

REACHING
75
VISITOR CENTERS

REACHING
500
BUSINESSES, SHOPS,
ATTRACTIONS, AND EVENTS

REACHING
12,000
HOTEL ROOMS

REACHING
100,000
HOOSIERS AND VISITORS
EACH MONTH



INDIANA'S TRAVEL AND LIFESTYLE MAGAZINE

traveliN

2018 Marketing Opportunities

DISCOVERING THE TREASURES THAT MAKE INDIANA SPECIAL

travelindiana.com



Our Audience is Your Audience

REACH READERS WITH YOUR SPECIFIC SEASONAL MESSAGE!

traveliN is the only statewide magazine reaching consumers looking for Indiana attractions, events and destinations.

FOUR TIMES EACH YEAR

traveliN publishes quarterly allowing you to change your message four times throughout the year for each season and highlight current events.

We love getting TraveliN magazine at Marengo Cave; it is always full of great destinations you don't find out anywhere else. Great ambassador for Indiana!
 — Marengo Cave staff member

We received several copies of TraveliN, and within a few hours over half of them were gone! I left at 3:00 and when I returned this morning there was only one copy left!
 — South Bend Century Center

The Purdue Union would like to request more copies of TraveliN magazine; we are completely out of the summer issue.
 — Purdue Visitors Center

As usual, your magazine is one of our most popular, and we love having it for our visitors and patrons.
 — Wonderlab Museum

We had a winery call us wanting to be a vendor at the event after seeing the ad in the last issue!
 — Wine-a-Ree Festival

LOOK WHO'S READING **traveliN**



OUR TARGET CONSUMER

- 1 More likely to make an impulse decision
- 2 Psychographics demonstrate that travelers spend more freely
- 3 High-end upscale consumers
- 4 70% have college degree
- 5 More likely to travel again

THE TRAVELER

- 1 Average age 47.5 years old
- 2 18% 65+
- 3 18% 55-64
- 4 19% 45-55
- 5 17% 35-44
- 6 20% 25-34
- 7 8% 18-24

TRAVELING HOUSEHOLDS EARN MORE THAN NON-TRAVELING HOUSEHOLDS

MEDIAN HOUSEHOLD INCOME

- 1 Domestic leisure travelers \$62,500
- 2 Business travelers \$87,500
- 3 General U.S. population \$52,800

70% WOMEN
 30% MEN

Distribution



REACHING HOOSIERS PLANNING THEIR STAYCATIONS

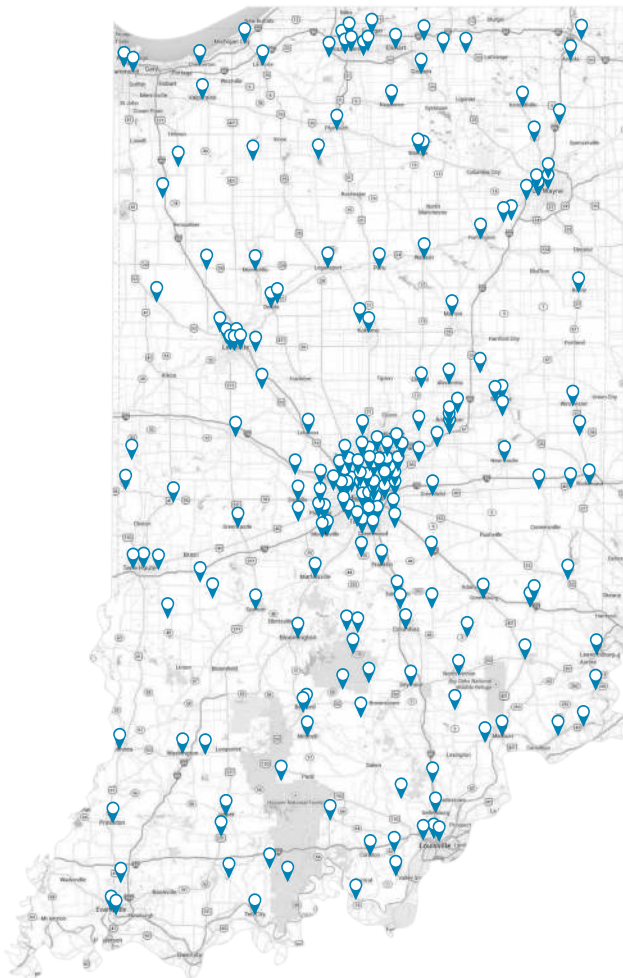
The distribution network of **traveliN** magazine has expanded each year. In 2018, more than 170,000 copies of **traveliN** magazine will be available in over 1,100 locations in Indiana. Hoosiers and visitors pick up **traveliN** magazine for FREE at everyday, accessible locations throughout the year.

REACHING 100,000 HOOSIERS AND VISITORS EACH MONTH

traveliN magazine is found in thousands of locations across Indiana, specifically reaching adults who are interested in traveling the state.

**BONUS DISTRIBUTION OF
SPRING AND SUMMER ISSUES**

**LOUISVILLE
CINCINNATI**



- 1 12,000 hotel rooms reaching the visitor who is currently in Indiana
- 2 500 local businesses, shops, attractions and events
- 3 95 outdoor boxes in downtown Indianapolis and Bloomington
- 4 100 grocery stores selectively placed in high-income neighborhoods
- 5 75 visitor centers
- 6 Multiple consumer travel shows
- 7 Visiting parents to Indiana's top college campuses

LET US PRINT AND DISTRIBUTE YOUR MARKETING PIECES

Printing and low-cost distribution available.

Affordable standard four-page print and distribution of your brochure available in any zip code on our map.

Custom printing of all sizes and quantities with distribution in targeted areas of Indiana, Cincinnati and Louisville.

Direct Mail services also available.

HIGH QUALITY
DESIGN AND FEEL

LOW
CPM

REACHING A NEW SET
OF EYES EACH ISSUE



2018 Advertising Rates

PREMIUM POSITIONS

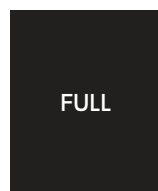
FULL COLOR	1 ISSUE	2 ISSUES	4 ISSUES
	3 MONTHS	6 MONTHS	12 MONTHS
OUTSIDE BACK COVER	\$3,100 TOTAL \$1,033 MONTHLY	\$5,970 TOTAL \$995 MONTHLY	\$10,500 TOTAL \$875 MONTHLY
INSIDE FRONT COVER	\$3,000 TOTAL \$1,000 MONTHLY	\$5,700 TOTAL \$950 MONTHLY	\$10,200 TOTAL \$850 MONTHLY
INSIDE BACK COVER	\$2,835 TOTAL \$945 MONTHLY	\$5,370 TOTAL \$895 MONTHLY	\$9,540 TOTAL \$795 MONTHLY

DISPLAY POSITIONS

FULL COLOR	1 ISSUE	2 ISSUES	4 ISSUES
	3 MONTHS	6 MONTHS	12 MONTHS
FOUR PAGE DISPLAY*	\$7,845 TOTAL \$2,615 MONTHLY	\$13,650 TOTAL \$2,275 MONTHLY	\$23,880 TOTAL \$1,990 MONTHLY
TWO PAGE SPREAD*	\$4,245 TOTAL \$1,415 MONTHLY	\$7,770 TOTAL \$1,295 MONTHLY	\$14,340 TOTAL \$1,195 MONTHLY
FULL PAGE	\$2,835 TOTAL \$945 MONTHLY	\$5,370 TOTAL \$895 MONTHLY	\$9,540 TOTAL \$795 MONTHLY
HALF PAGE	\$1,710 TOTAL \$570 MONTHLY	\$2,970 TOTAL \$495 MONTHLY	\$4,740 TOTAL \$395 MONTHLY
THIRD PAGE	\$1,200 TOTAL \$400 MONTHLY	\$2,070 TOTAL \$345 MONTHLY	\$3,540 TOTAL \$295 MONTHLY
QUARTER PAGE	\$885 TOTAL \$295 MONTHLY	\$1,554 TOTAL \$259 MONTHLY	\$2,700 TOTAL \$225 MONTHLY
SIXTH PAGE	\$600 TOTAL \$200 MONTHLY	\$1,134 TOTAL \$189 MONTHLY	\$1,908 TOTAL \$159 MONTHLY



PREMIUM POSITIONS FULL COLOR



FULL

OUTSIDE BACK COVER

TRIM 8.375" X 10.5"
 BLEED 8.625" X 10.75"
 NON-BLEED ... 7.5" X 9.5"



FULL

INSIDE FRONT COVER

TRIM 8.375" X 10.5"
 BLEED 8.625" X 10.75"
 NON-BLEED ... 7.5" X 9.5"



FULL

INSIDE BACK COVER

TRIM 8.375" X 10.5"
 BLEED 8.625" X 10.75"
 NON-BLEED ... 7.5" X 9.5"

FILE REQUIREMENTS

USE HIGH RESOLUTION IMAGES AT LEAST 300 DPI TO ENSURE QUALITY PURPOSES.

Lower resolution images converted to high resolution will result in loss of quality and appear fuzzy and/or pixelated.

SAVE FILES AS .JPG'S OR .PDF'S IN CMYK [NOT RGB]. If saving as a .pdf, convert or outline fonts to prevent defaulting.

NAME FILES AS: YOURBUSINESSNAMEADSIZE _ISSUE.FORMAT

1/6 PAGE: YourBusinessNameAd1.6_sum2018.pdf -or- .jpg

1/4 PAGE: YourBusinessNameAd1.4_sum2018.pdf -or- .jpg

1/3 PAGE: YourBusinessNameAd1.3_sum2018.pdf -or- .jpg

1/2 PAGE: YourBusinessNameAd1.2_sum2018.pdf -or- .jpg

1 PAGE: YourBusinessNameAd1.0_sum2018.pdf -or- .jpg

2 PAGES: YourBusinessNamePages2.0_sum2018.pdf -or- .jpg

4 PAGES: YourBusinessNamePages4.0_sum2018.pdf -or- .jpg

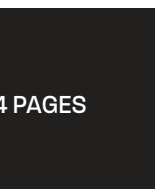
DISPLAY POSITIONS FULL COLOR



2 PAGE SPREAD

TRIM 16.75" X 10.5"
 BLEED 17" X 10.75"
 NON-BLEED ... 15.75" X 9.5"

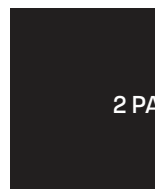
+



4 PAGES

2 FULL PAGES

TRIM 8.375" X 10.5"
 BLEED 8.625" X 10.75"
 NON-BLEED ... 7.5" X 9.5"



2 PAGE SPREAD

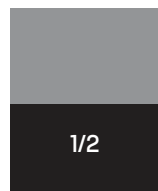
TRIM 16.75" X 10.5"
 BLEED 17" X 10.75"
 NON-BLEED ... 16" X 9.5"



FULL

FULL PAGE

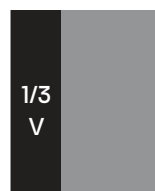
TRIM 8.375" X 10.5"
 BLEED 8.625" X 10.75"
 NON-BLEED ... 7.5" X 9.5"



1/2

HALF PAGE

HORIZONTAL
 7.5" X 4.75"



1/3
V

THIRD PAGE

VERTICAL
 2.367" X 9.5"



1/3
SQ.

THIRD PAGE

SQUARE
 4.734" X 4.75"



1/4

QUARTER PAGE

VERTICAL
 3.75" X 4.75"



1/6

SIXTH PAGE

VERTICAL
 2.367" X 4.75"

BOOK TRIM SIZE

8.375" X 10.5"

BLEED

ADD .125" [OR 1/8"]
 BLEED PAST TRIM SIZE

SAFETY

SAFETY ZONE FROM TRIM
 AT LEAST .25" [OR 1/4"]

AD DIMENSIONS

WIDTH IS GIVEN FIRST,
 THEN HEIGHT

BINDING

PERFECT BOUND

Note: All prepared files/ads by the customer submitted to Travel Indiana Magazine are deemed as print ready; any issues resulting with these files/ads are the sole responsibility of the customer.

Artwork Deadlines

SPRING 2018

APRIL, MAY, JUNE

AVAILABLE THE FIRST WEEK OF APRIL 2018

SPACE RESERVATION DEADLINE:

March 1, 2018

MATERIALS DEADLINE:

March 6, 2018

SUMMER 2018

JULY, AUGUST, SEPTEMBER

AVAILABLE THE FIRST WEEK OF JULY 2018

SPACE RESERVATION DEADLINE:

May 25, 2018

MATERIALS DEADLINE:

June 2, 2018

HOLIDAY 2018

OCTOBER, NOVEMBER, DECEMBER

AVAILABLE THE FIRST WEEK OF DECEMBER 2018

SPACE RESERVATION DEADLINE:

August 24, 2018

MATERIALS DEADLINE:

September 7, 2018

STAYCATION 2019

JANUARY, FEBRUARY, MARCH

AVAILABLE THE FIRST WEEK OF JANUARY 2019

SPACE RESERVATION DEADLINE:

November 20, 2018

MATERIALS DEADLINE:

December 1, 2018

Indiana Editorial and Themes



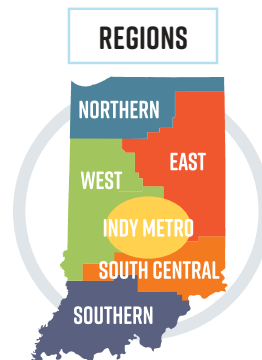
Each quarterly issue of **traveliN** magazine features special interest themed editorial and regional sections reaching specific targeted audiences.

THIS CONTENT MAKES IT ONE OF THE MOST POPULAR PUBLICATIONS IN THE STATE!

THEMES

- » HISTORIC
- » KIDS
- » OUTDOOR
- » ARTS
- » SPORTS
- » LOCAL FOOD
- » AGRITOURISM
- » SHOPPING
- » FESTIVALS
- » STAYCATIONS

REGIONS



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