

CONNECTICUT & HUDSON VALLEY VISITOR FUN MAP

2024/25

attractions • experiences

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Ad Materials Deadline: April 19, 2024

Ad Specs:

- Back Panel 3"w x 7.75"h
- Full Panel 3.25"w x 8"h
- Half Panel 3.25"w x 3.75"h
- Quarter Panel 3.25"w x 1.75"h

Ad Package Includes:

- Full Color Display Ad (design assistance available upon request)
- Map Locator dot showing your location on the map

Distribution Network Includes:

- **CONNECTICUT**
Fairfield County
Hartford
New Haven
- **MASSACHUSETTS**
Western MA
Springfield
- **NEW JERSEY**
Northern NJ
New Jersey Thruways
- Amtrak and Metro North Train Stations in CT & NY
- **NEW YORK**
Albany
Hudson Valley
Long Island
Manhattan/NYC
Westchester
- **PENNSYLVANIA**
Central PA
Philadelphia
Pittsburgh

AUDIENCE

The Connecticut Hudson Valley Visitor Fun Map is distributed at over 1200+ locations with geographic coverage targeting drive market and in-market visitors during the peak travel months.

Travelers select a map from one of 1200+ CTM distribution locations with intention... wanting recommendations from local experts to make informed decisions on where to go and what to do for fun in Connecticut and Hudson Valley.

In addition to your ad, your business is on the map with a locator point anchored to your exact location when visitors are planning travel routes and itineraries.

VALUE

Map ads are budget-friendly. Regardless of the ad size you choose, your campaign includes printing, distribution, and exposure over an entire travel season.

Travel maps, guides and brochures have an extended marketing life.

- 73% of visitors report sharing brochure information** with others.
- 34% share** them **with three or more** people.
- 68% hold on to their print** for the duration of their visit or beyond.*

CONFIDENCE

Maps are often the first moment of discovery for your business and drive visitors directly to your website and social media accounts.

70% of visitors use travel brochures, visitor maps or guides for their trips; even with access to digital technology.*

* Source: 2022 Research undertaken by Visitor International in conjunction with Bentley University Center for Marketing Technology



Endeavors ▼ Mohonk Mountain House ▼ The Mark Twain House & Museum

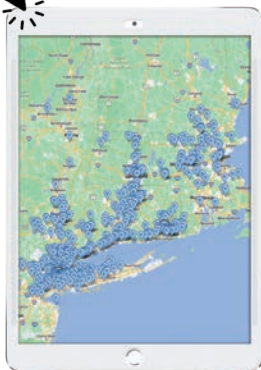


Quassy Amusement Park



trails

CLICK
Our Interactive
Distribution Map



SCAN
to Learn
More!



For more information and to reserve your space call
CT: 860-415-9387 & HV: 617-275-5907

