

2026

# NEW JERSEY TRAVEL GUIDE MARKETING OPPORTUNITIES

## *Demand for travel continues*

Travelers are choosing destinations and experiences intentionally, with the goal of creating memories

*Inspirational  
Content*

*Targeted  
Advertising  
Offerings*

*Immersive  
Look & Feel*





# TRAVEL GUIDE *distribution*

Anyone who receives the New Jersey Travel Guide is wholly interested in visiting the Garden State, and this is YOUR opportunity to reach them as they're planning their travels.

2026 is going to be a BIG year for New Jersey ...  
**make sure you're a part of it!**



**350,000**  
copies  
distributed  
annually

## TARGETED DISTRIBUTION

- Key markets of Philadelphia, Washington, D.C., Baltimore, New York City, Connecticut, Boston and Ontario
- State welcome centers
- AAA offices in New Jersey and surrounding states
- Local and regional hotels
- Consumer orders online and by phone
- Tourist attractions
- Sporting events
- Trade shows and events in the U.S. and internationally
- Paid social media
- Enewsletter spotlights

**Space is  
limited, so  
make your  
reservation  
now!**

## CONTACT

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**SALES CLOSE: OCTOBER 3, 2025\***

*\*Pending inventory availability*

# NEW JERSEY TRAVELER *insights*

Tourism is big business to New Jersey!



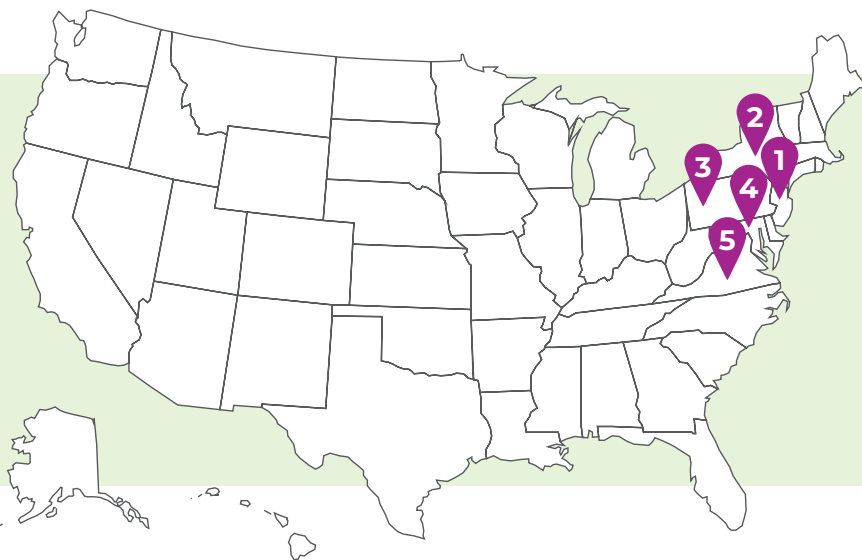
2024 ANNUAL VISITORS

**123.7 MILLION**



2024 ANNUAL SPENDING

**\$50.6 BILLION**



## *Top 5 Overnight Markets*

1. New Jersey
2. New York
3. Pennsylvania
4. Maryland
5. Virginia

## *Spending Across Sectors*

Of the \$50.6 billion visitors spent in New Jersey in 2024, here's how the spending broke down:

- ✓ Food & beverage, \$14.19 billion
- ✓ Lodging\*, \$13.45 billion
- ✓ Retail, \$8.62 billion
- ✓ Transportation\*\*, \$8.22 billion
- ✓ Recreation & entertainment, \$6.07 billion

\*Includes casino revenue.

\*\*Includes air and local transportation.

## *Steady Growth for 2025*

New Jersey is forecast to welcome **126.4 million** visitors in 2025.

And in 2025, visitor spending in New Jersey reached **\$52.3 billion**.

The Mid-Atlantic region, where the guide is primarily distributed, is home to 43 of the nation's top 100 counties with the highest median household incomes.

# Reader Response

Added-Value Reader Response Service Generates High-Quality Leads

## What is Reader Response?

Advertisers in the official New Jersey Travel Guide benefit from a free Reader Response service that provides **qualified and timely leads**, including names and addresses of consumers who have requested more information about your destination. If provided by the visitor, you have access to email addresses, the date they plan to arrive and length of stay.

## How are leads generated?

A Reader Response number is **included with the purchase of a display ad in the guide**. Potential visitors access an online form and request information online. Miles will process the requests and enter the leads into our system which you can access and use at any time.



Consumers tell you about their plans with the Reader Response service.

Reader Card #	Advertiser	Page #
1	Adventure Aquarium	58

**Get free special offers & New Jersey travel information**

Select the destinations, hotels and attractions you'd like to hear from on [VisitNJ.org/travelinfo](http://VisitNJ.org/travelinfo), and trip planning resources will be sent directly to you!

Reader Card #	Advertiser	Page #	Reader Card #	Advertiser	Page #
1	Adventure Aquarium	58	23	Land of Make Believe	33
2	American Dream Meadowlands	44-45	24	Meadowlands Live! CVB	48
3	Bayshore Center at Bivalve	76	25	Monmouth County Department of Public Info/Tourism	IFC
4	Borgata Hotel Casino and Spa	1	26	Morey's Piers and Beachfront Water Parks	74
5	Bristol Plaza	75	27	Morris County Tourism Bureau	36-37
6	Cape May County Department of Tourism	77	28	New Jersey Campground Owners and Outdoor Lodging Association	IBC
7	Cape May-Lewes Ferry	77	29	New Jersey Department of Health	79
8	Central New Jersey Convention and Visitors Bureau	54	30	New Jersey Division of Travel and Tourism	2-3
9	City Cruises Lincoln Harbor Marina	48	31	New Jersey State Museum	51
10	City of Sea Isle	76	32	New Jersey Transit	11
11	Delsea Drive-In	72	33	Ocean Club Hotel	78
12	Destination Jersey City DMO	47	34	Old Barracks Museum	52
13	Elizabeth Destination Marketing Organization	41	35	Princeton-Mercer Regional Convention & Visitors Bureau	55
14	Experience Montclair	46	36	Sharrott Winery	62
15	Explore Warren County Tourism Partnership	35	37	Somerset County Tourism	53
16	Fairy Tale Forest	40	38	Southern Shore Regional DMO	76
17	Garden State Wine Growers Association	BC	39	Statue Cruises	42
18	The Grand Hotel of Cape May	75	40	Steel Pier AC	69
19	Greater Newark Convention & Visitors Bureau	43	41	Surflight Theatre	62
20	Greater Wildwoods Tourism Improvement and Development Authority	73	42	Sussex Skylands	34
21	Jenkinson's Aquarium	65	43	Tuckerton Seaport & Baymens Museum	62
22	Jenkinson's Boardwalk	66	44	Visit South Jersey	59-61
			45	Wheaton Arts and Cultural Center	76

## Features of Reader Response

- Online access anytime
- Print leads directly to labels or download
- Target leads for direct mail promotions by interest or zip code
- Email promotions to the list of leads

Visitors who use the Reader Response service are hot prospects because they specifically requested additional information about your business.



# NEW JERSEY *travel guide*

The New Jersey Travel Guide is the primary print call-to-action for the New Jersey Division of Travel & Tourism. Participation in the guide ensures your message reaches a highly qualified audience of travelers actively planning their trips.



## Travel Guide Impact

1. **40%** of visitors used a print resource to help plan their vacation in the past 12 months\*
2. Visitor Guide content that readers found most helpful were maps (**81.6%**), articles (**72.0%**), itineraries (**57.9%**) and events (**57.7%**)<sup>^</sup>
3. Destinations saw an ROI of **\$48** per Visitor Guide distributed<sup>^</sup>
4. **56%** of readers said they enjoyed print ads as part of the reading experience\*

**Sources:** The Impact of DMO Visitor Guides 2020-2021, DMAwest and Future Partners<sup>^</sup>; The Value of Print in a Digital Marketing World, 2025, Miles Partnership\*



**53%**  
of travelers  
use print

**to research and plan their trips.**

*\*The State of the American Traveler*

## Digital Guide

**Impressions:** 88,592    **Sessions:** 4,982  
**Article Views:** 3,130

\*All advertisements are linked to your website within the Digital Guide.

## Rates

Size	Rate
Inside Front Cover	SOLD
Back Cover	\$10,945
Page 1	\$10,945
Full Page	\$8,415
Half Page	\$5,475
1/4 Page	\$3,165
Sponsored Content Full Page	\$8,985
Community Events by Region	\$350

Choose **Sponsored Content** for maximum exposure and impact! These branded editorial full pages will feature YOUR content in the Travel Guide's look and feel.

Connect readers with your destination as they plan their trip to New Jersey!