



*Montgomery, MD*

Close. For comfort.

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





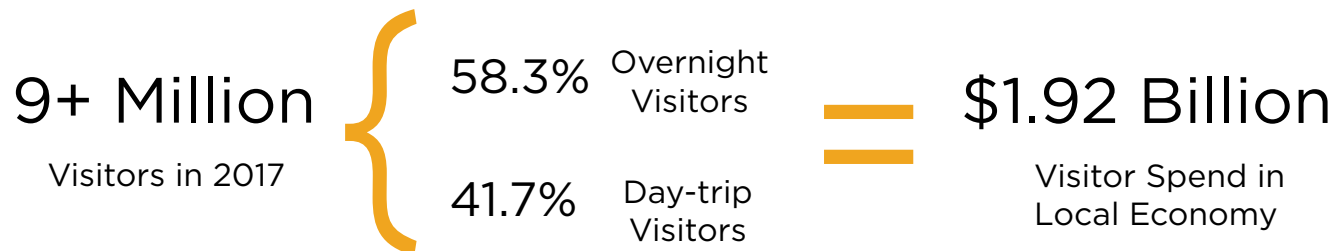
## Visit Montgomery, MD

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.

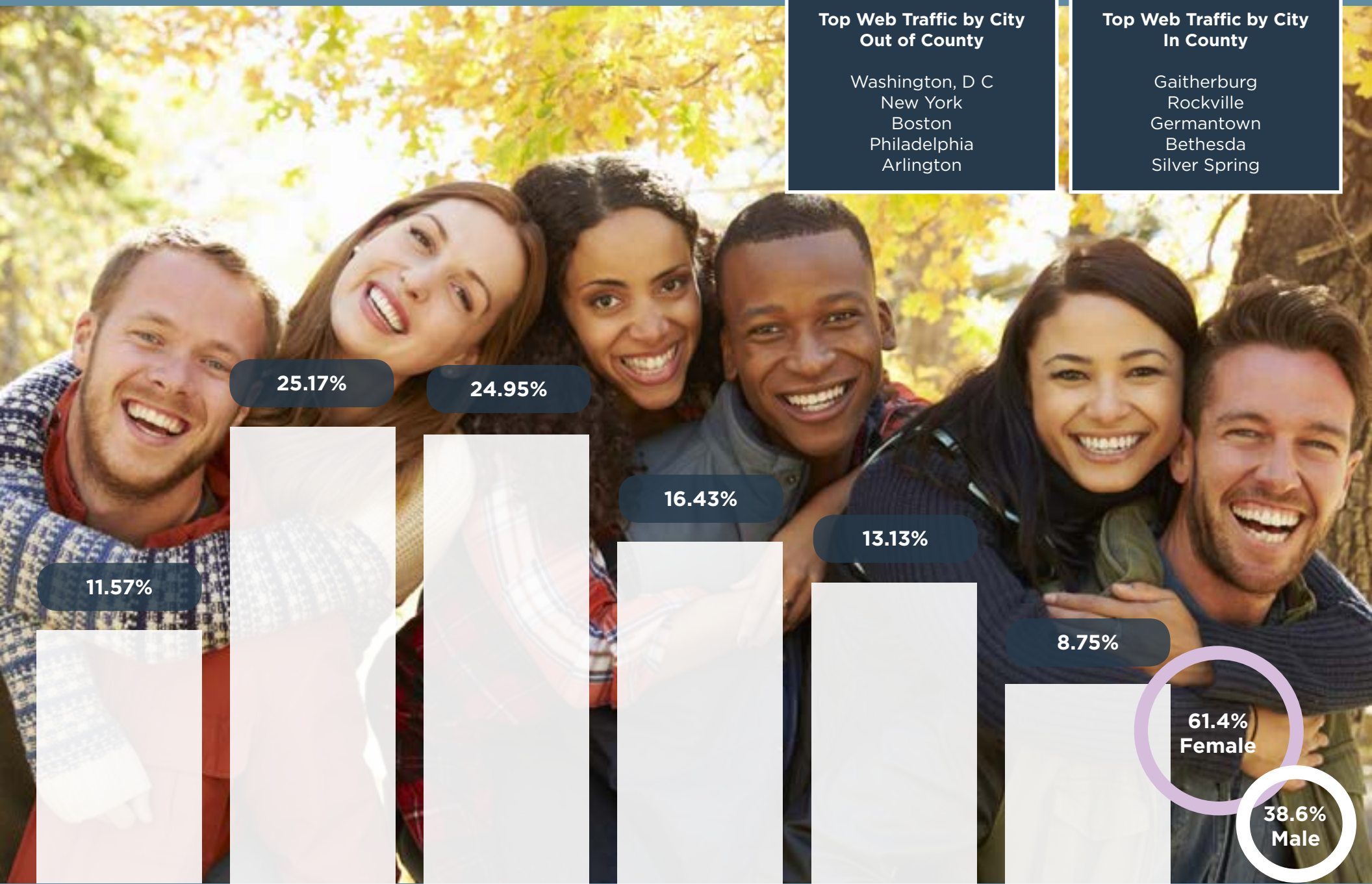
On the water or in the woods, downtown date night or a brewery tour, travelers will find the broad scope of America's favorite pastimes: exploring the great outdoors, soaking up history and culture at one of countless museums and galleries, and indulging in some of the country's best shopping and finest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

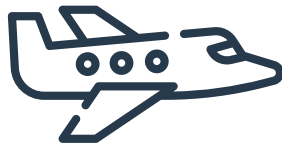
DC Travelers

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  
**1,800+** Users Actively Posting  
**160,000** Page Views



eNewsletters  
**40,000+** 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

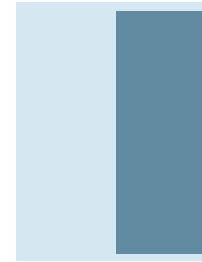


Direct Request

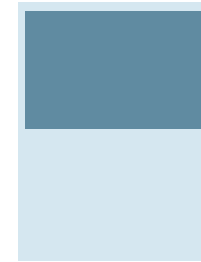


Meetings/Events

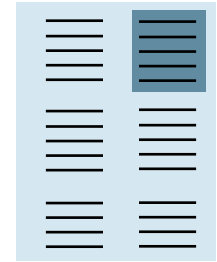
### 2019 Print Advertising Options & Rates



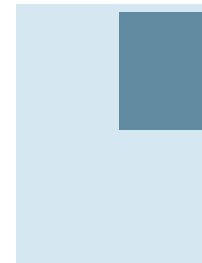
1/2 PAGE VERTICAL



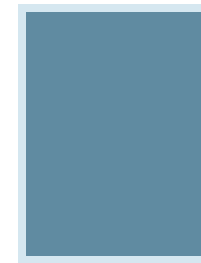
1/2 PAGE HORIZONTAL



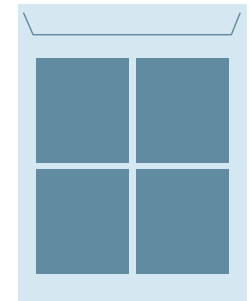
ENHANCED PARTNER LISTING IN DIRECTORY



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

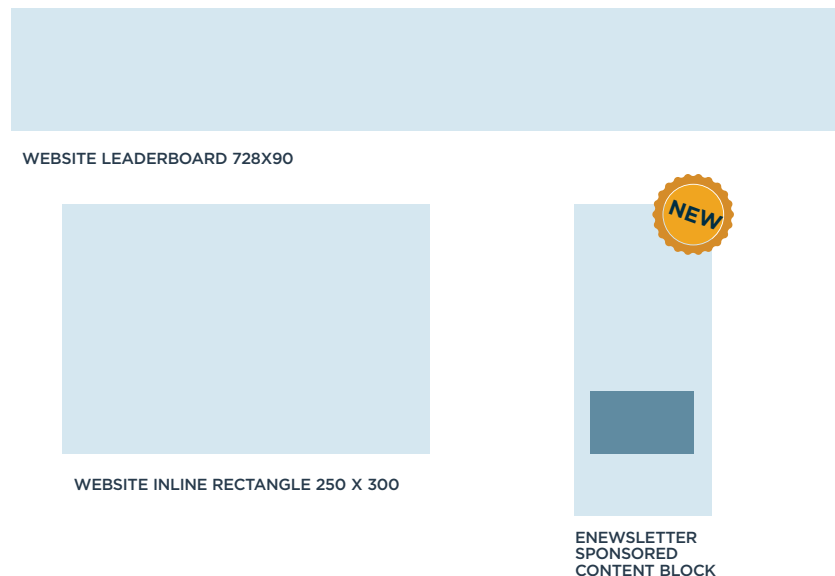
The Visit Montgomery eNewsletter deploys to over 40,000+ people all over the country who have opted-in to receive information about Montgomery County's top attractions, events, museums and culinary experiences. With strong reader loyalty, Visit Montgomery averages a 29% open rate which is well above industry standard.



#### Email Blasts By the Numbers:

- **40,000+** 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:

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