



2027 OFFICIAL MISSOURI TRAVEL GUIDE



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TRAVEL GUIDES INSPIRE TRAVEL

Those who read the guide spent almost 37% more on their trip than the average Missouri traveler.

Travel Guide users report an average of 4 activities on their Missouri trip compared to less than 2 for non-guide users.

The average trip length is 3.9 nights for guide users, compared to 3 nights for non-guide users.

Source: *MO Travel Guide Study by SMARInsights*

ADVERTISING RATES & INFORMATION

Year after year, the *Official Missouri Travel Guide* delivers the best of Missouri to interested travelers—travelers who contribute billions to the area’s economy. The guide is a great resource for selecting

where to go, where to stay, and what to do while visiting the state. Best of all, the *Official Missouri Travel Guide* is available in print and online, so visitors always have information at their fingertips.

MISSOURI TOURISM BY THE NUMBERS

43.2M
VISITORS

\$21.4B

TOTAL ECONOMIC IMPACT

Source: *Tourism Economics & Missouri Division of Tourism*

200,000*
DISTRIBUTION

29%
WELCOME CENTERS

49%
FULFILLMENT
(VISITMO.COM
OR TOLL-FREE NUMBER)

12%
CONVENTION & VISITORS
BUREAUS, CHAMBERS OF
COMMERCE, AND CITIES

10%
ANNUAL FAIRS, EVENTS,
AND SPECIAL PROMOTIONS
IN TARGET MARKETS

**Missouri Division of Tourism has final decision on production total.*

PROGRAM RATES & DEADLINES



AD CLOSE:

August 7, 2026
(INVOICED UPON
SIGNED AGREEMENT)



MATERIALS DEADLINE
WITH AD PRODUCTION:
August 14, 2026



DIGITAL READY
MATERIALS DEADLINE:
August 21, 2026



PUBLISHES:
December 2026

STANDARD POSITIONS

Size	Net
Full Page	\$18,401
2/3 Page (Vertical)	\$13,060
1/2 Page (Horizontal or Vertical)	\$10,091
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1/6 Page (Horizontal or Vertical)	\$3,784
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Inside Front Cover	\$24,820
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Premium/Paid Positioning	\$24,820

TWO-THIRDS OF VISITOR GUIDE READERS
REPORT THE GUIDE HELPED THEM DECIDE
WHICH ACTIVITIES & ATTRACTIONS TO VISIT.

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