

*Local knowledge for travel in Alaska's Greater Copper country*

# Kennecott-McCarthy Visitors Guide

## Media Kit 2023





## Essential knowledge for those who are planning, considering, or experiencing trips to McCarthy, Kennecott, and the Copper River region.

Welcome to the Kennecott-McCarthy *Visitors Guide*, the annual print and online resource dedicated to the Wrangell-St. Elias National Park region.

We advocate for the local economy and lifestyle while outfitting visitors with the knowledge and confidence to enjoy genuine, enriching experiences here. We combine curated ads, local knowledge, and quality editorial content to best align our neighbors' and visitors' lives.

Like all businesses based here, the *Kennecott-McCarthy Visitors Guide* is locally grown and owned. In addition to **Kennecott** and **McCarthy**, the guide features **Chitina**, **Kenny Lake**, **Copper Center**, **Glennallen**, and **Valdez**. We're pleased to connect friends and neighbors operating here and in nearby communities with independent travelers from Alaska and beyond. From food and lodging to guide services, nonprofits to the Park Service, *Kennecott-McCarthy Visitors*

*Guide* has been the ultimate guide to logistics, experiences, points of interest, and opportunities in the area for years.

*Kennecott-McCarthy Visitors Guide* is updated and published annually. Travelers, new seasonals, and even locals will discover your business in the pages of *Kennecott-McCarthy Visitors Guide*, and your support will help sustain this unique, grassroots publication—we receive no support from any tourism bureau, chamber, municipality, or alliance. We exist because of our advertisers.

Your choice to advertise with us will boost the likelihood that people will not only visit at all but be happy and well-informed guests when they do.

I look forward to partnering with you!

Jeremy Pataky  
*Kennecott-McCarthy Visitors Guide*

- Quality info, editorial, maps, ads, and local knowledge.
- Independent and adventurous readers.
- Distributing at least 11,000 print copies plus the free flip-through digital edition online.
- More than 40,000 readers annually (based on a conservative 3.5-per-copy pass-along rate plus online exposures).
- We take great pride in the publication and great care of our advertisers, offering inclusive ad development and design and market consultation. We work to ensure that ads are as effective as possible throughout the season.



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**KMXYvisitorsguide.com**



# Kennecott-McCarthy Visitors Guide

“Beautifully designed and written”  
~Copper River Record

## Who reads the guide?

Our readers hail from Alaska, Canada, the Lower 48, Hawaii, and overseas. They are planning, considering, or enjoying time in the Wrangell-St. Elias and Copper Basin regions. They find the print guide at RV parks, gas stations, restaurants, hotels, BnBs, lodges, gift shops, liquor stores, chamber visitor centers, museums, guide services, nonprofits, local residences, and more sites throughout the region and beyond. They find it themselves, or read it because friends pass it along after their own trips, or download it from the web.

We'll print at least 11,000 copies in 2023 while also distributing it free online and linking to advertisers in our web directory. Reaching more than 40,000 readers annually (based on a 3.5 per copy pass-along rate plus online exposures), we distribute throughout the Copper Basin and Kennicott Valley, numerous sites in Anchorage, Valdez, Tok and along the Tok Cutoff, and more. We've earned a reputation for quality, up-to-date content and thorough representation of even the smallest local businesses.

## Love is local, and local shows

Our readers are independent-minded and smart. They're either considering or have already committed to visiting one of last best places in the nation. Many of them study the guide cover to cover. Our advertisers are also our friends and neighbors. *Kennecott-McCarthy Visitors Guide* represents and serves every business in the region... even those who don't advertise with us but nevertheless use our guide to orient and educate their guests.

As an independent, singular, locally-produced source of information, we take our unique position to reach thousands of visitors coming to our shared home seriously, and

aren't shy about embedding some requests and advice conducive to local concerns alongside the kind of info we know tourists seek out.

More than just a tourism resource, the *Kennecott-McCarthy Visitors Guide* paints an annual snapshot of our fast-changing valley, tells stories about a place that matters, and treats visitors with as much respect as we hope they bring to our own doors.

Readers report that they pick up the guidebook specifically to read our ads and learn about the place. *Kennecott-McCarthy Visitors Guide* is a trusted guide to local, homegrown experiences and products. Celebrating what makes McCarthy, Kennecott, and the Copper Basin special is a huge part of our editorial mission. By advertising with us, you align with our mission and make your own direct connection with thousands of curious readers.

## Do you accept advertising from non-Kennecott/McCarthy businesses?

Yes, though we tend to curate our advertorial content as well as the editorial. Our readers appreciate the quality of the advertising and we want to keep that so. We run a generous ad-to-editorial ratio that makes this publication far more engaging and content-rich than almost any other publication of its kind. Your ad is as important as any other component in the guide, and gets a louder voice than you'll get elsewhere.

Take a close look at *Kennecott-McCarthy Visitors Guide* and invest your finite marketing dollars in a medium that is committed to generating a real return on that investment. Have a great season, and kick it off by reserving your spot before they're gone.



# 2023 Advertising Rates

## Display

	<i>w x h inches</i>	
Full page	5 x 8	\$735
3/4 page	5 x 6	\$595
1/2 page vertical	2.5 x 8	\$415
1/2 page horizontal	5 x 3.75	\$415
1/3 page	5 x 2.7	\$315
1/4 page vertical	2.5 x 3.75	\$275
1/8 page	2.5 x 2	\$175

## Premium

Back cover (full bleed)	5.5 x 8.5	\$1025
Inside back cover (full bleed)	5.5 x 8.5	\$935
Inside front cover (full bleed)	5.5 x 8.5	\$965

## Deadlines

Publication	May 15 or earlier
Space reservation	March 5, 2023 (sooner is better)
Art deadline, if you're providing	March 20, 2023

## Format

Ad design using your logo, text, and photos is included at no charge to you.

Print-ready ads are accepted with the following guidelines:

- EPS or PDF with fonts embedded or outlined
- 300+ DPI TIFF of highest-quality JPG, CMYK
- Please ensure your ad is correctly sized and is CMYK, not RGB
- Please ensure your copy is perfectly edited, or be ready to correct it
- Full-bleed ads (covers): no text or logo within 1/4 inch of trimline

**Reserve now:**

**907-244-7717**

**kmxy.guide@gmail.com**

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