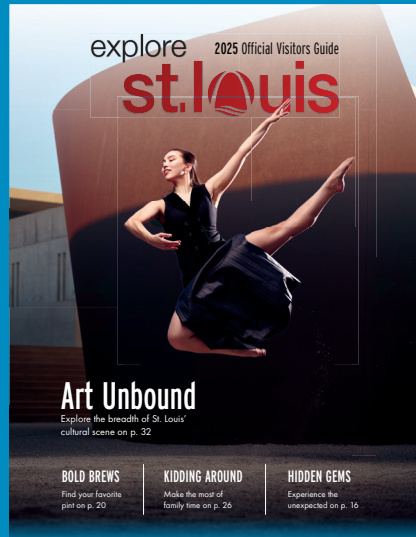


# ST. LOUIS

2026 Official Visitors Guide  
Advertising Rates & Information



Produced in partnership between  
Explore St. Louis and Madden Media

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explore **st. louis**  **MADDEN**

## REACH TRAVELERS BEFORE THEY ARRIVE IN ST. LOUIS

**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 130 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.**

*Circulation of 125,000*

### ST. LOUIS TOURISM BY THE NUMBERS

- **23.7** million visitors
- **\$5.76** billion visitor spending
- **\$999** spent per party, per stay
- Travelers stay, on average,  
**3 NIGHTS PER TRIP**

*Source: Explore St. Louis*

### DEADLINES

**AD CLOSE:  
SEPTEMBER 26, 2025\***

\*Invoiced upon signed contract

**AD PRODUCTION MATERIALS DUE  
OCTOBER 8, 2025\***

\*Complimentary Ad Design Service

**PRINT READY MATERIALS DUE  
OCTOBER 15, 2025**

**PUBLISHES  
JANUARY 2026**

## AD RATES

	EXPLORE ST. LOUIS PARTNER	NON- PARTNER
STANDARD POSITION	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  
**2025 St. Louis Official Visitors Guide at**  
[maddendigitalbooks.com/stlv25](http://maddendigitalbooks.com/stlv25)

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

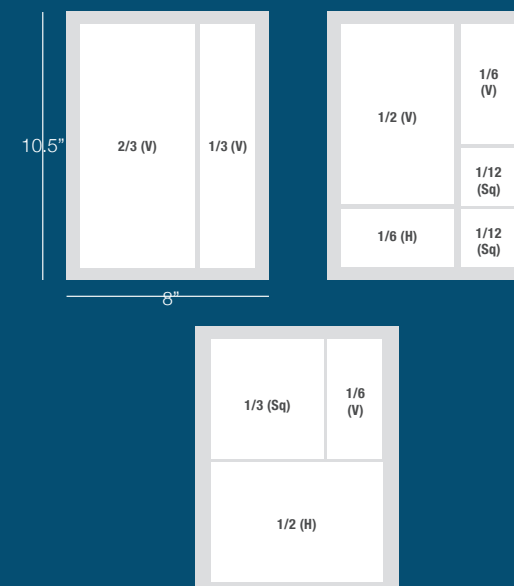
125,000 Printed Copies\*

# 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](mailto:bdraper@explorestlouis.com).

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