

# st. louis

2024 Official Visitors Guide  
Advertising Rates & Information



Produced in partnership between  
Explore St. Louis and Madden Media

**FOR ADVERTISING INFORMATION,  
PLEASE CONTACT:**



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# REACH TRAVELERS BEFORE THEY ARRIVE IN ST. LOUIS

*Circulation of 150,000.*

## 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



**SPACE RESERVATION  
SEPTEMBER 25, 2023**



**AD PRODUCTION MATERIALS DUE\*\*  
OCTOBER 2, 2023**



**DELIVERY & BILLING  
JANUARY 8, 2024**

**T**he 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.

MANY OF ST. LOUIS' VISITOR ATTRACTIONS ARE RANKED  
AMONG THE BEST AND MOST-VISITED IN THE U.S.

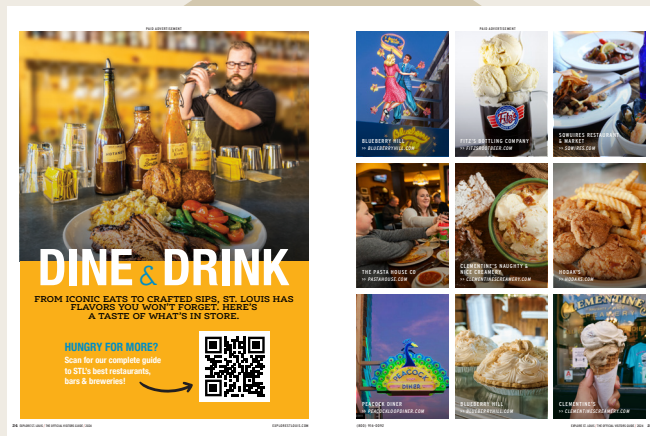


Check out the  
2023 *St. Louis Official Visitors Guide* at  
[maddendigitalbooks.com/stlvg23/](http://maddendigitalbooks.com/stlvg23/)

\*\* Digital-Ready Ad Materials Due October 9, 2023

## Ad Rates

STANDARD POSITION	EXPLORE ST. LOUIS PARTNER NET	NON-PARTNER 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)	\$2,029	-
QR 'Photo-Pop' (see below)	\$893	-



Make your business "POP"! Secure your space in the photo grid to highlight your organization with our bold new Photo Pop features. With 150,000 printed copies and unlimited digital downloads, you'll catch the attention of visitors before they're even in market.

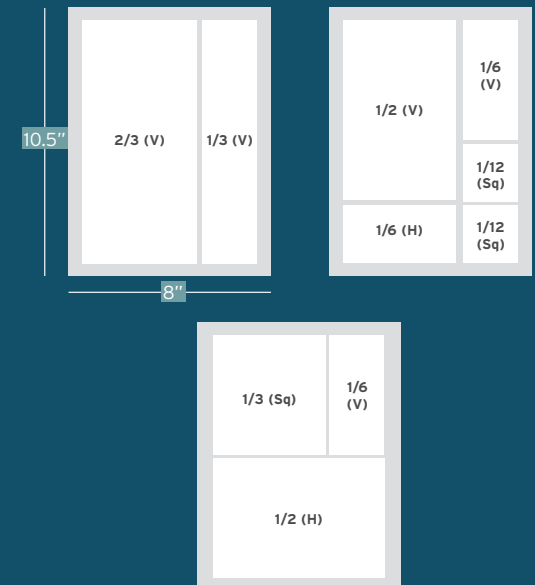
**PHOTO-POP Themes:** Family Fun, Arts & Culture, Sports & Outdoor Recreation, Shopping, Entertainment & Nightlife, and Dine & Drink

Design is subject to change.

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
OPPOSITE TOC LEFT/RIGHT	\$16,679	\$19,343

## THREE WAYS TO ENGAGE

- 1 150,000 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.