



2026-2027 TRAVEL GUIDE TO CALIFORNIA

travelguidetocalifornia.com

RATE CARD NO.16
EFFECTIVE JUNE 2025

CIRCULATION AND TARGET AUDIENCES:

- SUBSCRIBERS OF THE LOS ANGELES TIMES
- SUBSCRIBERS OF THE SAN FRANCISCO CHRONICLE

NEW FOR 2026:

- SUBSCRIBERS OF THE SACRAMENTO BEE
- SUBSCRIBERS OF THE SAN DIEGO UNION-TRIBUNE
- SOCIAL MEDIA MESSAGING REACHING OVER 100,000 FOLLOWERS OF THE SAN DIEGO UNION-TRIBUNE
- DIGITAL ADVERTISING PROMOTING THE GUIDE AND WEBSITE TO A HIGHLY TARGETED HIGH INCOME AUDIENCE WITH HEARST MEDIA

ADDITIONAL CIRCULATION:

- UNITED AIRLINES AND DELTA AIRLINES AIRPORT LOUNGES IN MAJOR USA AIRPORTS
- RETAIL NEWSSTANDS



DISCOVER THE GOLDEN STATE

SIMON DANNHAUER/SHUTTERSTOCK



THE TRAVEL GUIDE TO CALIFORNIA targets domestic and international travelers interested in visiting the state. Published annually and focused on reaching these qualified travelers when they are looking for vacation ideas, The Travel Guide to California provides readers the roadmap to discover the Golden State.

Created to inspire and guide travelers, the Guide provides an energetic and stylish take on what California offers. The Travel Guide to California combines evocative writing and superior photography, highlighting California's 12 tourism regions. Editorial sections are devoted to many of California's tourism themes including:

- Arts and Culture
- Food and Wine
- Sports and Outdoors
- Family Fun
- Theme Parks & Attractions
- Road Trips
- Surprising Cities
- State & National Parks

Our targeted reach, combined with print, digital and online distribution makes participation in The Travel Guide to California an excellent return on your investment.

ADVERTISING RATES

All rates are net in U.S. dollars

STANDARD

Full Page	\$6,950
Half Page	\$4,500
1/3 Page	\$3,500
Double page spread	\$9,950

COVERS & PREMIUM POSITIONS

Double Page Spread (IFC plus page one)	\$11,900
Inside Front Cover or page one	\$8,950
Outside Back Cover	\$8,950
Inside Back Cover	\$7,500

Insert opportunities are available. Please contact us for a quotation.

CLOSING DATE & MATERIAL DEADLINE

BOOKING SPACE CLOSING DATE: January 31, 2026

MATERIAL DUE DATE: February 12, 2026

DISTRIBUTION DATE: March 2026

CIRCULATION 50,000 PRINT COPIES

1. SUBSCRIBERS OF THE LOS ANGELES TIMES, THE SAN FRANCISCO CHRONICLE AND NEW FOR 2026 THE SACRAMENTO BEE AND THE SAN DIEGO UNION-TRIBUNE

The 2026-2027 Travel Guide to California will be distributed to subscribers of *The Los Angeles Times*, *The San Francisco Chronicle* and *The Sacramento Bee* and *The San Diego Union-Tribune*

2. AIRPORT LOUNGES

The Travel Guide to California will be distributed in the United Airlines and Delta Airlines airport lounges in the major US airports.

3. RETAIL NEWSSTAND DISTRIBUTION

The 2026-2027 Travel Guide to California will be sold in retail locations in the USA and several other countries around the world.

The Travel Guide to California is on sale at fine retailers including Barnes & Noble, Books-A-Million, CVS, Safeway, Kroger, Target, Walmart, Walgreens and many other retail chains and locations.

DIGITAL

THE TRAVEL GUIDE TO CALIFORNIA can be viewed and purchased in a digital e-magazine format on digital newsstands such as the App Store, Google Play, pocketmags.com, Issuu.com and PressReader.com.



Website advertising on travelguidetocalifornia.com is offered at discounted rates to advertisers in The Travel Guide to California. Please contact your account manager for the most current online advertising opportunities.

SOCIAL MEDIA & DIGITAL TARGET MARKETING

- Social media messaging reaching over 100,000 followers of The San Diego Union-Tribune
- Digital advertising promoting The Guide and website to a highly targeted high Income audience with Hearst Media



RANDY RUNTSCH/SHUTTERSTOCK

DESERT HOT SPRINGS



SANTA MARIA VALLEY

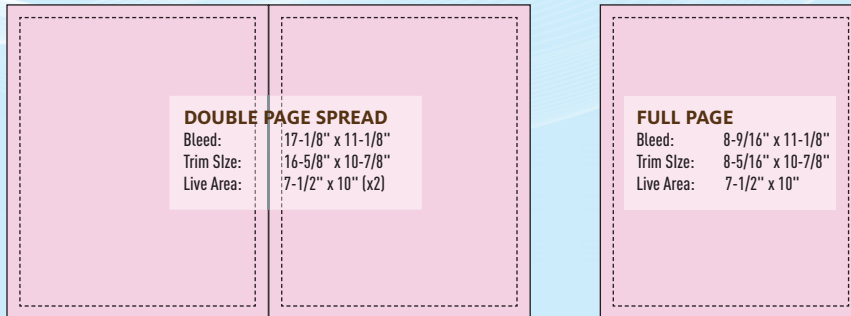


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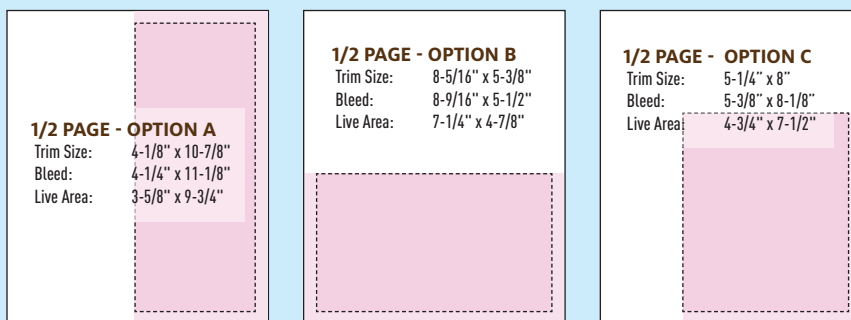
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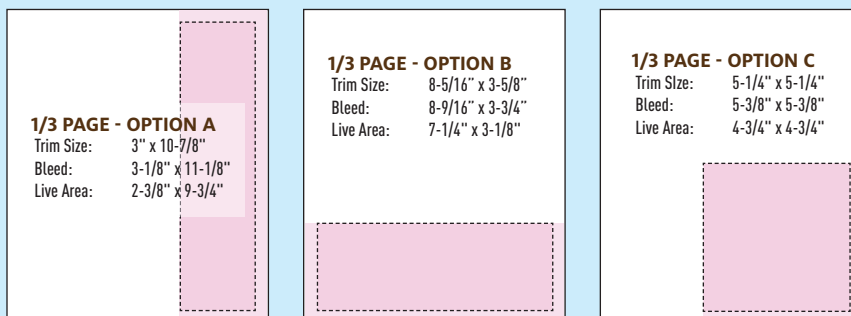
FULL PAGE ADS



1/2 PAGE ADS



1/3 PAGE ADS



ACCEPTABLE MEDIA

E-mail, FTP, Dropbox, Wetransfer
(Please contact us for FTP login)

ACCEPTABLE AD FORMATS

- PDF (PDF-X1a compliant)
 - HI-RES TIFF, EPS
 - QuarkXPress 2025*
 - Adobe InDesign CC2025*
 - Adobe Illustrator CC2025**
- * Please supply fonts and linked images
** All fonts outlined and images embedded

PLEASE ENSURE

- Correct bleeds (1/8" on all sides)
- Include crop marks (.167 offset)
- Safety: Keep important text and graphics at least 1/4" away from trim line

AD DESIGN & MAKE-UP CHARGES

Sizes up to and including 1/2 Page: \$ 195

Sizes larger than 1/2 Page: \$ 295

We require good quality images, logos and all text.

SUBMIT MATERIALS TO:

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