



Overview

Showcase your business in the official leisure travel fulfillment publication for the **Rhode Island Tourism Division** and reach **millions of visitors** at a cost of pennies per impression.

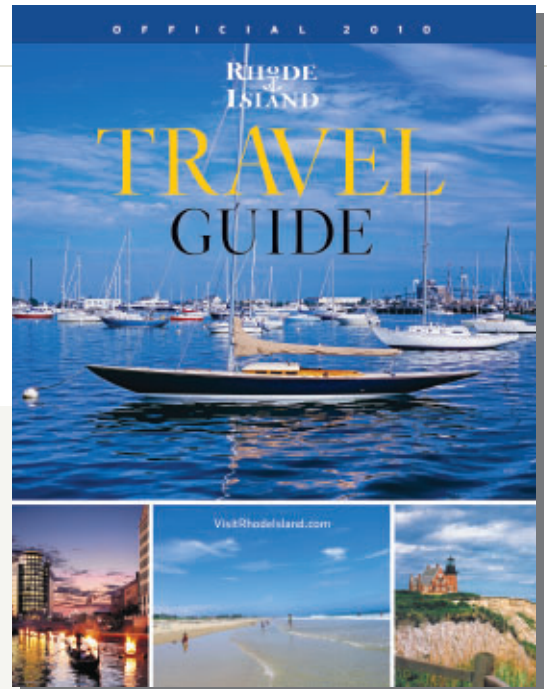
By advertising in the **state's official vacation planning guide**, you will be reaching a **qualified audience** of visitors as they plan their trips, or as they arrive in Rhode Island.

New for 2011!

New design featuring activities organized by category

Categories include:

- » Heritage
- » Family Destinations
- » Culinary with Nightlife
- » Arts & Culture
- » On the water
- » Great outdoors
- » Luxury getaways



The tourism and hospitality industries in Rhode Island are worth in excess of **\$6.8 billion**. Tourism is the state's second largest industry and touches every area of the state.

Rhode Island's tourists are a **highly desirable audience**. Average group size is 2.3 people, with more than a third reporting annual incomes above \$100,000, and half reporting educations beyond 4 years of college.

The **Rhode Island Travel Guide** will be distributed to this targeted audience — in the mail, via welcome centers and select hotels — while they are making important decisions about where to stay, where to eat and what to do!

Reserve your ad space now. For more information about the **2011 Rhode Island Travel Guide**, contact Kieran Keating, associate publisher/sales, at (401) 649-4888 or kkeating@rimonthly.com, or contact your *Rhode Island Monthly* marketing consultant.

The **Rhode Island Travel Guide** is the official fulfillment publication for the Rhode Island Tourism Division.



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 Providence, RI 02905
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 RIMonthly.com





RHODE ISLAND

Distribution

This is *the* **official vacation guide targeting millions of customers** visiting the state.

175,000 copies will be printed and distributed, primarily as an outbound fulfillment piece and at more than fifty targeted locations around the state.

A digital edition of the publication will also be posted on the official tourism web site—*see details below*.

Rhode Island Travel Guide is the official leisure travel fulfillment publication for the state, and is mailed out in response to inquiries received via phone, mail, e-mail and Web site. These inquiries are generated from a significant marketing and promotion campaign (print, television and more) conducted by Rhode Island Tourism.

THE GUIDE IS ALSO DISTRIBUTED AT THE FOLLOWING VISITOR CENTERS AND OTHER LOCATIONS:

- The Rhode Island Welcome Center, located between exits 2 & 3 on I-95 North (*servicing more than 700,000 visitors annually*)
- Rhode Island Convention Center information booth
- The Newport Visitor Information Center
- Blackstone Valley Tourism Information Center
- T.F. Green Airport
- Warwick Tourism Office
- South County Information Center
- East Bay Chamber of Commerce
- Block Island Tourism Office
- Copies are available at select hotel concierge desks and hotel rooms throughout the state.
- The "Big E" (New England's largest exposition)
- Massachusetts Turnpike Information Centers
- Mystic Information Center
- New England Tourism Center, Montreal, Canada
- The guide is also distributed at national and international trade shows and conferences.

ONLINE DIGITAL EDITION: In addition to the print version of the publication, *Rhode Island Monthly* will be providing a digital version of the publication for 2011, at *no additional charge* to advertisers. The digital edition link will be posted on the state tourism web site, www.visitrhodeisland.com, which attracts more than one million users each year. **All display advertisers will receive a free link from their digital magazine ad to their website.**

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Rhode Island
MONTHLY
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