

2027 ADVERTISING OPPORTUNITIES

Official Idaho Travel Guide

INSPIRE TRAVELERS TO VISIT IDAHO

The Official Idaho Travel Guide is the definitive vacation planning resource for travelers to and throughout the state, and is supported by a multimillion dollar advertising campaign by Visit Idaho. It provides travelers with inspiration in addition to statewide and regional information, full-color photography, detailed maps and other trip-planning resources.

As an advertiser in the 2027 travel guide, you'll connect with travelers through a platform backed by proven reach and engagement:

100,000+
Printed Copies

10,478
Digital Reads

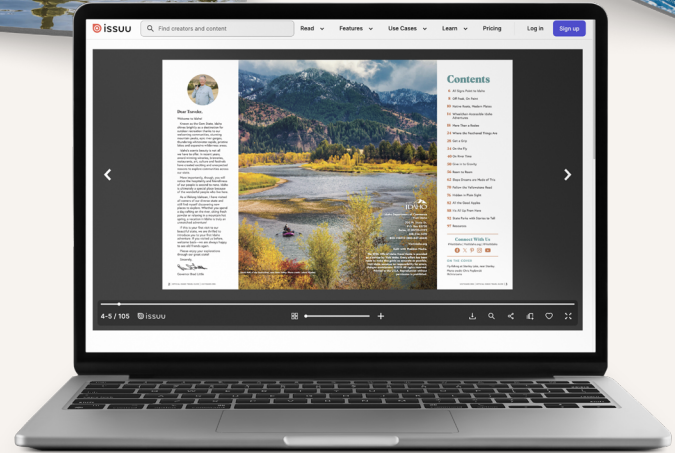
7m42s
Avg. Read Time

2,065
Total PDF Downloads

*2025 Data

AD SIZE	RATE
Full Page Display or Advertorial	\$5,400
Half Page Display or Advertorial	\$3,150

Creative services available upon request.



IMPORTANT DATES

-  SPACE RESERVATION
September 9, 2026
-  PUBLICATION DATE
December 2026

PREMIUM AD SIZE	RATE
Map Cover	\$7,400
Back Cover	\$7,400
Premium Full Page*	\$7,400

*Only 6 available

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Miles Partnership is the official publishing partner for Visit Idaho.

