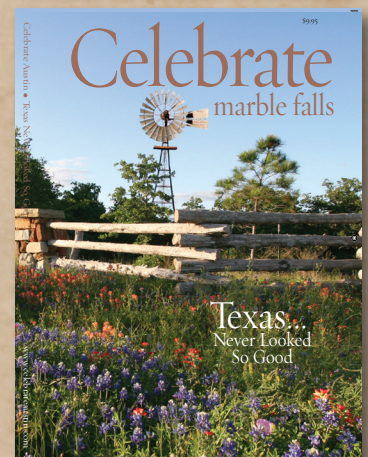
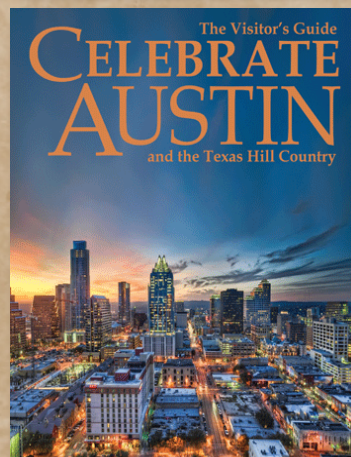
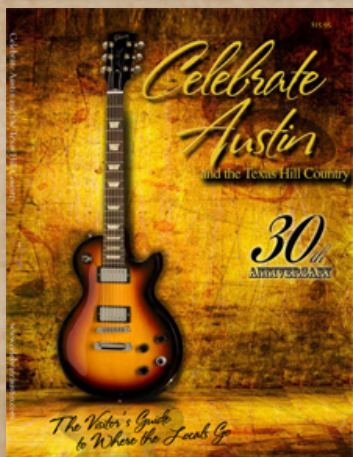
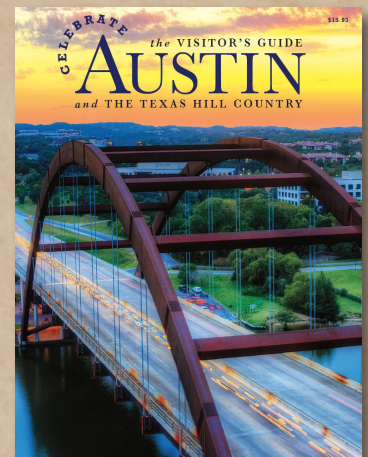
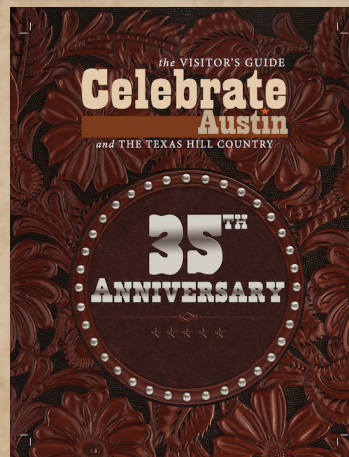
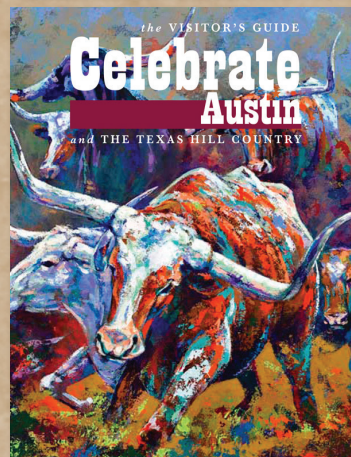
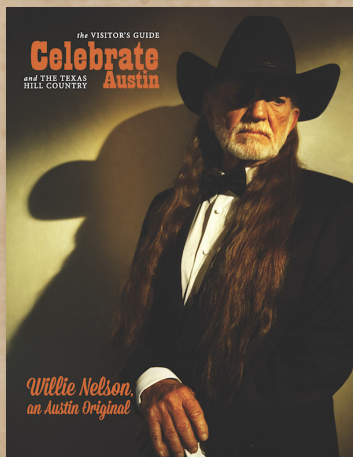
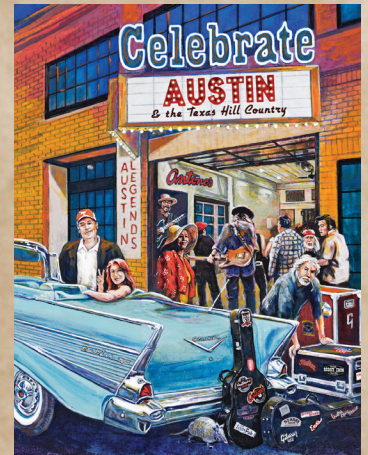
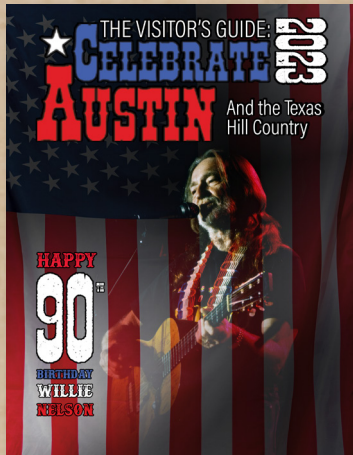


Celebrate Austin

UPDATED 04.2024

MULTIMEDIA
ADVERTISING
PLATFORM

Media Kit



The Premier Visitors', Newcomers' and Locals' Guide to Austin and the Texas Hill Country

www.CelebrateAustin.com

WHY ADVERTISE IN CELEBRATE AUSTIN?

- We are the exclusive hardbound visitors' and locals' guide—a truly unique vehicle that reaches a tremendously valuable market.
- Locally owned for more than 44 years, our primary mission is to promote local businesses to visitors and newcomers, Austinites and Texans.
- We print annually and distribute throughout Austin and the Texas Hill Country.
- We have built strong partnerships with local organizations and actively promote your business at local media events and through Austin associations and chambers.
- We encourage the growth of both the visitor market and the branding of Austin as an icon to locals and newcomers alike.
- Current partnerships include the Austin Hotel and Lodging Association, the Austin Independent Business Alliance, the Greater Austin Restaurant Association, the Texas Restaurant Association, the Texas Wine Grape Growers Association, Texas Hill Country Wineries, the Austin Hispanic and Asian Chambers of Commerce, the Austin LGBT Chamber and the chambers in numerous cities. Visit our website for a complete list of our partnerships:

www.CelebrateAustin.com

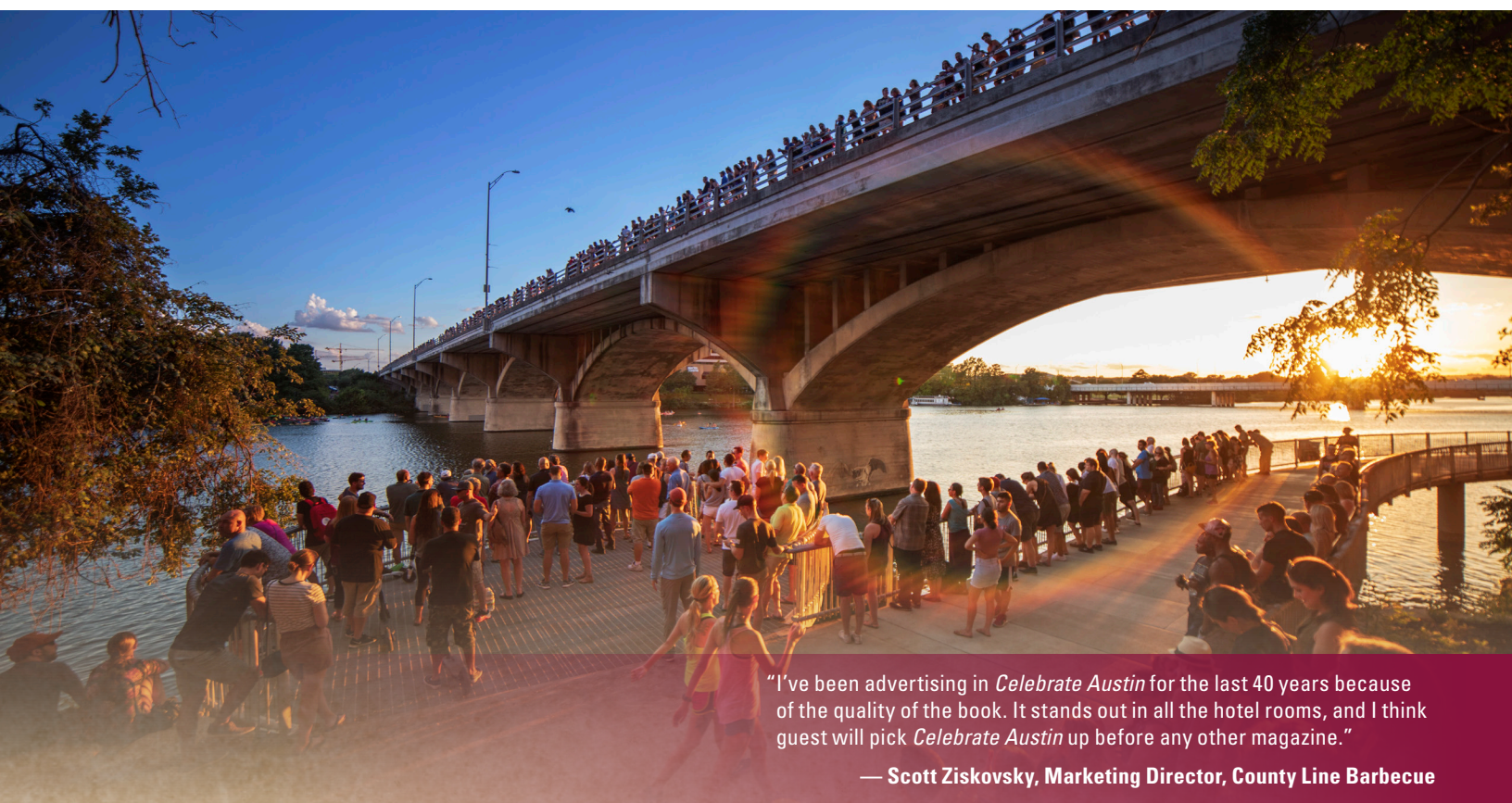
WHY IS TOURISM SO IMPORTANT TO YOUR BUSINESS?

Tourism is a huge industry. Each year, 25.61 million visitors come to Austin. They not only stay in hotels and rentals, but spend money on eating out, shopping, entertainment, happy hours, tours, transportation, weddings and so much more. Be a part of Austin tourism to increase your revenue. Below is the income the city generated from events—is your business taking advantage of this opportunity?

One UT football home game	\$146.8 million	Pecan Street Festival	\$40 million
UT Athletics as a whole	\$728 million	Live music festivals (total)	\$866 million
South by Southwest (SXSW)	\$280.7 million	The Star of Texas Fair & Rodeo	\$68.8 million
Austin City Limits (ACL)	\$448 million	Texas Legislature	\$28 million
Circuit of the Americas	\$2.57 billion	Total tourist spending	\$8.2 billion

Are you a part of this market? Brand yourself now as a core part of the Austin experience.





"I've been advertising in *Celebrate Austin* for the last 40 years because of the quality of the book. It stands out in all the hotel rooms, and I think guest will pick *Celebrate Austin* up before any other magazine."

— Scott Ziskovsky, Marketing Director, County Line Barbecue

READERSHIP & CIRCULATION

Our estimated readership is 27.4 million,

based on current circulation of our book to 32,000 rooms in local hotels, motels, resorts, B&Bs, and corporate housing, which retain an 81% occupancy rate with an estimated 3x reader pass rate.

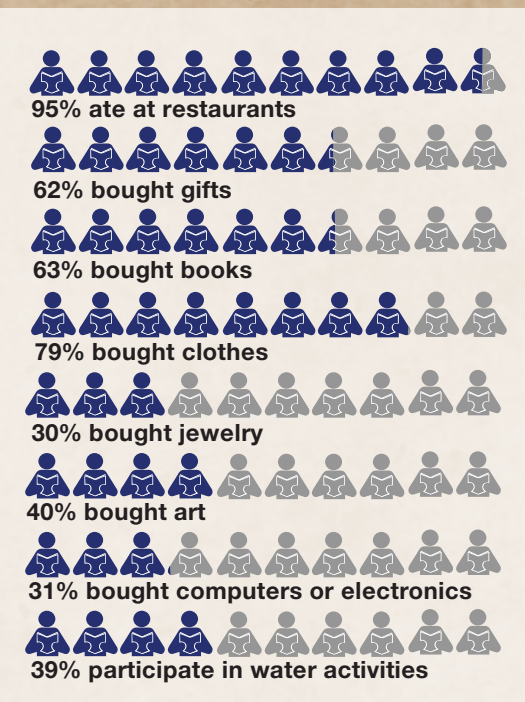
STRATEGIC DISTRIBUTION

- Exclusive in-room distribution in 32,000 hotel rooms, motel rooms, bed & breakfast retreats, corporate housing and local establishments, gift shops and bookstores which allows for a unique **24 hour-a-day/365 day-a-year visibility**.
 - In addition, *Celebrate Austin* serves as a **recruiting tool for major employers** and is also **given out by local real estate agents**, which allows you to brand yourself to newcomers moving to the area.
 - *Celebrate Austin* **participates in festivals, chamber meetings, association events and more** opportunities for local networking, to promote your business and distribute our media to locals, newcomers and visitors.
- Visit our website at www.CelebrateAustin.com and check out the "Where to Stay" tab for a complete list of our Austin-area hotels—just one part of our strategic distribution.**

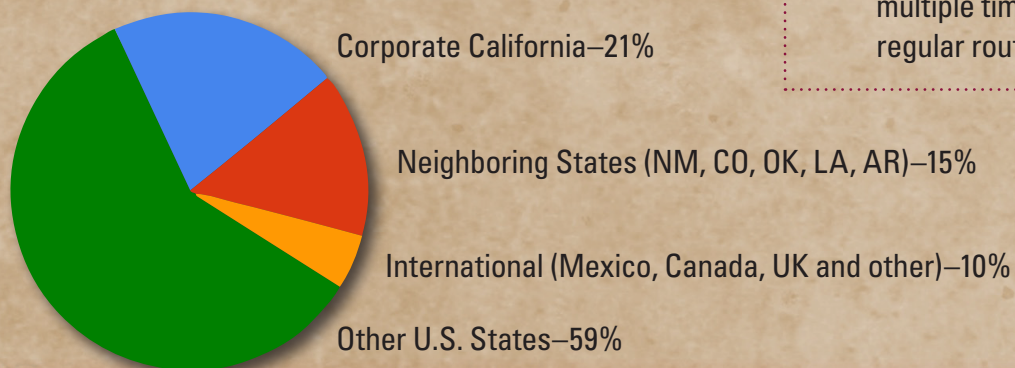
DEMOGRAPHICS

** Based on *Celebrate Austin* Reader Response Card Date and Survey

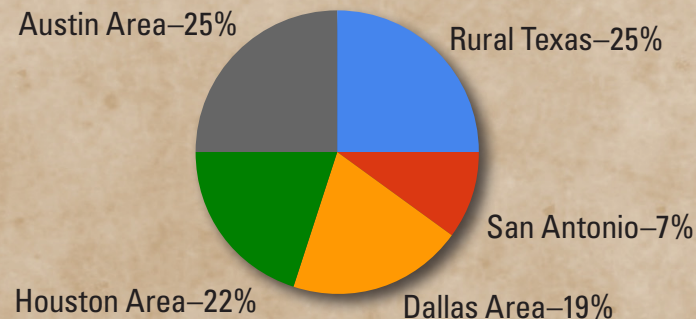
ACTIVE READERS



National & International Tourists



Our Texas & Locals Market



BRAND 'EM NOW!

Inform Austinites and Texans that you give Austin and the Hill Country some of its unique flair!

- 75% of our total readers are Texans.
- 48% of those Texans are relocating or considering relocating to Austin.
- Almost ALL of our Texas tourists visit multiple times per year. Be a part of their regular routine!



HOT LEADS

Celebrate Austin advertisers have the exclusive opportunity to receive valuable individual readership analysis information via email. This data is highly sought after amongst your business peers. Through a response card located in the back of our book, we develop extensive profiles on the hard-to-reach visitor, repeat businessperson, newcomer and current resident. We suggest using our database information (such as email addresses) for sending out invitations, coupons, or advertisements to those readers who add the most value to your business. This marketing tool is offered exclusively to *Celebrate Austin* advertisers.

HOTEL COPY

PLEASE DO NOT TAKE THIS COPY OF CELEBRATE!

If you would like to order your own copy of Celebrate Austin, please fill out one of the attached forms and mail it in. If all of the forms are missing, simply go to our website to order your copy.

www.CELEBRATEAUSTIN.COM

Celebrate Austin
10713 RR 620 N
Bldg 1, Ste 622
Austin, TX 78726
512.446.6215

Celebrate Austin

and the Texas Hill Country

How Can You Receive Celebrate?
Just Fill Out This Form!

Name _____
Address _____
City, State, Zip _____
Phone Number _____
E-mail Address _____
My favorite places to eat at: visit, see in Austin _____
My favorite cities or towns near Austin: () _____

Reason for visit? _____
Relocating to Austin? Yes _____ No _____

My favorite cities or towns near Austin: () _____

Excursions: _____
Dining: _____
Shopping: _____
Cultural: _____
Parks: _____
Museums: _____
Spa/Wellness: _____
Nightlife: _____
Sports: _____
Arts: _____
Entertainment: _____
Religion: _____

Other: _____

VISITOR CHARACTERISTICS

- Nearly half are between 36–75 years of age.
- The median household income is \$122,300.
- \$837 million in Hotel taxes.
- Over half of travel parties consist of 2-4 people.
- Daily expenses for a trip to Austin falls between \$69-\$104 -- Two people can range from \$138-\$609

Austin services about 30 million visitors a year and absorbs \$8.2 billion annually from their spending dollars.

- 35% or \$961 million is spent on food
 - 25% or \$607 million is spent on entertainment
 - 39% or \$1.5 billion is spent on good and services, like shopping and transportation
 - 25% or \$607 million is spent on lodging
- 97% of visitors stay in Austin hotels. The average hotel in Austin maintains an 75% occupancy. 95% eat breakfast, lunch, or dinner out.



CELEBRATE POCKET GUIDE

This pocket-guide-sized companion to our hard-bound tourist guide is distributed at concierge desks. We distribute to area hotels, boutiques, professional lobbies, restaurants and other retail and business venues. We hand out our brochures at events as well. Benefit from the extra exposure beyond the hotel lobby: SXSW, ACL Festival, Pecan Street Festivals, Star of Texas Rodeo and much more. We go where the tourists and locals go!

We print and distribute 10,000 pamphlets biannually. Enjoy the extra publicity that will be only a pocket away from every tourist in Austin with a name that has been recognized for more than 44 years. The pocket guide is the perfect addition to your advertising package for an affordable price.



Very Affordable Prices!

Full Page Requirements

Bleed area .25" on all sides (4.5" x 9.5" document set-up), finished product Size 4" x 9". All text and important graphics should be within safety live area of 3.5" x 8.5".

Things to Do – Fall & Winter

Ao5 Gallery Austin's largest contemporary gallery (over 7,000 square feet), boasts an eclectic collection of artists and a new museum-like setting. ao5gallery.com

Austin Aquarium: Small, new aquarium with many varieties of sea life, plus touch tanks & frequent events. austinaquarium.com

Austin Farmers' Markets: Make healthy food choices and support local farmers. Most stay open throughout the fall and winter. Locations throughout the city: edibleaustin.com/index.php/farmersmarkets

Austin Nature and Science Center: Visitors of all ages can enjoy nature exhibits and educational programs. Free admission with a small charge for groups. austintexas.gov/department/austin-nature-and-science-center

Austin Zoo: This nonprofit zoo houses only rescue animals. Big cats, monkeys, bears, reptiles, birds, deer & more at cozy sanctuary with a train tour. austinzoo.org

Blanton Museum of Art: UT's art collection features Renaissance to 20th-century American paintings, Latin American art, Greek & Roman sculpture. blantonmuseum.org

» continued on page 17

North Austin

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AUSTIN CITY LIMITS MUSIC FESTIVAL SILEX PARK OCT. 1-3 & 8-10, 2021

FRIDAY: GEORGE STRAIT • MILEY CYRUS
ERIKAN BADU [W2] • MEGAN THEE STALLION • MACHINE GUN KELLY
BLACK PUMAS • JON PARDI • BLEACHERS • LANE 8 [W2] • FINNEAS
CHET FAKER [W2] • DEMOT KENNEDY • TANA TUCKER [W1] • LEANN
RIMES [W2] • MOSES SUMNEY • WHITE REPEAR [W1] • DURANO JONES
& THE INDICATIONS [W2] • HINDS • HEARTLESS BASTARDS [W1]
SOP WHEELS [W1] • JAY MAZDA [W2] • NOTHING NOWHERE [W1]
JAZZ [W2] • ASLEEP AT THE WHEEL [W1] • JOY BLACKMAN [W1]
THE BACKSEAT LOVERS [W1] • SALEKA [W2] • CLAUD • DISKO COWBOY
(WVYL BANCH) • Q • UNUSUAL DEMONT [W1] • PAYDAY [W1] • DOK
DREAM WALK [W2] • HANG [W1] • RISES AGAINST THE STORM [W2]
AUDIC EMPIRE [W1] • MAGGIE ROSE [W1] • VINCENT NEIL EMMERSON
[W2] • BEXLEY [W1] • CARLESDAUGHTER [W1] • LEAH BLEVINS [W2]
OMI PREZY [W2] • THE TETA [W2] • ZILLA DAY [W1]

SATURDAY: BILLIE EILISH • RÜFÜS DU SOI
DOJA CAT • MODEST MOUSE • PHOEBE BRIDGERS • JACK HAWLOW
FUTURE ISLANDS • ALISON WUNDERLAND • SUBKACEY DAWLOW
MOSHO FREDIE GIBBS • ARIZONA ZERVAS • GRACIE ABRAMS • REM
WOLF • CHARLEY CROCKETT • AMBER MARK • THE HU • 070 SHAKE [W2]
• SOTI BARE • ARON PRAGER [W2] • MOIS RICH [W1] • HOLLY HUB-
BERSTONE [W2] • LA DONA ARLE • SOFIA VALDES [W1] • MODAN [W1]
SIR WOMAN [W1] • LP GIOBBE [W1] • THE TENDER THINGS [W2]
ARON STEPHENS [W1] • MIKE MELNICK [W2] • WETZEL [W2] • GUP
[W2] • GINA CHAVEZ [W1] • KATIE PRUITT [W1] • LEYLA BLUE [W2]
RAICHE [W2] • SAMANTHA SANCHEZ [W1] • SUN ROOM [W1] • YENDRY
[W1] • DISCIPLES OF CHRIST [W1]

SUNDAY: TYLER, THE CREATOR • DURAN DURAN
ERIKAN BADU [W1] • GRETA VAN FLEET • KAROL G • ST VINCENT
[W1] • RANDI OF HORSES • RANC REBELLE • POLO G • MADSON [W2]
LANE 8 [W1] • CHRIS LANE • JON BATISTE [W2] • TERRA WHACK
CHANNEL TRES • OMAR APOLLO • TATE MCRAE • CAM
THREE MATTEL [W2] • NOVA GREY TOSHI • 070 SHAKE [W1] • AG CLUB
KENNYWOOLLA • ANI CLEMENS • SERENA SIOMA [W2] • JADE BIRD
[W2] • ALLISON PONTHER [W1] • MOTHER MOTHER [W1] • CALDER
ALLEN • JESSIE MURPHY • NANE [W2] • SHELIA [W2] • TO SUPERSTAR
[W1] • DEEZIE BROWN [W1] • BLK ODYSSEY [W2] • DAVID RAMIREZ [W2]
HARDY [W1] • MANY GREEN [W1] • MATTIE [W2] • PUBLIC LIBRARY
COMMUTE [W1] • TENILLE ARIS [W1] • SUPERPHONOS [W2] • ZACH
PERSON [W2] • SKYLER DAY [W1] • SHIELDS OF FAITH [W1]

We also showcase our pocket guide on our website!



WEBSITE

www.CelebrateAustin.com

Our website is visited thousands of times each day by locals and visitors alike. We include all of our clients on our useful site—via an event calendar, articles, banner ads, and more.

Don't miss this opportunity to be a part of our fun and interactive site, which features informative videos and short films about Austin. Our site also contains digital copies of our hardback book.

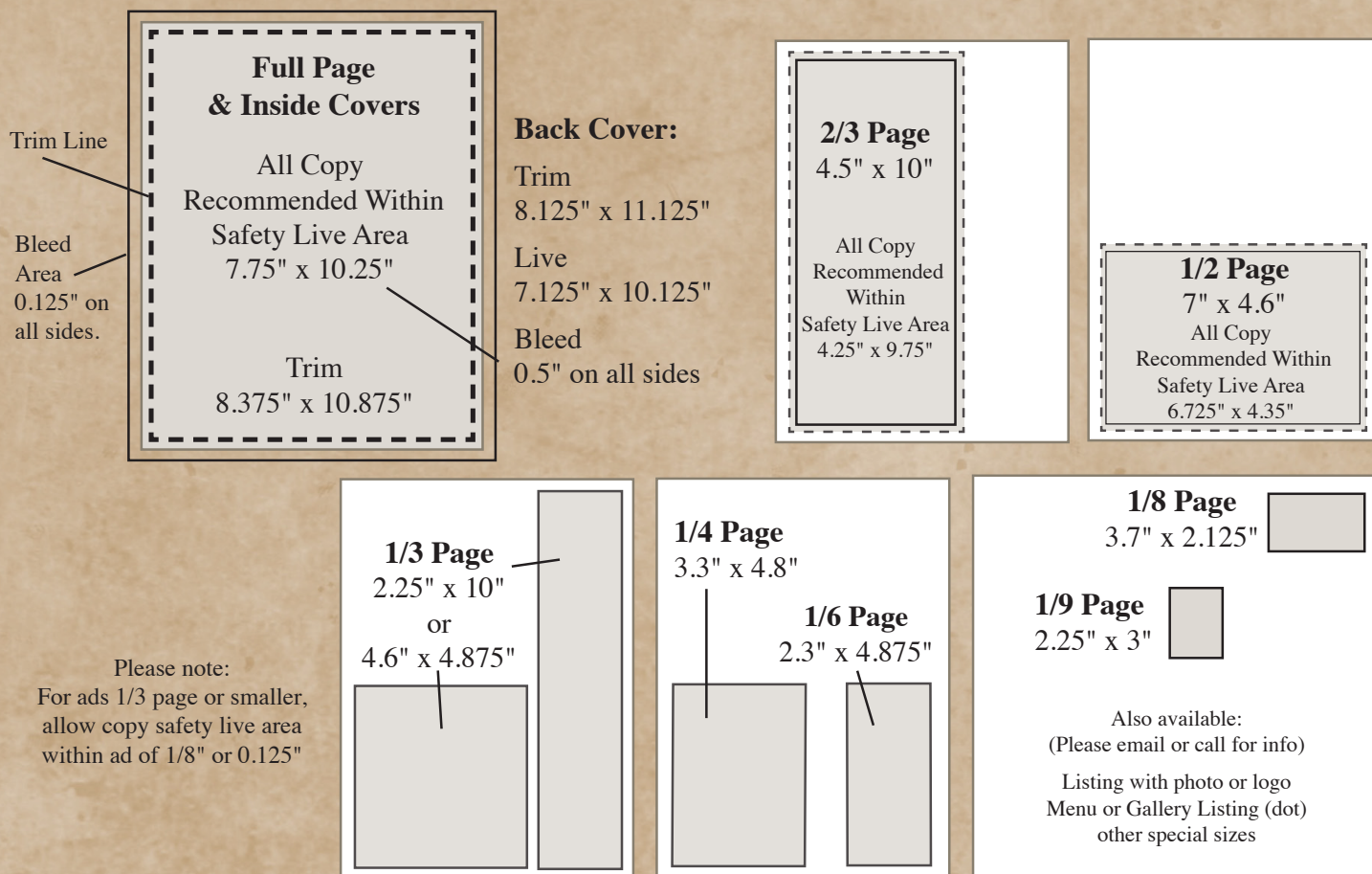


NEWSLETTER

Celebrate Austin offers a wonderful distribution benefit via our monthly digital newsletter. Our email list reflects readers who have opted for our newsletter via our reader response cards, our website visitors, clients, association members and more. All of our clients are invited to submit event information via our newsletter. In addition, we will forward your newsletter to our email list! The potential to reach thousands of locals and repeat visitors is here! We offer monthly statistics on reads and click-throughs.



AD GUIDELINES



In order for *Celebrate Austin* to maintain the high level of quality for our clients and readers, some artwork requirements are necessary. Please follow these guidelines when designing your advertisement. Feel free to contact us with any questions.

Artwork Requirements

- Send a press-ready PDF, EPS, JPEG, TIFF, PSD, or packaged INDD file.
- All images must be set at 300 dpi for optimum quality.
- All colors must be 4-color CMYK.
- Please follow all live area safety warnings and bleed/trim requirements.
- When saving art, please include all embedded fonts, if necessary.

Artwork Production

Charges may apply for ad corrections and changes. For information on ad creation, email your sales representative. *Celebrate Austin* is not responsible for reproduction if the material is received after the published ad closing date. Publisher reserves the right to reject any advertisement.