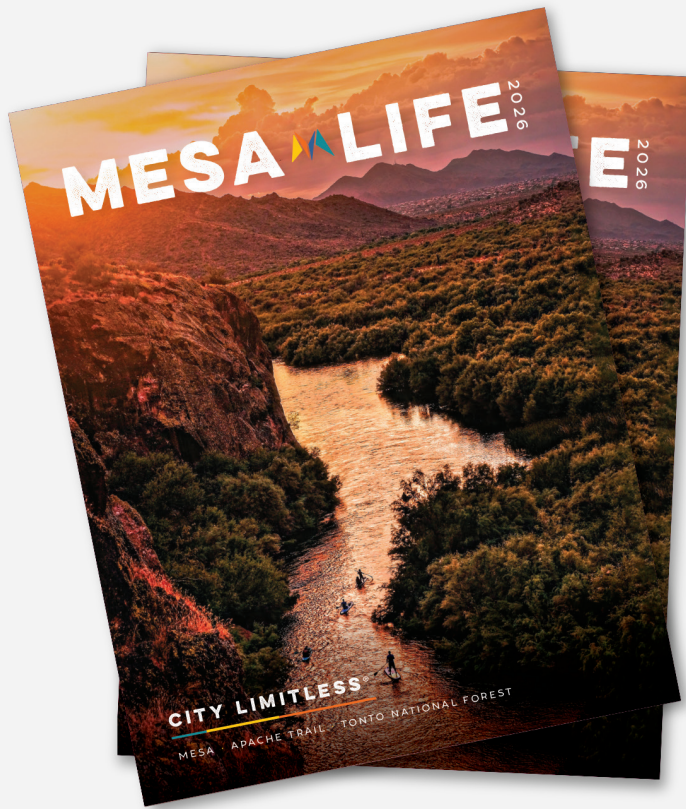


# OFFICIAL VISITORS GUIDE MEDIA KIT 2027



OFFICIAL VISITORS GUIDE



VISITMESA.COM

## VISIT MESA CITY LIMITLESS®

**THE ANNUAL MESA LIFE VISITORS GUIDE** is the official publication of Visit Mesa. As the most-requested planning resource, this guide serves as the ultimate necessity for visitors ready to explore Mesa, Arizona.

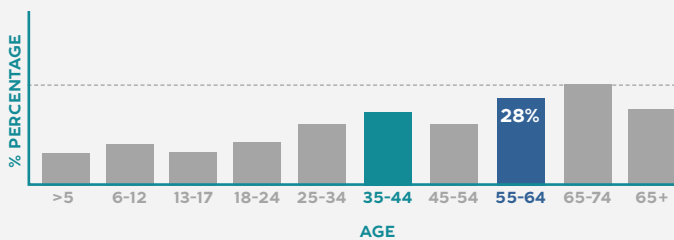
# THE POWER OF TRAVEL

Trips to Mesa are up! Visitation increased to 4.4 million and visitor spending grew 5.4% to \$748.6 million in 2024.

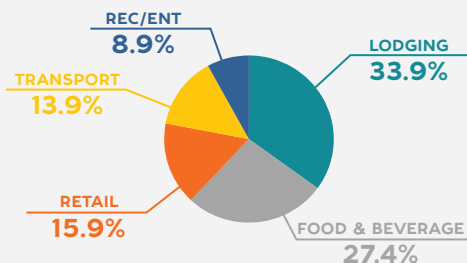


## DEMOGRAPHIC PROFILE OF OVERNIGHT MESA VISITORS

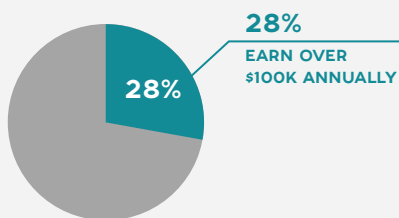
### TOP AGE BRACKET



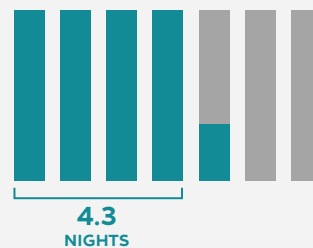
### SPEND CATEGORIES



### HOUSEHOLD INCOME



### TOTAL NIGHTS SPENT IN MESA



\*IDSS (CRM), Google Analytics, Placer.ai (Personalive)

# TARGETED PRINT & DIGITAL DISTRIBUTION

The official Mesa Life Visitors Guide has highly effective and strategic distribution channels, with immediate digital access while on-the-go.

**30,000**  
GUIDES DISTRIBUTED

**820 K**  
ANNUAL WEBSITE VISITS

**1.4 M**  
PAGE VIEWS

## DISTRIBUTION CHANNELS

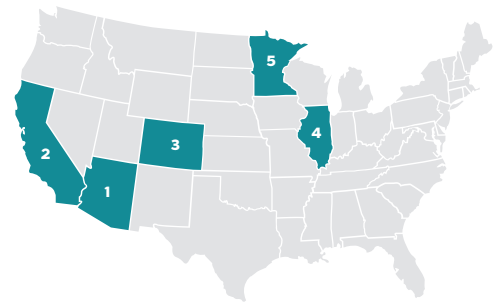
Guides are available at:

- Mesa Gateway Airport
- Falcon Field Airport
- Phoenix Sky Harbor
- Mesa Hotels + Short Term Rentals
- Arizona + Target Market Visitor Centers

Guides are distributed across the country via targeted partnerships and tourism networks.

### TOP FEEDER STATES FOR OVERNIGHT VISITORS

- 1 Arizona
- 2 California
- 3 Colorado
- 4 Illinois
- 5 Minnesota



## TELL YOUR STORY ALONGSIDE OURS

Sponsored Content gives your brand a natural place within the stories readers are already exploring. Designed to blend seamlessly into the editorial experience, these placements offer premium visibility, engaging storytelling and a trusted connection to our audience.

### SPONSORED ITINERARY

Be part of curated travel experiences and inspire readers as they plan their visit.

### PREMIUM

Includes image placement and up to 100 words of custom copy within an itinerary stop.

### BASIC

Includes up to 50 words of custom copy within an itinerary stop.

### SPONSORED STORY

Receive exclusive placement within a dedicated editorial topic with up to 50 words of custom copy.

### SPONSORED EVENT

Highlight your event within the Events Calendar with featured image placement and event recognition.



# 2027 OFFICIAL VISITORS GUIDE ADVERTISING RATES

**SPACE DEADLINE:**

August 11, 2026

**PUBLISH:**

January 2027

**MATERIALS DEADLINE:**

August 25, 2026

## VISITORS GUIDE ADVERTISING RATES

All full page ads/covers need .125" bleed on all four sides.  
Required file format: Print-ready PDF at 300 dpi.

| POSITION TYPE | SIZE                               | RATE    | WIDTH X HEIGHT   |
|---------------|------------------------------------|---------|--|
| Premium       | Back Cover                         | \$5,250 | 8.375"W x 10.875"H   |
| Premium       | Inside Cover/<br>Inside Back Cover | \$4,650 | 8.375"W x 10.875"H   |
| Standard      | Full Page                          | \$4,150 | 8.375"W x 10.875"H   |
| Standard      | Half Page (Horizontal)             | \$3,100 | 7.375"W x 4.8125"H   |
| Standard      | Sponsored Itinerary (Premium)      | \$1,500 | Advertiser to supply assets for Visit Mesa to write and design |
| Standard      | Sponsored Itinerary (Basic)        | \$1,000 | Advertiser to supply assets for Visit Mesa to write and design |
| Standard      | Sponsored Story                    | \$1,250 | Advertiser to supply assets for Visit Mesa to write and design |
| Standard      | Sponsored Event                    | \$1,500 | Advertiser to supply assets for Visit Mesa to write and design |

## VISITORS GUIDE ADDED VALUE

### WEBSITE

- Ads can be viewed when the online guide is opened or downloaded. Digital links to the advertiser's website listing on VisitMesa.com are provided, giving the reader the option to visit the advertiser's site directly or contact the advertiser by email.

### ADDITIONAL ONLINE EXPOSURE

- Advertisers will receive a website listing on VisitMesa.com. Listings are also accessed on the digital concierge kiosk located at the Mesa Visitors Center in Downtown Mesa.

### EDITORIAL & PHOTOGRAPHY

- Whenever appropriate, every effort is made to include information on advertisers through the use of editorial and photography.

All advertising artwork is subject to Terms and Conditions per the signed form.

## SIGN UP NOW! SPACE IS LIMITED

### SPACE RESERVATIONS

Diva Tolosa

Director, Destination Experience

diva@visitmesa.com

O: 480.682.3660

1 N. Macdonald Suite 212, Mesa, AZ 85201