

OFFICIAL VISITORS GUIDE

Houston

The #1 Visitors Resource for the Greater Houston Area



2011/12

MEDIA KIT

JULIE SOEFER

THE PUBLICATION

ABOUT HOUSTON OFFICIAL VISITORS GUIDE

The *Houston Official Visitors Guide* is the most powerful and respected advertising vehicle available to increase your business to the valuable travel and tourism market. Published semi-annually, the Guide reaches visitors with a circulation and distribution that is unmatched.

Produced by the Greater Houston Convention & Visitors Bureau, it is the only official primary fulfillment publication to promote Houston as a premier travel destination.

The *Houston Official Visitors Guide* is a convenient resource for travelers and residents and includes:

- Feature Stories
- Visitors Tips
- Art & Culture
- Attractions
- Shopping
- Dining & Nightlife
- Accommodations
- Event Calendars
- Transportation & Airport Information
- Houston Area Maps
- Sports
- Relocation
- Beyond Houston



HOUSTON VISITORS

PROMOTE TO THE VISITOR MARKET

- Statistics show that over 10 million travelers will come to the Greater Houston area this year and **will spend more than \$7.4 billion**. That is over 28,000 travelers spending more than **\$20 million** each day.
- Reach and capture new and repeat visitors from all over the world.
- Houston is the second largest gateway for inbound visitors from Mexico and Latin America.
- People are relocating to the Greater Houston Area.

VISITOR SPENDING HABITS

Shopping:

- Travelers spend \$1.4 billion per year in specialty stores and shopping centers.
- Affluent international and non-Texan travelers are more likely to purchase higher-priced items.

Dining, Nightlife, and Entertainment:

- **Over 25,000 travelers will dine out in Houston today and spend more than \$4.8 million.**
- Travelers spend 20% of these daily purchases on dining and entertainment.

Events, Attractions, and the Arts:

- Travelers spent \$1.2 billion in the pursuit of fun in the past year.
- The most popular activities include the arts, attractions, sporting events, concerts, special events, festivals, and unique performing arts.

Hotels:

- Showcase your hotel to travelers in the planning process.
- Travelers spent \$1.4 billion on Houston accommodations, according to state statistics.
- Travelers spend 18% of their money on staying in full and limited service hotels & bed and breakfasts in the Houston area each year.
- The average length of stay for travelers is 2.8 nights.
- State statistics show that Houston is one of the top Texas cities frequented by leisure and business travelers.

*** Travelers are hard to reach but easily influenced**



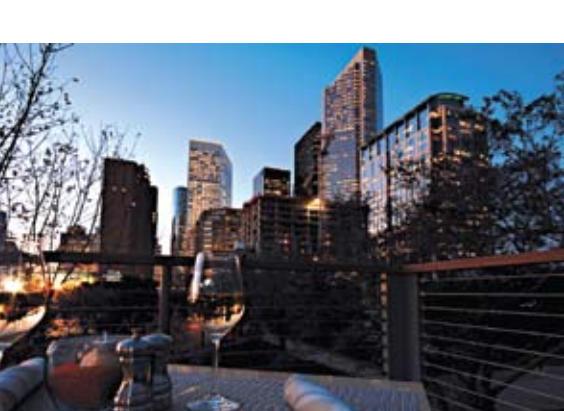
TARGETED DISTRIBUTION

The **Houston Official Visitors Guide** is the **ONLY Guide to offer both pre-destination and in-market distribution**. The reach into the Houston Visitor Market is unmatched by any other publication.

- 123 Houston Area Hotels
- Mailed by the GHCVB staff for all visitor inquiries coming to Houston
- Exclusive distribution at the Bush Intercontinental and Hobby Airports
- Convention Delegate availability at the George R. Brown and Reliant Park Complex
- Available at over 12 Houston Area Official Visitors Centers and Concierge desks including Visitor Kiosk within the Galleria
- Available in 12 State Welcome Centers at major points of entry
- Texas Medical Center Hospital's patient services and concierge desks
- Relocation distribution reaching the newcomer to Houston
- Requested by many major Houston corporations

BONUS:

Electronic version of the Guide available online at the award winning CVB website www.VisitHoustonTexas.com



TESTIMONIALS

"For more than 25 years, the *Houston Official Visitors Guide* has been the city's leading resource for millions of travelers – whether they are visiting our city for business, meetings, conventions, pleasure, medical reasons, or are in the process of relocation. With award winning photography and comprehensive editorial on the Houston area, the *Houston Official Visitors Guide* is a trusted informational tool known for its integrity, completeness and convenience."

Jorge Franz

Greater Houston CVB, Vice President of Tourism

"The *Houston Official Visitors Guide* houses a vast body of information presented in a coherent, concise matter. I particularly enjoy the map sections in the magazine: they are practical and help guests of Houston find their way around our city easily. The *Houston Official Visitors Guide* is interesting, literate and culturally relevant for our city's visitors."

Concierge, Hilton America's Hotel

"*Houston Official Visitors Guide* – superb guide: most inclusive, high quality, my favorite tool for guiding guests on where, when, and what in Houston. The minute I hand the *Houston Official Visitors Guide* to our guests, most of the questions about the city are well taken care of. We love the guide and our guests rely on it!"

Concierge, Renaissance Houston Hotel

"There is no doubt about it, the *Houston Official Visitors Guide* gets results! When you want to know what's going on in Houston and when it's going on, the *Houston Official Visitors Guide* gets the job done."

Trader's Village

"If you want to drive visitor traffic to your business, then the *Houston Official Visitors Guide* and *GuestLife Houston* are great additions to your marketing plan. We have been advertising Landry's Restaurants and attractions in both publications for many years and we feel it has been an integral part of our successful visitor marketing program."

Vice President of Marketing, Landry's Restaurant Group

"The *Houston Official Visitors Guide* is a very useful tool because the maps, events calendar, and the pictures help explain the beauty of Houston, where to go, and what to do. My guests love the ads for the restaurants. On a personal note, I really like the overall presentation."

Concierge, JW Marriott Houston

2011/2012 RATES

Four Color Ad Size	2x	1x
Full Page	\$7,440	\$8,095
1/2 Page	\$4,990	\$5,425
1/4 Page	\$2,990	\$3,322
1/8 Page	\$2,230	\$2,477
Premium Listing		\$720
Cover 2 (Inside Front)		\$8,825
Cover 3 (Inside Back)		\$8,470
Cover 4 (Back)		\$8,825

ADDED VALUE:

- Display advertisers will receive a **FREE** Premium Listing (\$720 value)
- An electronic version of the Guide with links to your ad is available on www.VisitHoustonTexas.com

For match and metallic ink, consult publisher. Bleed: No charge. Preferred Position: Add 10% to all space units. Credit: Advertisers and/or agencies are required to submit credit applications (without approved credit, payment must accompany all copy). Full payment is due within 90 days of invoice date.

*Add \$465 for non-GHCVB member

Closing Dates (space reservation deadline)

Fall/Winter (Sept. 2011 - Feb. 2012)	July 22, 2011
Spring/Summer (Mar. 2012 - Aug. 2012)	Jan. 17, 2012

PREMIUM LISTINGS

Highlight your business and stand out from the crowd through the purchase of a Premium Listing.

For only **\$720 for 6 months** you will receive a descriptive enhanced listing with your photo or logo, and up to 45 words of copy.

These premium listings will appear at the beginning of each listing category.

Display advertisers will receive a Premium Listing for **FREE**.



★ **Kiran's**
 4100 Westheimer, Houston 77027
 713-960-8472
kiranshouston.com

Contemporary, Indian cuisine. A blend of tradition and innovation. Stunningly-designed with warm, rich colors and heritage pieces. Elegant, inviting, romantic and cozy. Intimate private room. Signature dishes include Rack of Lamb, Sea Bass with Mango Chutney, Japanese Eggplant and Chocolate Samosas with Chai Ice Cream.

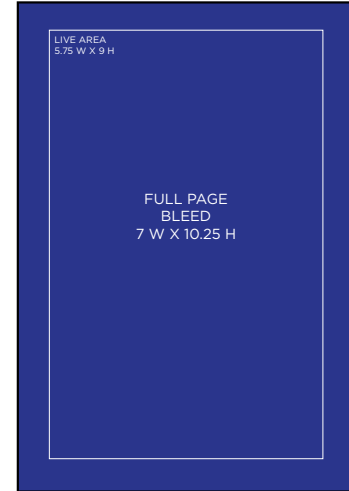


★ **Pappa's Bros. Steakhouse**
 5839 Westheimer Rd.
 Houston, TX 77057
 713-780-7352
www.PappasBros.com

Pappas Bros. Steakhouse, named "Best Steakhouse in Texas" by *Texas Monthly*, serves dry-aged prime beef, succulent side dishes, rich desserts and features a wine list of more than 2,700 varieties. Pappas Bros. is THE premier steakhouse in Houston and Dallas.

PRE-PRESS SPECIFICATIONS

AD SIZE	WIDTH	DEPTH
2-Page Spread	14"	10.25"
Full Page Bleed	7"	10.25"
Trim Size	6.75"	10"
Live Matter	5.75"	9"
1/2 Page Vertical	2.812"	9"
1/2 Page Horizontal	5.75"	4.437"
1/4 Page Square	2.812"	4.437"
1/8 Page Vertical	1.307"	4.437"
1/8 Page Horizontal	2.812"	2.156"



Material Specifications: Advertising should be submitted in digital format. All images and elements should be placed at 100% in CYMK to SWOP standards with a minimum resolution of 300 dpi.

Document Size: 7" x 10.25" Includes 1/8" bleed on all sides

Trim Size: 6.75" x 10"

Live Matter: 5.75" x 9"

Live matter should not fall closer than 3/8 to trim.

Data Formats: PDFx1A files only.

Preferred method of materials submission:

FTP Uploads: Please go to our website at:

<http://uploads.desertpublications.com>

This will take you into the login page, Username & Password both the same "houstonftp"

Media: DVD or CD-ROM.

Other Services: Full graphic design services are offered though Desert Graphics: 760-323-2739.

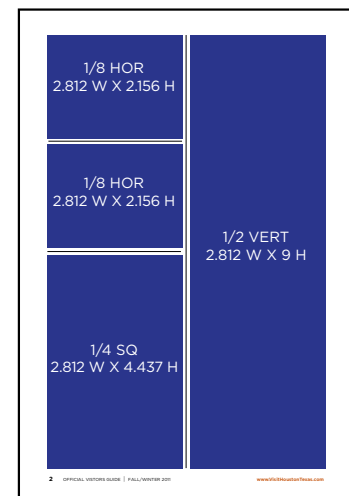
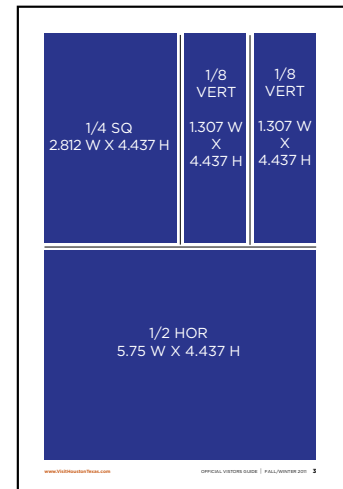
If sending a disc or proof:

SEND ADVERTISING PRODUCTION MATERIALS TO:

Desert Publications Inc.
 c/o Houston Official Visitors Guide
 303 North Indian Canyon Drive, Palm Springs, CA 92262
 760-325-2333

RETURN OF MATERIALS & SHIPPING INSTRUCTIONS:

Materials will be returned on request only. Publisher assumes no responsibility for artwork not redeemed for six months after date of publication.





CONTACT INFORMATION

For advertising information, please contact the Sales Office:

E-mail: HOVG@AJRMediaGroup.com

Phone: 713.942.2222

Fax: 713.942.0277

www.AJRMediaGroup.com/HOVG

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25132 Oakhurst Drive, Suite 201
Spring, TX 77386

Houston
www.visithoustontexas.com