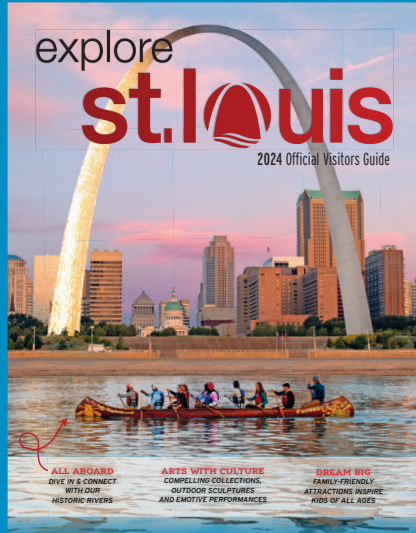


ST. LOUIS

2025 Official Visitors Guide
Advertising Rates & Information



Produced in partnership between
Explore St. Louis and Madden Media

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REACH TRAVELERS BEFORE THEY ARRIVE IN ST. LOUIS

The Official St. Louis Visitors Guide is the only official local visitor publication delivered to travelers BEFORE they arrive in the greater St. Louis area. Once they visit, it's available at area visitor centers and more than 100 area hotels and attractions. It's the best source for selecting where to go, where to stay, and what to do.

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**MANY OF ST. LOUIS' VISITOR ATTRACTIONS ARE RANKED  
AMONG THE BEST AND MOST-VISITED IN THE U.S.**  
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Circulation of 125,000

St. Louis Tourism by the Numbers

- **28.18** million visitors
- **\$5.89** billion visitor spending
- **\$841** spent per party, per stay
- Travelers stay, on average, **3 nights per trip**

Source: Explore St. Louis

Deadlines

**AD CLOSE:
OCTOBER 2, 2024***

*Invoiced upon signed contract

**AD PRODUCTION MATERIALS DUE
OCTOBER 9, 2024**

**DIGITAL READY MATERIALS DUE
OCTOBER 16, 2024**

**PUBLISHES
JANUARY 2025**

Ad Rates

STANDARD POSITION	EXPLORE ST. LOUIS PARTNER	NON-PARTNER
	NET	NET
FULL PAGE	\$13,668	\$16,564
2/3 PAGE	\$12,047	\$14,711
1/2 PAGE V OR H	\$9,382	\$11,467
1/3 PAGE V OR SQ	\$6,602	\$8,108
1/6 PAGE V OR H	\$3,707	\$4,517
1/12 Page (SQ)	\$1,500	—

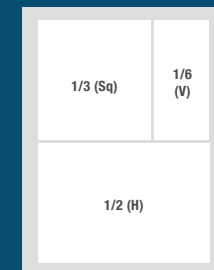
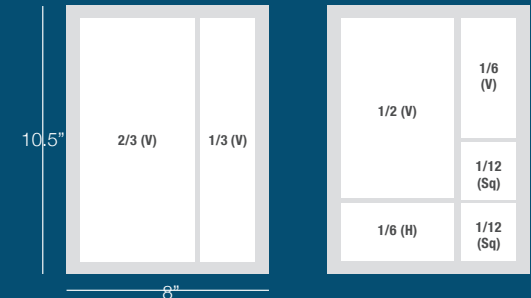


Check out the
2024 St. Louis Official Visitors Guide at
maddendigitalbooks.com/stlv24

PREMIUM POSITION	NET	NET
TWO PAGE SPREAD	\$29,537	\$33,822
BACK COVER	\$20,965	\$24,208
INSIDE FRONT COVER	\$20,154	\$23,282
INSIDE BACK COVER	\$18,765	\$21,313
OPPOSITE INSIDE FRONT COVER	\$18,765	\$21,313
OPPOSITE INSIDE BACK COVER	\$17,374	\$20,038
FULL PAGE FOLLOWING TOC	\$16,679	\$19,343

THREE WAYS TO ENGAGE

- 1** 125,000 Printed Copies*
- 2** Unlimited online presence through the Digital Edition
- 3** Enhanced exposure through the Integrated Online Guide available on the Explore St. Louis website



Information is subject to change.

Partner Rate: Your business must be a paid-in-full partner of Explore St. Louis at the time the space contract is signed to qualify for the special partner rate. If you are not a partner and wish to join Explore St. Louis, ask your salesperson for details or contact Barry Draper at bdraper@explorestlouis.com.

**Explore St. Louis has the final decision on production total.*