



2026 VISIT KC OFFICIAL VISITORS GUIDE

SPONSORED BY VISIT KC

Visit KC's Official Visitors Guide is the ultimate resource for all the places to stay, things to do, and must-see experiences in the Kansas City Area. Offering detailed, comprehensive information to visitors near and far makes this all-encompassing guide a roadmap to everything the region offers. With a consistent rise in annual requests, the Visit KC guide continues to serve as vacation inspiration for travelers in and out of market.

The Official Visitors Guide is Visit KC's flagship annual publication. This will be the primary opportunity to purchase advertising in a Visit KC print guide on shelves during major events in 2026.

KANSAS CITY TOURISM

28.4 MILLION VISITORS

MORE THAN 500 CONVENTIONS AND EVENTS IN 2024

\$4 BILLION IN VISITOR SPENDING

\$6.7 BILLION REGIONAL ECONOMIC IMPACT

- New spaces at the Kansas City Convention Center and the state-of-the-art single terminal at Kansas City International Airport are among the enhanced distribution locations for Visit KC's Official Visitors Guide.
- For materials specifications, please contact Isa Kauffman at ikauffman@maddenmedia.com
- Check out the Media Kit Page [here](#).
- To learn more about digital advertising on Visit KC platforms beyond the Official Visitors Guide, please contact Brett McGlothlin at bmcmglothlin@visitkc.com.

VIEW THE GUIDE



[View the 2025 guide here!](#)

IMPORTANT DATES



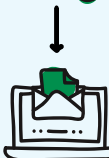
AD CLOSE

Invoiced upon signed agreement
September 12, 2025



AD PRODUCTION MATERIALS DUE

September 19, 2025



DIGITAL READY MATERIALS DUE

September 26, 2025



LAUNCH TIMING

January 2026

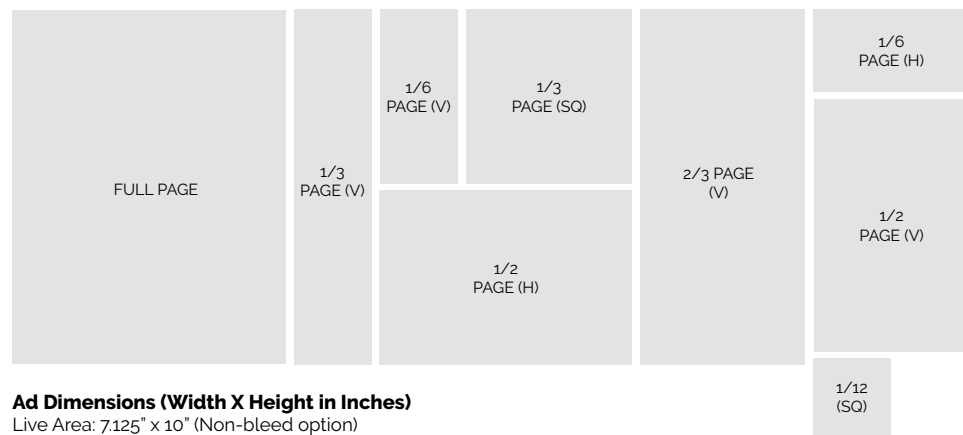
AD SIZE

COST

Back Cover	\$13,924
Inside Front Cover	\$11,140
Inside Back Cover	\$9,469
Table of Contents	\$8,355
Full Page	\$7,550
2/3 Page	\$5,286
1/2 Page	\$3,964
1/3 Page	\$2,768
1/6 Page	\$1,447
1/12 Page	\$724

*This information is subject to change. Previous advertisers have first right of refusal on premium positions. Visit KC has the final decision on all ad placements and production total.

AD DIMENSIONS



Ad Dimensions (Width X Height in Inches)

Live Area: 7.125" x 10" (Non-bleed option)

Trim: 8.125" x 10.75"

Bleed: Add .125" around all trim sides



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