

2025 Magazine Marketing Program

City Guide has been successfully reaching in-market visitors for over 40 years. Tourists read the magazine to “guide” them when making in-market decisions. The guide complements the research and preparation they have done in planning their trips.

3,000,000
Copies of City Guide are distributed annually

Rates

Frequency	Spread	Full Page	Half Page	Quarter Page	Eighth Page	Listing
20 Weeks	\$6,860	\$3,920	\$2,160	\$1,160	\$690	\$500
28 Weeks	\$6,100	\$3,480	\$1,910	1,010	\$610	\$450
52 Weeks	\$5,240	\$2,990	\$1,640	\$870	\$520	\$400

CITY GUIDE IS EVERYWHERE

- Hotels
- Information Centers
- Ticket centers
- Tourist attractions
- Kiosks
- Street furniture (BIDs)
- Individual street boxes
- Street team

Premium Positions

Front Cover: \$8,500 | Premium page: \$3,500 | Front Cover Banner: \$1,500

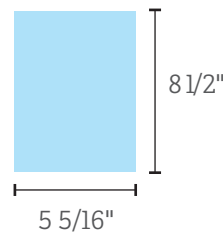
Magazine Trim Size:

File Types:

High resolution (300dpi) .PDF, .JPEG, .PNG, .TIFF, .EPS with fonts outlined, images converted from RGB to CMYK using Web Coated (SWOP) v2 profile.

Ad Production:

Heather Gambaro, Hgambaro@davlermedia.com



Back Cover	Front Cover	Two-Page Spread (Bleed)	Full Page	1/2 Vertical	1/2 Horizontal	1/4 Horizontal
5.46" x 8.75" Includes 1/8" Bleed left, top & bottom only	Cover Banner Artwork: 5.563" x 8.2" Live area: 4.8" x 5.125"	10 7/8" x 8 3/4" 10.875" x 8.75" Live area: 10" x 8"	4 3/4" x 8" (4.75" x 8") Bleed Size 5 9/16" x 8 3/4" (5.5625" x 8.75")	2 3/16" x 7 1/2" (2.1875" x 7.5")	4 3/8" x 3 5/8" (4.375" x 3.625")	4 1/2" x 1 3/4" (4.5" x 1.75")
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