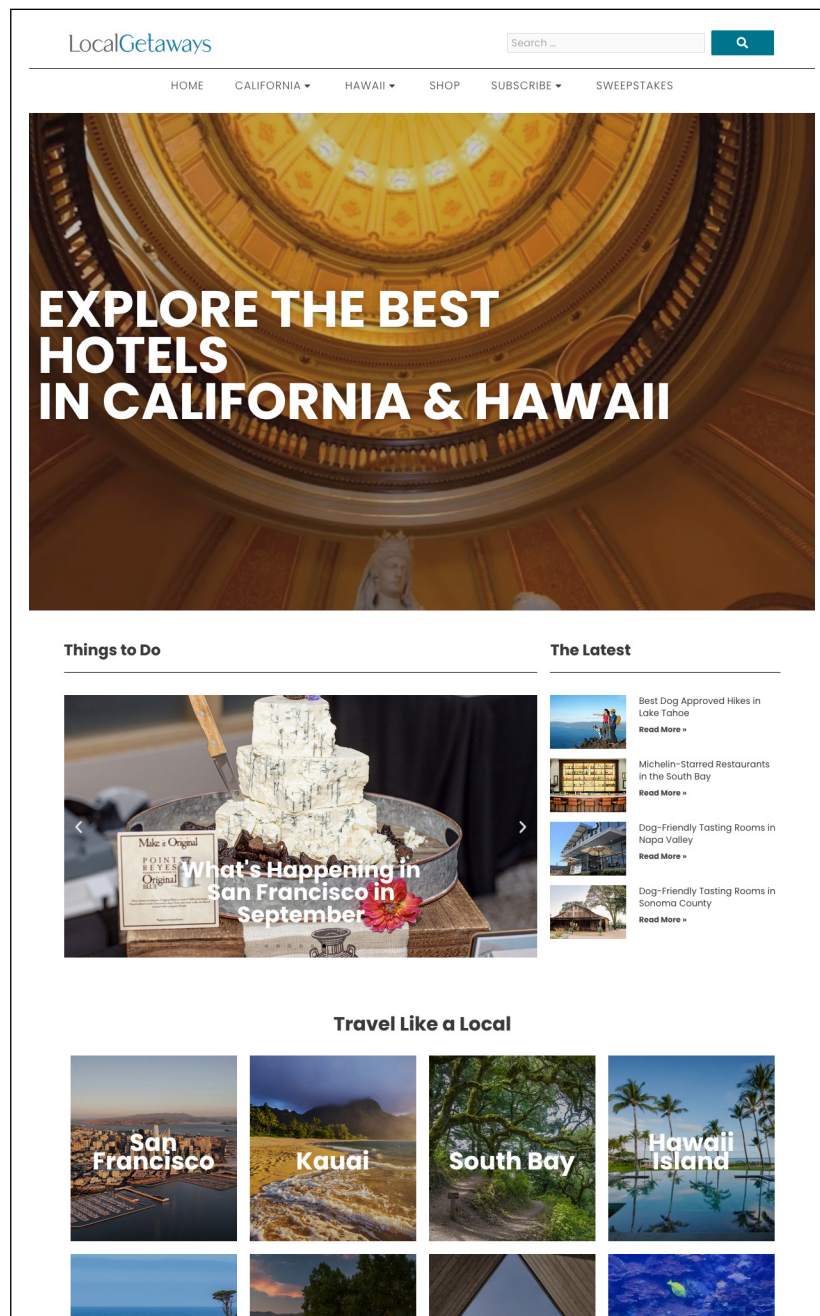# DIGITAL
MEDIA KIT 2025

Local Getaways provides original content for users to indulge their passion for traveling and connecting to our western-most states: California and Hawaii. Curated by passionate locals, expert travel writers and a team of regional editors who offer an inside look at some of the best of everything — from bucket list sojourns and romantic retreats, to local road trips— we are showing the way through inspiring articles, social media channels and multiple digital marketing products.

LocalGetaways
CALIFORNIA

DIGITAL AUDIENCE

Demographics

25 - 44
AVERAGE
AGE RANGE

42%
MALE

58%
FEMALE

PAGE VIEWS MONTH: **47,000**

Interests

SHOPPING

SPORTS+
FITNESS

FOOD +
DINING

TRAVEL

ART +
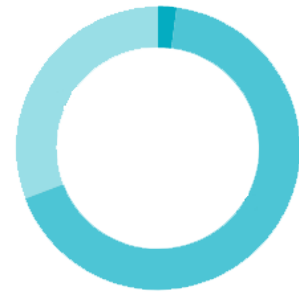THEATER

BEAUTY +
WELLNESS

Visitor Acquisition

● TABLET ~ 3%
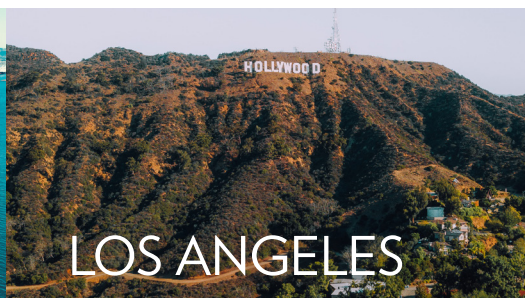
● MOBILE ~ 64%

● DESKTOP ~ 33%

TOP AFFINITY CATEGORIES*
Banking and Finance/Avid Investor, Travel, Shoppers, Sports/Fitness,
Food and Dining/Cooking, News and Politics, Beauty and Wellness

*Source Google Analytics

AUDIENCE
TOP 3 CALIFORNIA MARKETS

GREATER
BAY AREA

LOS ANGELES

SAN FRANCISCO

LocalGetaways
CALIFORNIA

E-NEWSLETTER

Effectively place messaging to our engaged subscribers: Reach 30,000+ email subscribers by joining our weekly newsletters that include banners and partner promotion. With our experienced and passionate writers, editors and publishers dedicated to featuring the latest trends, best local restaurants, adventures and activities in California and Hawaii, your brand's messaging will be highlighted to this sought after audience. **30,000+.**

ENGAGEMENT: **Opps 47% + 2% CTR**

LEADERBOARD / BANNER AD

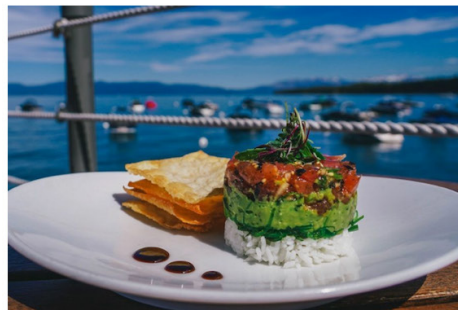728x90 banner ad + URL

Top position on newsletter

Middle or bottom position on newsletter

SPONSORED FEATURE IMAGE

Image: 300x250

THE BEST DINNERS IN TAHOE

There's nothing like a good meal to close out a good day. From dinner with a view to a great happy hour and fine dining to kid-friendly places, we've done the work for you. Here's where to find the best dinners in the Tahoe area.
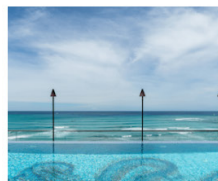
LET'S GO >

EXPERIENCE MOTHER NATURE'S BEAUTY THIS FEBRUARY
[Partner]

Miles of spectacular white and pink blossoms bloom from February through early March. Cruise in your car, grab an almond butter milkshake, and picnic in an orchard! Plan now at *AlmondBlossomCruise.com*.
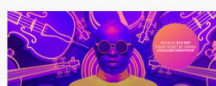
LET'S GO >

NEW HAPPENINGS ON THE GATHERING ISLE OF OAHU

If you're ready to trade a cold and rainy winter with sunshine and ocean views, the island of Oahu awaits you. Whether you are looking for a stunning hotels or fun activities, we've gathered the newest happenings for 2023 so you can say Aloha to paradise.

LET'S GO >

YOU ARE INVITED!
[Partner]

Join Red Curtain Addict for a VIP experience at Mercury Soul's upcoming event "Juan Atkins Techno Symphonic" at Public Works

PARTNER SPOTLIGHT (ONLY ONE PER NEWSLETTER)

Image: 300x250, headline (5-8 words), body copy (30 words) + URL

Promo links to your unique URL

PARTNER PROMOTION

Image: 300x250, headline (5-8 words), body copy (30 words) + URL

Promo links to your unique URL

DEADLINES All creative is due 10 days prior to newsletter deployment date

LocalGetaways
CALIFORNIA

DEDICATED
E-BLAST

LocalGetaways

PRESENTS A MESSAGE FROM OUR PARTNER

Best Picnic Spot

Marin
Just a little out there.

Most of us know that Marin owes its natural charm to an abundance of parks and preserves. While most locals and visitors head to Mount Tamalpais, the Marin Headlands and Point Reyes National Seashore, Marin's open space preserves are truly the county's hidden gem.

Spring is finally here so it's time to get your picnic baskets out and at the ready. We've rounded up a few of our favorite picnic spots to celebrate the changing of seasons. From historic landmarks to 360-degree vistas, Marin has the best picnic spots for all to appreciate.

BUY TICKETS

DEDICATED E-BLAST
....
52,000+ Opt-in Subscribers

BASIC TEMPLATE SPECIFICATIONS

SIZE 1,000px wide, up to 1,800px high
RESOLUTION 150 dpi
FILE TYPES JPG, PNG, GIF
URLS One

SUBJECT LINE 8 words or less
All subject lines end with [partner]
BODY COPY Up to 150 words

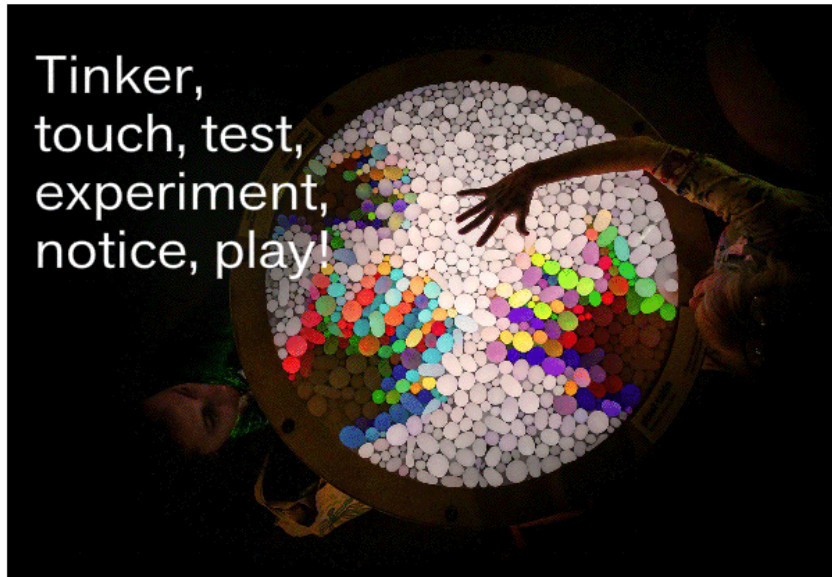**DEADLINES** All creative is due 10 days prior to the launch date of the ad unit

LocalGetaways
CALIFORNIA

Choose your audience: Our enhanced e-blasts provide our clients the opportunity to combine custom messaging with advanced audience and demographic targeting to reach the most desirable consumers in our subscriber base. Dedicated e-blasts are sent separately from our regular newsletters, and with maximum possible separation.

FILTER BY LOCATION AND INTERESTS

Geography
Zip Code
SCF
Cities
Counties
DMA
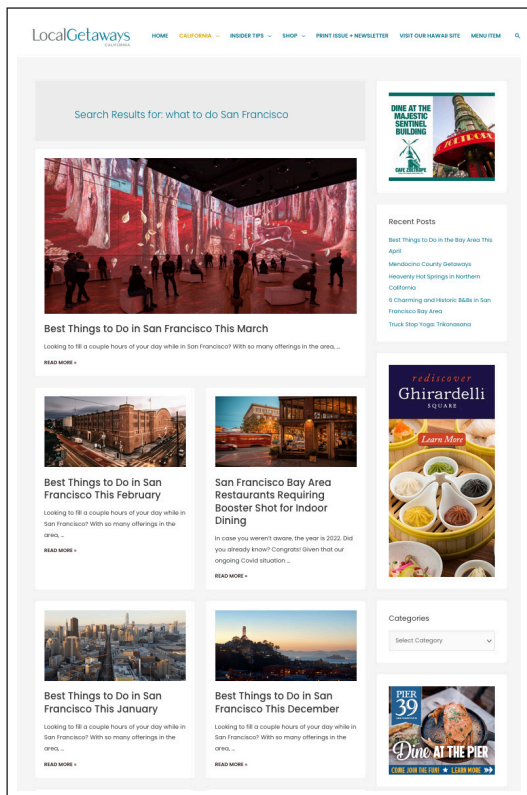State
Nationwide

Consumer Filters
Buying Activity
Children
Ethnicity
Health
Homeowner
Income & Wealth
Interests
Occupation
Auto Information

ENHANCED TARGETED E-BLAST

Minimum Send: 50,000
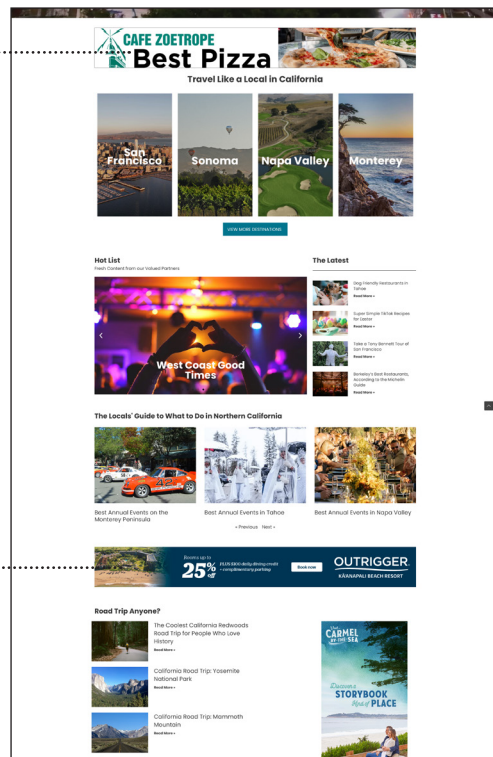Pricing on application

LocalGetaways
CALIFORNIA

BANNER ADS

RECTANGLE AD
300x250 banner
ad + URL

SKYSCRAPER AD
300x600 banner
ad + URL

LEADERBOARD AD
2000x250
ad + URL

BANNER ADVERTISEMENTS
Local Getaways presents your brand messaging with relevant content across our site, including targeting by region or by category.

MORE DIGITAL OPTIONS
Premium Listing
Shop Page
Getaway Package
Enhanced Listing

Ask your rep for details.

SERVING MONTHLY AD IMPRESSIONS: **150,000**

SPECIFICATIONS

RESOLUTION	150 dpi	**DEADLINES** All creative is due
FILE TYPES	JPG, PNG, GIF	10 days prior to the launch date
URLS	One, may be customized per ad unit	of the ad unit

LocalGetaways
CALIFORNIA

NATIVE
ARTICLES

NATIVE ARTICLE

Reach our users organically through custom content that has the same look and feel as Local Getaways popular editorial features.

CUSTOM CONTENT

Our team of editors will work with you to craft and deliver your message.

PACKAGE INCLUDES: Partner promotion within our weekly newsletter to our opt-in data base, and social media promotions. Native articles will run on the home page for 12 months rotating on a carousel under the Hot List.

LocalGetaways
CALIFORNIA

HIGH IMPACT UNITS

HOMEPAGE TAKEOVER

Deliver a high-impact experience by showcasing your brand message on the front of our homepage for the week. Takeover includes all ad units on the page, is clickable to your website or designated page.

Specs
Banner/Leaderboard . . . . 2000px x 250px, JPG, 72 dpi
Island . . . . 300px x 250px, JPG, 72 dpi
Half Page . . . . 300px x 600px, JPG, 72 dpi

BILLBOARD

A large, powerful billboard (twice the height of a banner) at the top of our website. May rotate with other billboards.

Specs
Billboard . . . . 2000px x 500px, JPG, 72 dpi
Info . . . . URL, White Background Color

STRATEGIC PLACEMENT LEADERBOARD

Maximize your ROI with a banner set to appear within relevant editorial.

Specs
Banner . . . . 728px x 90px, JPG, 72 dpi

LocalGetaways
CALIFORNIA

HIGH IMPACT
UNITS

ROTATING THRU IMAGES

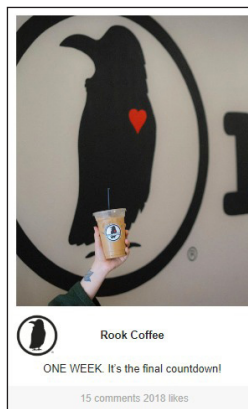## CUBE (ROS)

This displays 6 images and captions of your choosing in a very slick rotating cube. Great for capturing attention!

Specs

Cube . . . . .300px x 250px, JPG, 72 dpi
Minimum width . . . . . . 300px (6 images, each with caption)
Info . . . . Logo, URL, Call to Action

INSTANT INSTAGRAM (ROS)

Create an ad from an Instagram account user name. This pulls in the latest from a *public* Instagram feed once per hour. It displays the photo and caption.

Specs

Image . . . . .300px, JPG, 72 dpi
Maximum width 300px
Info . . . . Instagram Handle/User name, 100 words

REAL ESTATE SHOWCASE (TWO OPTIONS)

Real Estate Showcase was developed to give real estate agents a way to create eye-catching ads that promote their most important properties. Real Estate Showcase ads are easy to create, with a stylish design that puts pertinent property information front and center. Easily update ads with new images and information, with large photos used to generate interest and encourage user engagement.

1x1 (Flexible) Specs

Image . . . . 300px x 250px, JPG, 72 dpi
Info . . . . Home Photo, Address, Description, Price, URL
. . . . Agent Photo, Name, Phone, Email

4x1 (Flexible) Specs

Images . . . . .4x1 (flexible), 300px x 250px, JPG, 72 dpi
Info . . . . Home Photo, Address, Description, Price, URL
. . . . Agent Photo, Name, Phone, Email

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