

Scenic



WASHINGTON STATE 365



2019 media kit

join us



off the beaten path

Why
WA?



TEAM SCENIC connects travelers with our state in a way no one else can. Wherever they are and whenever they need it, people trust ScenicWA to deliver the authentic, first-hand journeys readers want.

In addition to describing points of interest and how to get there, we will be sharing our personal experiences through first-hand storytelling—detailing *why* we love this place or that. Our name, *Scenic Washington State 365* is still at the core of our promise to continue to provide daily inspiration to get people on the road, exploring our back roads and scenic destinations.

Our writers drive the back roads, walk and pedal the trails, harvest the crops, paddle the shorelines, discover out-of-the-way restaurants, belly up to the tap room table, and applaud at local arts events. We'll share these experiences through vivid storytelling and "I-want-to-be there" photography that conveys the genuine warmth of the destinations themselves.

The content is fresh. So is the delivery. Our partners will have targeted access to new residents and visitors who are curious to find undiscovered travel destinations or to experience old favorites in a new way.

Coupled with our highly impactful and measurable digital platforms, ScenicWA is an unbeatable advertising buy.

Our promise to you: deeper storytelling, fresh perspectives, meaningful engagement.



"I think you're totally headed in the right direction because so many people are moving here and are unfamiliar with all that Washington State has to offer. Even us natives could use some refresher courses!"

*—Annie Delucchi,
Concierge Guild
of Seattle*



What's New for 2019?

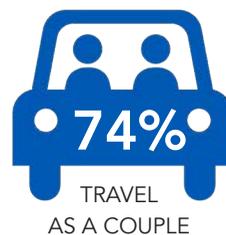
MARKETING TO MILLENNIALS

Our primary change for 2019 is our commitment to attract a share of the over 3,000 new residents to Seattle each month. Specifically, through a new hyper-focused distribution partnership with members of the Concierge Guild of Seattle, our Scenic Drives & Road Trips Guide and road map will be provided to apartment and condo residents in the South Lake Union area, as well as guests, through our "Explore Washington" program. This is primarily a younger, highly-paid techie who is new to the area and looking for getaway ideas. You definitely want to reach this crowd.

ENHANCED DIRECT MAIL STRATEGY

Our email marketing campaigns will provide a link for a **FREE** copy of the "Explore Washington" packet. These packets, mailed to an estimated 15,000 households upon request, will include a welcome letter along with a copy of our Scenic Drives & Road Trips Guide and Scenic Washington Road Map.

ScenicWA audience



SIXTY PERCENT ARE WOMEN AGE 25-54,

the primary decision maker who uses the guide to plan family vacations and weekend getaways.



77%
are seeking scenic beauty & outdoor adventure



We have over 140,000 active followers on Facebook & Instagram

with an average daily reach of 20,000; occasional posts have exceeded a *mind-boggling reach* of 300,000.



Our social media audience is 77% women to 22% men with an age range of 25-54.



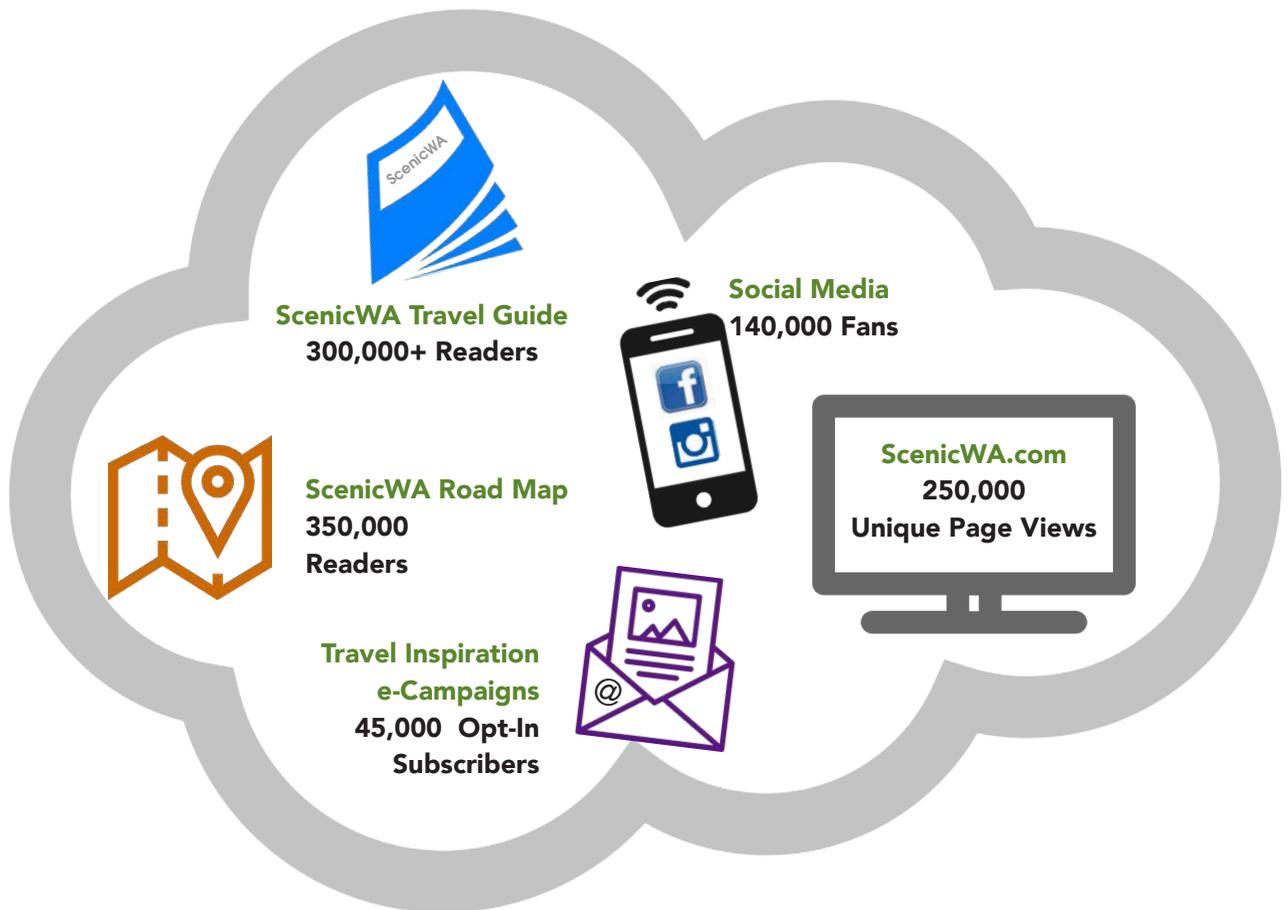
87% of people who order our guides, visit our website and follow us on social media are from the United States.



60% of our U.S. requests come from Washington residents and of those, approximately 40% are from Seattle and the greater Puget Sound region. Oregon, British Columbia, California and Texas round out the top five states and provinces.

Our ScenicWA products reach nearly

ONE MILLION PEOPLE
each and every year.



"We have participated in several Scenic WA sweepstakes over the past few years and have been thrilled with the response, having added over 15,000 names to our destination marketing database."

—Sherrye Wyatt, Whidbey-Camano Island Tourism

ScenicWA Products & Reach

SCENIC DRIVES & ROAD TRIPS GUIDE

This is our signature locally-curated pocket guide featuring photos and stories from the road by our staff of Washington State insiders. We will unearth the hidden gems that make Washington truly unique and we'll take you along for the ride.

REACH: With a print run of 125,000 copies of the Scenic Drives & Road Trips Guide, at the industry standard of 2.5 readers per copy, we will reach approximately 312,000 readers who will view the guides they pick up at visitor centers in Washington, Oregon, Idaho and California or have them mailed to their door right as they're making their travel plans.

DISTRIBUTION:

- 90,000 to Visitor Centers throughout the state and Pacific NW
- 25,000 to South Lake Union residents through members of the Seattle Concierge Guild as part of our new "Explore Washington" packet.
- 10,000 Direct Mailed for Free upon request

ScenicWA.com

Suggested Road Trips are the basis for our mobile-friendly website. Your listing or feature story on ScenicWA.com will ensure you are found by people during the travel planning process.

REACH: Our website averages 22,000 unique page-views per month with 60% of our traffic coming from mobile and tablet.

SOCIAL MEDIA

Sharing and engaging is what being social is all about. We have 140,000 Facebook and Instagram followers who engage with us through daily "365 Things to Do" and Instagram features.

REACH: Our average daily reach is between 20-30,000 but have had some features go viral and reach well over 200,000 followers.

TRAVEL INSPIRATION E-CAMPAIGNS

Sharing your story and providing travel inspiration with our list of over 45,000 double opt-in subscribers.

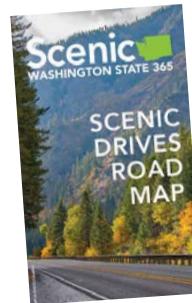
REACH: Our average Open Rate is between 15-18% with a Clicks/Open rate of between 10-12%. We will work with you on best practices to get the best results.

FEATURE STORIES

Write your own story or we will assign one of our travel writers to visit your area and highlight your unique experiences. These stories live on ScenicWA.com and will be promoted through social media and exclusive email marketing campaigns.

SCENIC WASHINGTON ROAD MAP

When all is lost... including you and your cell coverage... a good old-fashioned road map is far and away the most valuable tool to have in your glove box—and also happens to be our most popular product at visitor centers throughout Washington and neighboring states. The map features our state's 29 Scenic Byways.



DISTRIBUTION: 175,000 copies will be printed and distributed at visitor information and retail centers throughout the Pacific NW and will also be mailed directly through our Explore Washington travel packets.

Print & Digital Integrated Pricing 2019

ScenicWA has created a totally integrated print and digital marketing program that will help you reach, inspire and engage up to one million people seeking authentic travel experiences.

	NEW	RENEWAL
Mount St. Helens	\$795	\$675
<ul style="list-style-type: none"> • “Don’t Miss” Photo Listing—Scenic Drives & Road Trips Travel Guide • 1.7” x 1.3” photo, contact information and a 20-word description • ScenicWA.com listing • Print and Digital Impressions: 562,500 		
Mount Baker	\$1,995	\$1,875
<ul style="list-style-type: none"> • Third page ad (3.33” x 2.525”) in Scenic Drives & Road Trips Travel Guide • Two 365WashingtonState Facebook features annually • ScenicWA.com listing • Print and Digital Impressions: 842,500 		
Mount Adams	\$3,895	\$3,775
<ul style="list-style-type: none"> • Half page ad (3.33” x 4”) in Scenic Drives & Road Trips Travel Guide • Three 365WashingtonState Facebook features annually • ScenicWA.com listing • Print and Digital Impressions: 1,027,500 		
Mount Rainier	\$6,495	\$6,375
<ul style="list-style-type: none"> • Full page ad (4” x 9” trim; 3.333” x 8.297” live; add 1/4” bleed to all sides if bleed) in Scenic Drives & Road Trips Travel Guide • Four 365WashingtonState Facebook features annually • ScenicWA.com listing • Exclusive e-newsletter campaign to promote feature story • Feature Story • Print and Digital Impressions: 1,168,000 • Premium Placement: Back Cover, add 25%; Inside Front Cover, add 15% 		

“Ain’t” no mountain high enough?

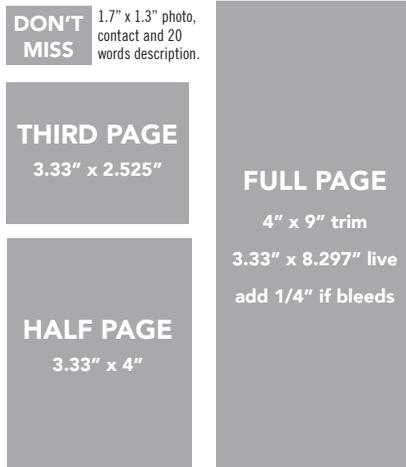
If you are interested in a custom package that is all digital or all print or any other hybrid combination, just let us know. We can easily create marketing programs tailored specifically to your audience, goals and budget... *in fact, we do it all the time!*

Scenic Washington State Road Map [only 22 (14) spaces available]

Our fold-out paper road map features our state’s 29 Scenic Byways. 175,000 copies are printed and distributed at visitor informaton centers, State & Federal Parks and prime retail locations throughout the Pacific NW as well as through our “Explore Washington” travel packets. Free fold-out highway maps are far and away the most popularly requested item at VICs!

• Back Panel (3.5” x 7.33” / add .5” for bleed) (SOLD)	\$6,995
• Inside Fold Panel (3.5” x 7.33” / add .5” for bleed) (SOLD)	\$5,995
• Full Panel (3.33” x 7.06”)—Only 4 (3) available.....	\$4,995
• Half Panel (3.33” x 3.44”)—Only 10 (6) available	\$3,495
• Quarter Panel (3.33” x 1.65”)—Only 8 (5) available.....	\$1,895

Ad Configuration



Dates to Remember

Travel Guide & Map Ad Deadline

Insertion orders February 28, 2019
Camera-Ready Art and Copy March 8, 2019

Early Bird by November 30, 2018

Early Birds will receive one additional social media post (Facebook & Instagram to 140,000 followers) Value: \$395

Distribution Dates

Our travel guide and map will be printed and ready for distribution in May, 2019.

Digital Products

All digital products—social media, web listings, e-marketing and feature story campaigns— can be launched and scheduled immediately to coincide with your seasonal marketing objectives.

GET IN TOUCH!

For more information contact:



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800-546-8401 x-106 or direct 360-603-4990



"I have been a fan of the team at Scenic Washington State ever since 2009 when they published the official Washington State visitor guide, Experience Washington.

For the past seven years, they have continued to impress me with their focus on stimulating tourism to our state's rural destinations. With their travel guide and map, combined with their digital resources—the ScenicWA.com website, e-marketing campaigns and social media outreach—they have definitely made a significant contribution to the health of our state's tourism industry, which has much been appreciated."

—Christina Pivarnik,
CP Communications

Our mission
is simply to
inspire people
to discover and
explore all that
Washington State
has to offer.

Scenic 
WASHINGTON STATE 365
www.scenicwa.com

