



Montgomery, MD

Close. For comfort.

Visit Montgomery, MD | MEDIA KIT **2019**



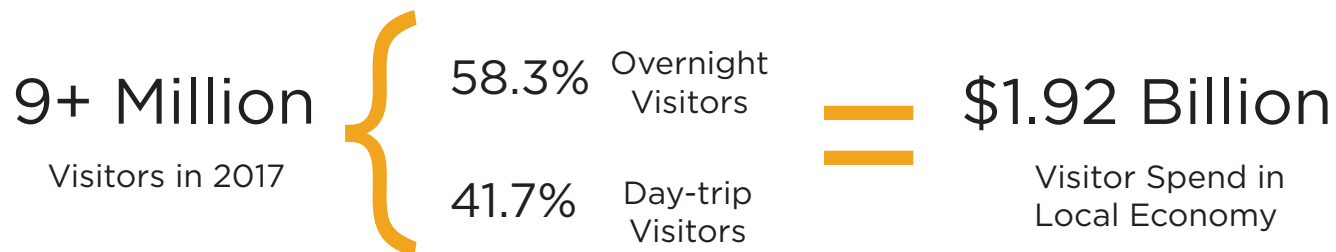
Visit Montgomery, MD

Visit Montgomery is designated as Montgomery County's destination marketing organization (DMO). The mission of Visit Montgomery is to market and develop the county and its communities as a preferred destination for group and individual travel thereby fostering economic growth and quality of place through tourism.

On the water or in the woods, downtown date night or a brewery tour, travelers will find the broad scope of America's favorite pastimes: exploring the great outdoors, soaking up history and culture at one of countless museums and galleries, and indulging in some of the country's best shopping and finest restaurants.



Economic Impact of Tourism in Montgomery County, Maryland



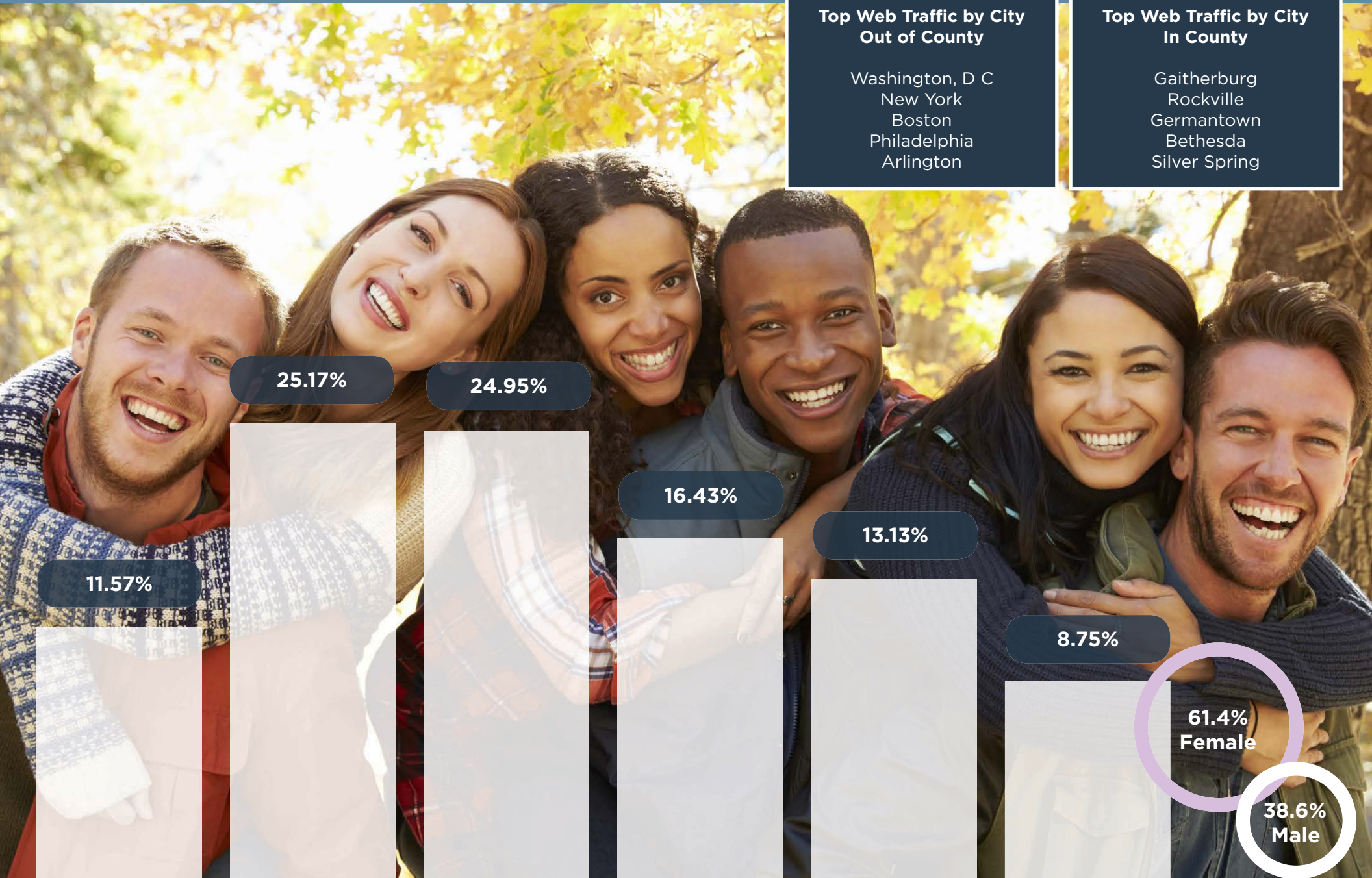
TRAVELER DEMOGRAPHICS

Top Web Traffic by City Out of County

Washington, D C
New York
Boston
Philadelphia
Arlington

Top Web Traffic by City In County

Gaithersburg
Rockville
Germantown
Bethesda
Silver Spring



18-24

25-34

35-44

45-54

55-64

65+

Numbers Reflect
Web Traffic FY2018

Who's Traveling to Montgomery County?

TARGET MARKETS

Outdoor Like-It-Alls

Culture Vultures

Comfortable Values

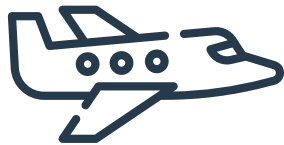
DC Travelers

Culinary/Beverage Enthusiasts

TARGET SEGMENTS



Drive Market
3-4 hour radius



Fly Market
2 hour direct flights into
BWI or DCA



Day Trip
1-2 hour radius



Groups & Meetings
Leisure, Government, Corporate

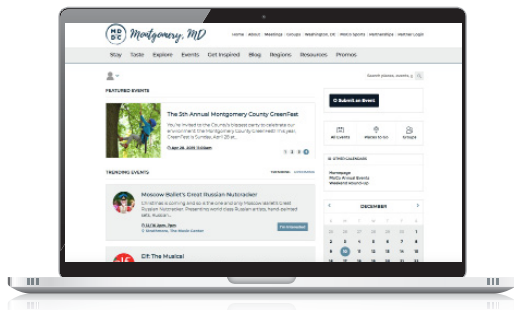


MARKETING FOOTPRINT

Visit Montgomery reaches visitors through a mix of digital and print media to amplify the brand message



VisitMontgomery.com
755,856 Page Views
437,471 Sessions



Events.VisitMontgomery.com
1200+ Users Actively Posting
160,000 Page Views



eNewsletters
25,000+ Email Addresses
29% Open Rate



Social Media
55,000+ Followers



MoCo Sports
200,000+ People Visit
 Montgomery County for
 Tournaments Annually



Travel Guide
40,000 Prints Distributed
700+ Digital Downloads



Advertising &
 Editorial Features
 In over **32** Media &
 Publication Channels



TRAVEL GUIDE

ADVERTISING OPPORTUNITIES

As the gateway to the nation's capital, Montgomery County welcomes over 9-million visitors each year from all over the world who are looking for places to stay, things to do, and new cuisines to try. Visit Montgomery's Official Travel Guide is distributed at Maryland Visitor Centers, hotels and local business. Additionally, the guide is mailed to thousands of prospective visitors who call, write, email, or respond to ad campaigns in over 32 media channels.



40,000 Prints Distributed
700 Digital Downloads

NEW FOR 2019

- Larger Magazine-Sized Dimensions
- Increased Page Count
- Luxury Soft Touch Cover
- Enhanced Featured Partner Sections Throughout

WHERE CAN YOU FIND THE TRAVEL GUIDE?



SHOPPING OUTLETS



HOTELS & SUITES



WELCOME & VISITOR CENTERS



REALTORS



OTHER LOCAL BUSINESSES



Digital Download

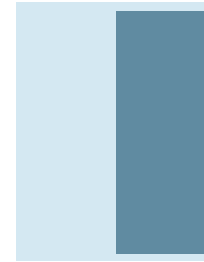


Direct Request

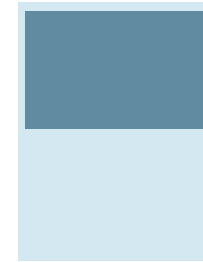


Meetings/ Events

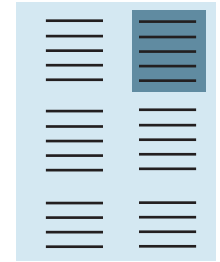
2019 Print Advertising Options & Rates



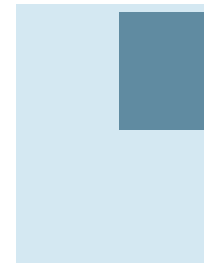
1/2 PAGE VERTICAL



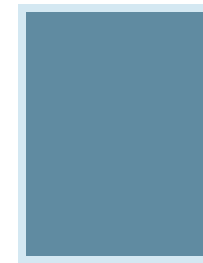
1/2 PAGE HORIZONTAL



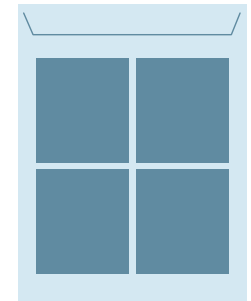
ENHANCED PARTNER LISTING IN DIRECTORY



1/4 PAGE VERTICAL



FULL PAGE



ENVELOPE

PARTNER AD RATES

SIZE	PRICE
Full Page	\$ 2,500
1/2 Page	\$1,450
1/4 Page	\$850
Enhanced Member Listing	\$500
Envelope Ad	\$375
Inside Front Cover	\$3,300
Inside Back Cover	\$3,100

NON-PARTNER AD RATES

SIZE	PRICE
Full Page	\$ 2,750
1/2 Page	\$1,700
1/4 Page	\$1,000
Enhanced Member Listing	\$750
Envelope Ad	\$450
Inside Front Cover	\$3,750
Inside Back Cover	\$3,350

Submission Deadline

Space Closes: March 15
Final Design Submissions:
April 1



DIGITAL

ADVERTISING OPPORTUNITIES

WEBSITE

Visit Montgomery's website is a tool used to inspire visitors and locals alike. Web traffic is generated through a strategic mix of Google Adwords, SEO optimization, blog content, eNewsletters and social media. With content updated weekly, web visitors frequently check the site to discover what's new.

VisitMontgomery.com By the Numbers:

- **755,856** Page Views
- **437,471** Sessions
- **1.31** Sessions Per User
- **2.16** Pages Per Session
- **1:30** Minutes Spent on Site
- **2:11** Minutes Spent On Blog
- **1:09** Minutes Spent On Events

eNEWSLETTER

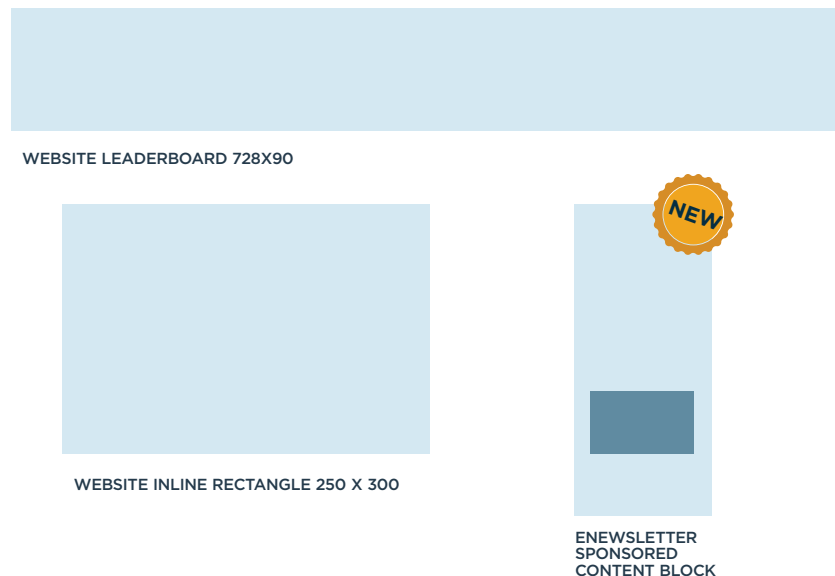
The Visit Montgomery eNewsletter deploys to over 25,000 people all over the country who have opted-in to receive information about Montgomery County's top attractions, events, museums and culinary experiences. With strong reader loyalty, Visit Montgomery averages a 29% open rate which is well above industry standard.



Email Blasts By the Numbers:

- **25,000+** Email Database
- **29%** Open Rate
- **26.8%** Engagement Rate
- **4:14** Minutes Spent on Site from Email eNewsletter.

2019 Digital Advertising Options & Rates



PARTNER AD RATES

SIZE	PRICE
Website Leaderboard	\$ 250*
Website Inline Rectangle	\$ 100*
eNewsletter Content Block	\$ 150

NON-PARTNER AD RATES

SIZE	PRICE
Website Leaderboard	\$ 350*
Website Inline Rectangle	\$ 200*
eNewsletter Content Block	\$ 250

*Website ads are priced per month with a three month minimum commitment.



Contact:

Danielle Nations
Partnership Manager
240.641.6749
dnations@visitmontgomery.com