM	RATE
REGULAR (DISPLAY OR NATIVE)	
Full Page	\$10,590
1/2 Page	\$6,590
1/3 Page	\$4,560
1/6 Page	\$2,420
PREMIUM*	
Back Cover	\$14,280
Inside Back Cover	\$12,200
LISTINGS	
Featured Photo Listing	\$950
Featured Photo Listing Add-On**	\$475
Digital Enhanced Listing Add-On	\$400

IMPORTANT DATES

Ad Reservation Date: 10/12/23
Artwork Due Date: 10/27/23

*All other Premium Positions are the Standard Rate +10%
**50% Discount only available with a purchase of a Display Ad

DISPLAY ADVERTISING



ABOUT

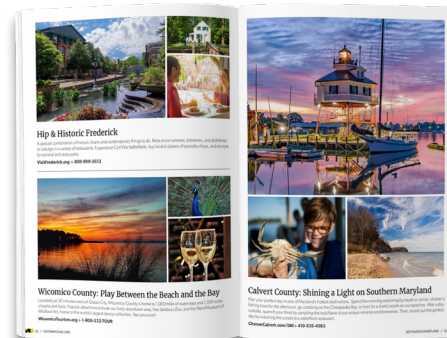
- Varied ad sizes allow advertisers to speak to customers with a variety of calls to action
- Ad receives click-through link to your site in eGuide
- Ad production assistance available
- Receive a free Highlighted Listing with purchase (see page 6 for more details)

Combine both display and native ads for maximum impact and exposure

PURCHASING OPTIONS

ITEM	RATE
REGULAR	
Full Page	\$10,590
1/2 Page	\$6,590
1/3 Page	\$4,560
1/6 Page	\$2,420

NATIVE ADVERTISING



ABOUT

- Native Advertising provides an in-magazine advertorial reader experience that creates a deeper conversation with the reader by providing an editorial look and feel
- Provide copy & photos to be laid out in a native format to integrate seamlessly into the guide
- Ad receives click-through link to your site in eGuide.
- Copywriting assistance available
- Receive a free Highlighted Listing with purchase (see page 6 for more details)

ITEM	RATE
PREMIUM*	
Back Cover	\$14,280
Inside Back Cover	\$12,200

LISTINGS

FOOTBALL FIELD, 359

MGM National Harbor
101 MGM National Ave, National Harbor,
844-346-4664
www.mgmnationalharbor.com
A luxury gaming resort destination
offering safe options for dining, nightlife,
and shopping.

See ad on the Inside Back Cover.

National Harbor

A Free Highlighted Listing

Courtesy: tusculumfarm.com

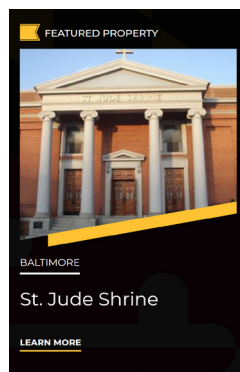
EVENT FACILITIES Tusculum Farm



4601 Damascus Rd, Laytonsville,
1-833-RED-BARN
www.tusculumfarm.com
A luxury B&B and events venue on a
working farm, perfectly located between
Washington, D.C. and Baltimore. Fully
customizable for gatherings of any size. e
See ad on page 60.

Middletown
ATTRACTIONS

B Featured Photo Listing



C VisitMaryland.org Digital Enhanced Listing



A. HIGHLIGHTED LISTING

- Receive a Highlighted Listing with any Display or Native Advertising purchase in Destination Maryland
- Includes page number directing to your ad within the guide

B. FEATURED PHOTO LISTING

- Stand out even more with a Featured Photo Listing in Destination Maryland that includes a photo and expanded copy
- 50% off with purchase of any Destination Maryland ad
- Includes page number directing to your ad within the guide

C. VISITMARYLAND.ORG DIGITAL ENHANCED LISTING

- Upgrade your online Listing on VisitMaryland.org with a Digital Enhanced Listing Add-on
- Available exclusively to Destination Maryland advertisers
- Allows participants to be featured in the top placement of their corresponding business category on VisitMaryland.org year-round

PURCHASING OPTIONS

	ITEM	RATE
A	Highlighted Listing	Included with Ad Purchase
B	Featured Photo Listing/Add-on*	\$950/\$475
C	Digital Enhanced Listing Add-on	\$400

*50% Discount only available with a purchase of a Display Ad

CONTACT

IMPORTANT DATES

Ad Reservation Date: 10/12/23

Artwork Due Date: 10/27/23

AD PRODUCTION & COPYWRITING ASSISTANCE AVAILABLE

Contact Jessica Olsen at
Jessica.Olsen@MilesPartnership.com for
more information.

**For more research
and whitepapers, visit**
[milespartnership.com/
research](https://milespartnership.com/research)



TO PARTICIPATE IN THE 2024 PROGRAM CONTACT:

CARLY STEDMAN NOROSKY

Direct: 202-681-8169

Email: Carly.Stedman@MilesPartnership.com

As a former CVB Marketing Director with more than two decades of experience in the tourism industry (including work at Yellowstone National Park and a cruise ship), Carly's passion for travel marketing has inspired successful marketing campaigns for Miles partners for more than 10 years. Carly is our Travel Media Sales and Marketing Executive for Maryland, consulting on integrated domestic and international program strategy.



miles
PARTNERSHIP

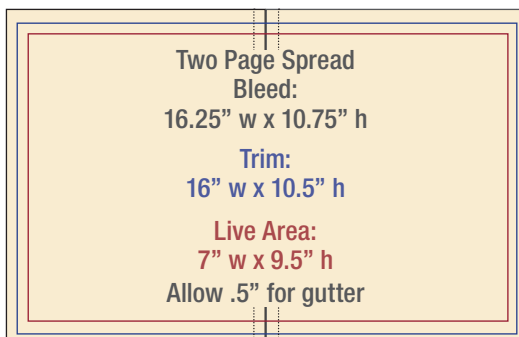
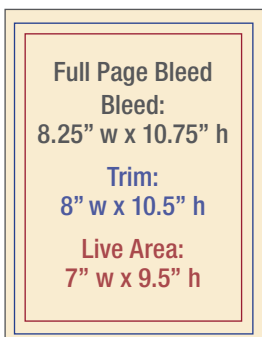
800-683-0010 • MilesPartnership.com

Miles is a strategic marketing partner that provides services for the Maryland Office of Tourism. Miles is 100 percent travel focused and provides demonstrations with innovative, forward-thinking content marketing solutions that result in increased visitation and measurable results. Miles is a proud member of the Maryland Office of Tourism marketing team.

2024 DESTINATION MARYLAND

ADVERTISING SPECIFICATIONS

Description	Decimal (width x height)	Fraction (width x height)
Full Page Non-Bleed	7 x 9.875	7" x 9 7/8"
Full Page Bleed*	8.25 x 10.75	8 1/4" x 10 3/4"
Two Page Spread*	See visual below	See visual below
1/2 Horizontal	7 x 4.687	7" x 4 11/16"
1/3 Square	4.625 x 4.687	4 5/8" x 4 11/16"
1/6 Vertical	2.25 x 4.687	2 1/4" x 4 11/16"
Featured Photo Listing**	1.625 x 1.3125	1 5/8" x 1 5/16"



***Any element outside the live area runs the risk of trimming being cut off at printing. Miles will not be liable for copy and images that exceed live area dimensions.**

Floating Fractional Ads

It is recommended that any fractional ads that are designed on a white or transparent background include a 0.5" outline rule so that the ad doesn't appear to float and combine with an adjacent ad on the page.

**Featured Photo Listing

A Miles representative will contact you, but please note the following image size and character limits: MAX character count is 150 including spaces; Image must be at least 2.125" x 1.125" and 250 PPI.

**Online listing
specs are available
separately upon
request**

PRODUCTION REQUIREMENTS

- ❖ No coupons (MS Tags can link to offers).
- ❖ Real estate advertisements shall be limited to vacation rental property.
- ❖ Advertising should promote Maryland locations only.
- ❖ **Design:** Software accepted for Miles to design your ad are Adobe InDesign, Adobe Illustrator and Adobe Photoshop Only. Final camera-ready ads supplied to Miles are **only** accepted in PDFx-1A format.
- ❖ **Fonts:** Use only Adobe Type 1 (Postscript Level 1) fonts. No True Type fonts will be accepted.
- ❖ **Color:** Use only 4-color process (CMYK). No RGB files will be accepted. Convert all spot colors to CMYK.
- ❖ **Image Resolution:** Images should be a minimum of 250 PPI. Images below this resolution cannot be accepted.
- ❖ **Bleeds:** Build all full-page bleed ads to the bleed specs listed above, and keep all images and elements that you do not want cut off within the live area specs. Please turn off the crop marks.
- ❖ **Knockout Text (White Text):** We recommend limiting the background color to three of the four CMYK colors to reduce the risk of a shadow effect in case of a shift on the printer press.
- ❖ **Black Color in Ad or Text:** Please build with one color black; multi-color rich blacks will not be accepted.

DON'T FORGET:

- ❖ Reproduction of hairline rules or type smaller than 10pt. cannot be guaranteed.
- ❖ Publisher accepts no responsibility for errors on materials supplied by advertiser.



- Questions? Reach out to your production contact Jessica Olson at 954-270-3744 or Jessica.Olson@MilesPartnership.com
- If you would like Miles to build your print ad, send materials by 8/11/22 to Jessica.Olson@MilesPartnership.com with build instructions.