



2019

VISIT PANAMA CITY BEACH OFFICIAL VISITORS GUIDE

FACTS

- 1.63 billion dollars are spent by tourists each year
- Over 2.7 billion dollars result in economic impact
- More than 17 million visitor days/nights each year

DESCRIPTION & CONTENT

The Visit Panama City Beach Visitors Guide is a high quality magazine that is editorial in format, visually engaging and addresses the destination by season – allowing us to showcase Panama City Beach and its incredible attributes all year round. Each edition is 100 pages, of which over 60 pages is editorial content. In addition to timely feature stories, there are 6–10 departments that focus on regular activities, events, sports and other leisure lifestyle interests.

Circulation/Distribution

Issues: Spring/Summer and Fall/Winter	
Press-run each edition (varies per season)	
Press-run yearly total	165,000
Direct-mail	80%
PCB Visitors Center; Visit Florida Welcome Centers on I-10, Hwy 231 and I-75	20%



RATES

NET PER ISSUE

Full Page	\$800
1/2 Page	\$500
1/4 Page	\$300

PREFERRED POSITIONS (NET PER ISSUE, 4x ONLY)

Back Cover	\$2,400
Inside Front Cover	\$2,100
Inside Back Cover	\$2,100
Page 3	\$2,200
Page 4	\$2,000
Page 5	\$2,050
Across from Welcome Letter	\$2,000
Across from Table of Contents 1 or 2	\$2,000
Other Guaranteed Positions	Add 15%

DEADLINES

Spring/Summer 2019

Space and Materials January 15, 2019

Fall/Winter 2019

Space and Materials July 15, 2019

IN MARKET

Spring/Summer Issue March 2019

Fall/Winter Issue September 2019

PLEASE CALL FOR INFORMATION OR TO RESERVE SPACE