Traffic is up, up, up on CincinnatiUSA.com

2020 Visitors Guide: amazing content, sleek design

2019-2020 PRINT & DIGITAL MEDIA KIT
Exciting Partner Marketing Opportunities

BE PART OF THE STORY

ALL NEW
2020 Visitors Guide: amazing content, sleek design

BANNER YEAR
Traffic is up, up, up on CincinnatiUSA.com
Tourism Counts
IN CINCINNATI & NORTHERN KENTUCKY

2017 study results show the strongest visitor numbers the Cincinnati region has ever tracked!

26.6 MILLION
ANNUAL VISITATION
Connected with the region’s Unmistakably Cincinnati experiences.

$5.3 BILLION
ANNUAL SPENDING
Up 4% year-over-year, driven by spending on food and beverage, retail and lodging.

80,327 JOBS CREATED
A record number of jobs supported by travel and tourism.

$2.7 BILLION
IN INCOME
A 5.1 percent increase in total salaries produced by tourism-related jobs.

$1.2 BILLION
IN TAX REVENUE
Offsetting the average household tax burden by $653 per year.

The study was conducted by Tourism Economics and Longwoods International. It measures the size, strength and reach of the travel and tourism industry across the Cincinnati region’s 16-county, three-state area.

TABLE OF CONTENTS
Tourism Counts ............................................. 2
Visitor Insights ............................................. 3
RTN Drives Leisure Visitors ................................ 4
Top Reasons to Partner .................................... 5
The Hyper-Informed Traveler .............................. 6
The Traveler Journey ...................................... 7
Official Visitors Guide .................................... 8
Official Visitors Guide Rate Card ......................... 9
Banner Advertising ........................................ 10
Featured Listings .......................................... 11
VISITOR INSIGHTS

The Cincinnati region draws nearly 27 million visitors annually! 
Our top engaged markets are drive market visitors within 100-500 miles of the region.

TOP MARKETS
1. Detroit
2. Chicago
3. Atlanta
4. Columbus
5. Indianapolis
6. Philadelphia
7. Dayton
8. Louisville
9. Cleveland-Akron-Canton

*Source: CincinnatiUSA.com

VISITOR PROFILE

98% ARE SATISFIED with their visit here

2.6 NIGHTS Average length of stay per trip

67% OF VISITORS Most stay in hotels

73% RETURN Visitors plan to return

$406 SPENT Per visitor party per day

$86,477 Average household income

66% Have a college education

52 YEARS Average age of visitors

*Source: Destination Analysts Research for RTN, 2017
The Regional Tourism Network (RTN) is a destination marketing company that drives leisure travel. Our mission is to create ongoing economic impact and vitality for the region’s businesses and communities in which we serve. In partnership with the Cincinnati and Northern Kentucky Convention and Visitors Bureaus and other affiliated organizations, we showcase the true original qualities of our travel destination’s Unmistakably Cincinnati experiences in support of a strong regional visitor economy.

All of our marketing efforts target leisure travelers. Advertising and promotional efforts for our peak summer season (May through August) focus on family travel. Our fall shoulder season campaign (September through December) is centered on arts and cultural experiences. For all of RTN’s marketing efforts, our call-to-action is CincinnatiUSA.com and our main KPI (key performance indicator) is site visitation and engagement on our website.
The Cincinnati region is attracting attention for many of its Unmistakably Cincinnati attributes! Here are just a few recent accolades:

1. **CAPITALIZE ON THE REGION’S MOMENTUM**
RTN’s marketing efforts have resulted in a record number of visitors in the past several years. Visitors are more important than ever to the success and growth of our local businesses! Participate in our print and digital programs to reach a highly targeted audience.

2. **REACH AN INCREDIBLY QUALIFIED AUDIENCE ACROSS ALL DEVICES**
As the calls to action for our marketing initiatives, CincinnatiUSA.com and the Official Visitors Guide are important travel-planning tools that bring our wonderful region to life.

3. **TARGET YOUR CUSTOMER**
Our marketing program can help you reach your audience at the right time, with the right message, with the right media, on the right device.

4. **INCREASE ROI**
We will help optimize your campaigns so your business sees maximum results. We work hand in hand with our advertisers to customize campaign strategies that utilize multiple media outlets.

---

**AWARDS & ACCOLADES**
The Cincinnati region is attracting attention for many of its Unmistakably Cincinnati attributes! Here are just a few recent accolades:

- "2018 TREND DESTINATION HOT LIST" American Express
- "TOP PLACE TO TRAVEL IN 2018" INTO.com
- "BEST IN THE U.S.: THE U.S. DESTINATIONS YOU NEED TO SEE IN 2018" Lonely Planet
- "52 PLACES YOU NEED TO GO IN 2018" New York Times

- "20 BEST PLACES TO GO IN 2019" Money Magazine
- "THE 13 BEST MUSIC FESTIVALS OF SUMMER 2019" Cincinnati Music Festival Newsweek
- "7 UNEXPECTEDLY GREAT AMERICAN CITIES FOR A WEEKEND VISIT IN 2019" Thrillist
- "NORTHERN KENTUCKY: BEST BOURBON WEEKEND TRIP IN 2019" The Bourbon Review

- "12 FABULOUS WORLDWIDE EVENTS TAKING PLACE DURING PRIDE SEASON 2019" Instinct
- "10 BEST FOOD MARKETS IN THE WORLD" 2019 - Findlay Market Newsweek
- "10 GREAT PLACES TO SEE A PLAY IN 2019" USA Today
- "10 GREAT PLACES TO CELEBRATE SHARK WEEK 2019" Newport Aquarium USA Today
The Hyper-Informed Traveler

State of the American Traveler Research Highlights

The U.S. traveler is more informed and uses more media and sources of information than ever before in the history of travel. That’s why Miles – RTN’s print and digital publishing partner – funds independent research bi-annually to help clients make the most of their marketing dollars.

49% **PRINT**

Highest since 2007!

59% **SOCIAL MEDIA**

Social content is vital.

32% **DESTINATION WEBSITES**

Visitors use 38+ websites!

60% **REVIEWS & USER-GENERATED CONTENT**

Be part of the conversation about your business

59% **MOBILE PHONES**

Including over 70% of millennial travelers

65% of Americans say that leisure travel is a budget priority

33% of American travelers plan to increase their number of trips in 2019


PLUS

State of the American Traveler Research

Understand your Audience, Become a Tourism-Marketing Expert.

GET THE RESEARCH AND WHITE PAPERS!

Visitors seek information from multiple sources [print, digital, word-of-mouth, social] at different points in the travel planning cycle. With such a complex landscape, integrated, multi-media advertising is essential.

**DREAMING**
Bold imagery, video & experiential content

**ZMOT**
Zero Moment of Truth: In order to move from consideration to activation, you must engage visitors throughout the travel-planning life cycle

**SHARING**
Encourage visitors to share their experiences, use user-generated content (UGC)

**PLANNING**
Maps, itineraries, reviews

**BOOKING**
Strong calls-to-action, value offers, easy access to booking

**TRAVEL PLANNING LIFE CYCLE**
With such complex planning landscape, integrated, multi-media advertising is critical.

**DID YOU KNOW?**

**MOBILE**
Yes, mobile reigns in the consumer’s info-gathering world. But 58% of mobile users also use printed publications.

**PRINT**
Print usage is the highest since 2007! Consumers still seek publications for inspiration and planning.

**MILLENNIALS**
Are more likely than any other age group to use both destination websites and magazines during trip-planning.

**WHITEPAPER SNAPSHOT**
Miles creates an array of free tourism-marketing whitepapers, all geared toward helping you to create and track effective tourism-marketing campaigns. [Download the top essential whitepapers at: milespartnership.com/research]
The official fulfillment publication for Cincinnati and Northern Kentucky’s media, PR and direct sales efforts - the Official Visitors Guide invites visitors to come and explore! Packed with inspirational and trip-planning content, the guide provides partners with unmatched access to an incredibly qualified audience who use the guide to both plan their trips and make in-market decisions on what to see and do when they are here.

ADVERTISING CLOSE
11/25/2019

25
OCTOBER

NEW FOR 2020!

WOO-HOO!

Unmistakably Cincinnati story expanded to show off the awesome activities that visitors can experience only in the Cincinnati region!

REGIONS REVEALED...

From Downtown to Uptown, our expanded story content will help visitors discover unique things about each corner of our region.

STAY TUNED!

New, sleek, magazine-style design coming for the 2020 Visitors Guide!
Visitors don’t have to wait for the print guide to arrive before they can plan their vacation. The digital guide is just a click away on CincinnatiUSA.com! The digital guide has an added bonus for advertising partners: all display advertisements will link directly to your website. All tourism experiences will receive a free listing in the printed and digital guides.

**DISTRIBUTION**

- **Major marketing piece** for Cincinnati and Northern Kentucky (both in-market and out) starting in mid-February, 2020.
- **Direct Mailed** to thousands of consumers who have specifically requested a copy.
- **Opportunity to reach 350,000 leisure travelers** when they are choosing their destination and planning their trips.
- **Direct Sales / Target Market Tradeshows** aimed at “Travel Planners / Buyers” who have the power to influence large and small meetings, motor coach groups, family reunions, travel agencies and individual leisure travelers.

**ADVERTISING RATES**

<table>
<thead>
<tr>
<th>Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two-Page Spread</td>
<td>$11,200</td>
</tr>
<tr>
<td>Full Page</td>
<td>$7,500</td>
</tr>
<tr>
<td>Half Page</td>
<td>$5,500</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$3,990</td>
</tr>
</tbody>
</table>

**Premium Positions**

<table>
<thead>
<tr>
<th>Premium Positions</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>$8,625</td>
</tr>
<tr>
<td>Opposite Inside Front Cover</td>
<td>$8,625</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$7,950</td>
</tr>
<tr>
<td>Opposite Inside Back Cover</td>
<td>$7,950</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$9,000</td>
</tr>
</tbody>
</table>

**TOP MARKETS REQUESTING VISITORS GUIDES**

- Indianapolis
- Columbus
- Dayton
- Louisville
- Cleveland
- Chicago
- Lexington
- Pittsburgh

49% of consumers use printed publications for travel inspiration!
BANNER ADVERTISING
ON CINCINNATIUSA.COM
LARGEST TRAVEL WEBSITE IN REGION

4 MILLION
Site visits in 2018

7.9 MILLION
Page views in 2018

508,185
Partner Referrals in 2018

A - FORMATTED BANNER

3 Frame Unit
– 3 Images Cropped to 120x120 pixels
– 3 Headlines/Call-to-Actions [40 characters including spaces]
– 3 Body copy blurbs [About 150 characters including spaces] - Gives a little more info about what’s being offered.

Note: You do not create this yourself. Please submit all elements [images, headlines, and body copies] individually and we will create your formatted banner for you.

B - 300X250

Specs 300x250 pixels
– Up to 3 Panel Animated GIF
  [Recommend 5 seconds per slide]

Note: This will either be supplied camera ready or you will need to supply the elements (pictures, text, logos) for us to assist in creating this for you.

PACKAGE RATES

<table>
<thead>
<tr>
<th>Package</th>
<th>Net Monthly Investment</th>
<th>Total Monthly Formatted Banner Impressions</th>
<th>SIGNING BONUS* Medium Rectangle Impressions</th>
<th>Total Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOLD</td>
<td>$1,500</td>
<td>100,000</td>
<td>100,000</td>
<td>200,000</td>
</tr>
<tr>
<td>SILVER</td>
<td>$1,000</td>
<td>50,000</td>
<td>50,000</td>
<td>100,000</td>
</tr>
<tr>
<td>BRONZE</td>
<td>$750</td>
<td>35,000</td>
<td>35,000</td>
<td>70,000</td>
</tr>
</tbody>
</table>

*Signing Bonus and impression load subject to change. Custom packages available upon request.
Position your tourism business as a not-to-be-missed experience in front of targeted audiences on the site. Featured listings are a great way to increase referral traffic to your website and increase your presence on CincinnatiUSA.com.

**BLUE PACKAGE**
**FEATURED LISTING**
Listing is included on both the Main page and the Subcategory page for 12 months.

**$1,400**

**RED PACKAGE**
**FEATURED LISTING**
Listing is placed on the Main page for 12 months.

**$1,195**

**GREEN PACKAGE**
**FEATURED LISTING**
Listing is placed on the Subcategory page for 12 months.

**$650**

**EAT & DRINK**
**PACKAGE**
**FEATURED LISTING**
Listing is included on both the Main page and the Subcategory page for 12 months.

**$650**
REACH VISITORS WHILE THEY ARE PLANNING A TRIP TO
CINCINNATI & NORTHERN KENTUCKY!

Get your share of the more than 26.6 million visitors who come to our region each year. The reach through CincinnatiUSA.com and the Official Visitors Guide can’t be beat. Influence visitors’ planning and buying decisions today by participating in the RTN’s successful marketing programs!

To participate in the 2020 programs, contact:

MARY STEADMAN
Travel Media Sales and Marketing Executive
Cell: 423-956-4330
Mary.Steadman@MilesPartnership.com

Mary works directly with our industry partners to create customized marketing plans and share the many benefits of advertising in the Cincinnati region print and digital products. She can also share research and other marketing tools that can lead to a greater return on your investment.

ABOUT MILES

Miles is a strategic marketing partner that provides services to RTN. Miles is 100% travel-focused and provides destinations with forward-thinking content marketing solutions that result in increased visitation and measurable results. Miles is proud to be a member of RTN’s marketing team.

Official Brand USA Marketing Partner
800.683.1000 • milespartnership.com
facebook.com/meetmiles
twitter.com/meetmiles