

## Official Visitors Guide to Greater Phoenix

is the primary response piece used by the Greater Phoenix Convention & Visitors Bureau (GPCVB) to promote the Phoenix area as a leading visitor destination.

Published every December, this four-color magazine includes useful information about area accommodations, dining, nightlife, shopping, sports and recreation, attractions, daytrips, culture, and history. It also includes a detailed listing of GPCVB members. *Official Visitors Guide to Greater Phoenix* is the first publication downloaded at [visitphoenix.com](http://visitphoenix.com) or [VacationFun.com](http://VacationFun.com) by visitors or sent to visitors upon request before their arrival. It is also the largest, most complete visitor publication in the state.

### Features

- Official publication of the Greater Phoenix Convention & Visitors Bureau
- International, national, Valley-wide and online distribution including the GPCVB's satellite offices (Germany, Mexico, Washington DC, and Canada)
- Informative, comprehensive overview of the Valley and state
- **FREE** Reader Service Card and online exposure for direct, qualified leads
- **FREE** Advertising Index listing
- **FREE** hyperlinks from [VacationFun.com](http://VacationFun.com) and [visitphoenix.com](http://visitphoenix.com) to your website
- Used to promote Greater Phoenix at tourism and travel shows worldwide
- Interactive Online Version with **FREE** hyperlink from your advertisement

### Space Reservation Deadlines

Space Reservation.....September 18, 2009  
 Publication Date ..... December 2009

### Phoenix Visitors

- 48 years average age
- \$86,200 median income
- 4 days average length of stay
- Top activities include dining, shopping, attending sporting events, looking at real estate, visiting museums/art galleries, visiting nightclubs, hiking/biking, gambling, and golfing

Source: D.K. Shifflet and Associates Ltd. 2007 (Arizona Office of Tourism Year-End Study)



Official GPCVB  
 Publication

**PHOENIX**

2702 N. 44th St., Ste. 103A  
 Phoenix, AZ 85008  
 Phone: 480-638-3770  
 Fax: 480-638-3778

[www.maddenmedia.com](http://www.maddenmedia.com)  
[info@maddenmedia.com](mailto:info@maddenmedia.com)

**Distribution****250,000 annually**

250,000 printed copies annually, plus unlimited online fulfillment through VacationFun.com and *visitphoenix.com*. Copies are sent to tourists at home before they make their travel arrangements and are also distributed at these key locations:

- Sky Harbor International Airport and Phoenix-Mesa Gateway Airport visitor information counters
- Distributed to convention and meeting attendees Valley-wide by the GPCVB
- Hotel and resort concierge/information kiosks
- Selected shopping center concierge/information kiosks
- Chambers and visitor bureaus throughout the State
- Real estate offices and relocation centers throughout the Valley

**4-Color Display Rates** Circulation: 250,000 annually plus unlimited online fulfillment

Ad Size	Member 4-Color	Non-Member 4-Color
2-Page Spread	\$16,365	\$18,785
Full	\$10,535	\$12,115
2/3	\$8,505	\$9,785
1/2	\$6,840	\$7,885
1/3	\$5,180	\$5,985
1/6	\$2,755	\$3,185

Rates quoted gross. Guaranteed requested position: add 15% to earned rate. Premium positions must be renewed 60 days prior to ad close.

**Premium Positions**

Inside Front Cover	\$11,875
Page One	\$11,735
Table of Contents	\$11,305
Back Cover	\$11,735
Inside Back Cover	\$11,875

On first availability basis. Premium Positions must be renewed 30 days prior to published space reservation deadline. 4-color ads only.

**Arizona All Year Sweepstakes**

One Entry	\$2,900
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Rate does not include donated prize.

**Of Course! Golf Formatted Ads** (4-color)

	Member	Non-Member
POVG only	\$1,500	\$1,750
w/ ad in VG	\$1,100	\$1,350

**Valley Dining Formatted Ads** (4-color)

	Member	Non-Member
POVG only	\$1,500	\$1,750
w/ ad in VG	\$1,100	\$1,350

All rates quoted net.