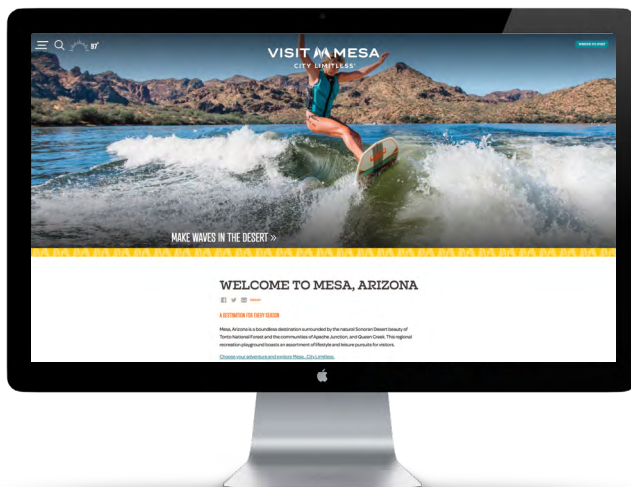


OFFICIAL VISITORS GUIDE MEDIA KIT 2024



OFFICIAL VISITORS GUIDE



VISITMESA.COM

VISIT MESA
CITY LIMITLESS®

MESA LIFE VISITORS GUIDE is the official publication of Visit Mesa and serves as its primary destination marketing piece. The 2024 Mesa Life Visitors Guide provides extensive information on Mesa, Queen Creek, Apache Trail and Tonto National Forest.

THE POWER OF TRAVEL

Visitor spending reached \$28.1 billion in 2022, which translates into \$77 million spent every single day across Arizona.*



TRIPS TO MESA ARE UP!

VISITOR SPENDING INCREASED

17%

YEAR OVER YEAR

IN 2022 TO REACH \$710M

VISITATION INCREASED TO

4.3 M

VISITORS

A GROWTH OF 5% YOY

Though technology has drastically changed how we travel, one thing remains the same:

TOURISTS STILL VALUE PRINTED BROCHURES AND TAKE ACTION BASED ON WHAT THEY READ.

85% OF VISITORS

are aware of an attraction or business as a result of picking up a brochure.

61% OF VISITORS

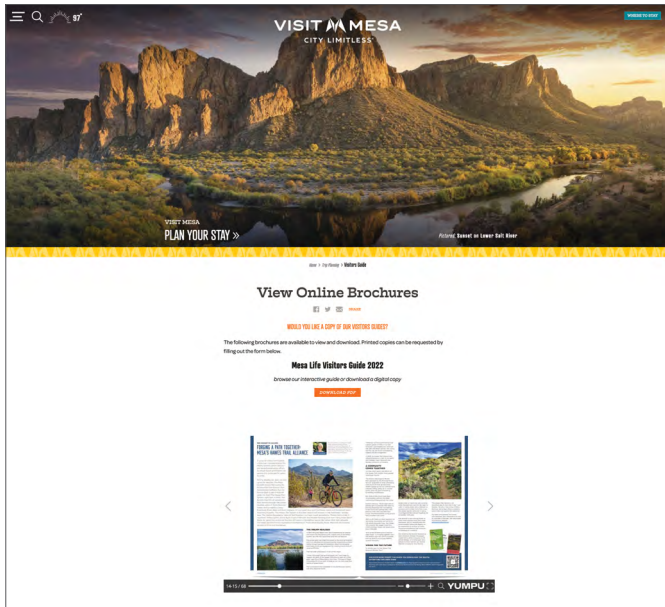
plan to purchase tickets or merchandise they learned about from a brochure.

Survey conducted by Bentley University's Center for Marketing Technology and commissioned by the International Association of Visitor Information Providers, May 2019.

*Tourism Economics, 2023

TARGETED PRINT & DIGITAL DISTRIBUTION

The official Mesa Life Visitors Guide has highly effective and strategic distribution channels, with immediate digital access while on-the-go.



ONLINE VIEWING AND DOWNLOAD AT VISITMESA.COM



RESPONSIVE AND ACCESSIBLE DESIGN FOR OPTIMAL VIEWING ON MOBILE DEVICES INCLUDING TABLETS AND SMARTPHONES.

THE EAST VALLEY'S PRIMARY DESTINATION MARKETING PUBLICATION PROMOTING QUEEN CREEK, APACHE TRAIL, TONTO NATIONAL FOREST AND MESA.

VisitMesa.com

QUANTITY & EXPOSURE

- The Visitors Guide is direct-mailed in response to inquiries generated by advertising, public relations, sales efforts and social media, to consumers, tour operators, travel agents, meeting planners, tournament hosts and travel writers
- Available at the Visit Mesa Visitor Information Center
- Available at Phoenix Sky Harbor Airport, Phoenix-Mesa Gateway Airport and Falcon Field Airport, the third-busiest general aviation airport in the country
- Distributed to Area Hotels and RV Parks
- The Official Visitors Guide is available at statewide Tourism Offices, Chambers of Commerce, Visitor Centers and select museums and attractions
- 3 referrals were forwarded to advertisers during FY23
- 14,000 referrals went to partner websites from VisitMesa.com

30,000 GUIDES / 1.9 MILLION ANNUAL WEBSITE VISITS / 2.6 MILLION PAGE VIEWS

2024 OFFICIAL VISITORS GUIDE ADVERTISING RATES

SPACE DEADLINE:

October 13, 2023

MATERIALS DEADLINE:

October 27, 2023

PUBLISH:

January 2024

VISITORS GUIDE ADVERTISING RATES

SIZE	RATE	WIDTH X HEIGHT
1/6 Page	\$1,250	2.1875"W x 4.875"H
1/3 Page V	\$2,200	2.1875"W x 10"H
1/3 Page H	\$2,200	4.5625"W x 4.875"H
1/2 Page	\$3,100	7"W x 4.875"H
Full Page	\$4,150	8.375"W x 10.875"H
Inside cover/ Inside back cover	\$4,650	8.375"w x 10.875"h

All full page ads/covers need .125" bleed on all four sides.

SIGN UP NOW! SPACE IS LIMITED SPACE RESERVATIONS

Director, Destination Experience
diva@visitmesa.com

O: 480.682.3660 C: 415.828.8394

1 N. MacDonald Suite 212, Mesa, AZ 85201

VISITORS GUIDE ADDED VALUE

WEBSITE

- Ads can be viewed when the online guide is opened or downloaded. Digital links to the advertiser's website listing on VisitMesa.com are provided, giving the reader the option to visit the advertiser's site directly or contact the advertiser by email.

ENHANCED LISTING

- All advertisers receive an enhanced listing in the printed and online versions of the Visitors Guide in the appropriate section.

ADDITIONAL ONLINE EXPOSURE

- Advertisers will receive a website listing on VisitMesa.com. Listings are also accessed on the digital concierge kiosk located at the Mesa Visitors Center in Downtown Mesa.

EDITORIAL & PHOTOGRAPHY

- Whenever appropriate, every effort is made to include information on advertisers through the use of editorial and photography.