



ADVERTISING OPPORTUNITY

2026 VISITOR GUIDE

The **BUFFALO NIAGARA VISITOR GUIDE** is the one-stop source for visitors and locals to discover all there is to do in Buffalo. This active, engaged audience is looking for things to do, places to shop, dine and stay in Buffalo and Erie County. Travelers have a voracious appetite for new and exciting travel experiences, which makes 2026 the perfect time to share your story in the 2026 edition of the **BUFFALO NIAGARA VISITOR GUIDE**.



Annual distribution of 150,000 printed copies means you get a great return on your marketing investment.

DISTRIBUTION CHANNELS

- Mailed in response to internet and phone requests.
- Travel centers and brochure racks throughout the region.
- Group tour operators, meeting and event planners, and travel agents as well as convention and meeting attendees.
- Placement in select area hotels and Airbnbs, major attractions and other high-traffic locations.
- **BONUS:** Mobile-friendly digital edition.

ADVERTISING RATES		SIZE	PRICE
A	BACK COVER	8.125" W x 10.5" H + (.125" bleed)	\$8,600.00
B	INSIDE FRONT COVER	8.125" W x 10.5" H + (.125" bleed)	\$8,100.00
C	INSIDE BACK COVER	8.125" W x 10.5" H + (.125" bleed)	\$8,100.00
D	FULL PAGE INTERIOR	7.125" W x 9.5" H + (.125" bleed)	\$7,100.00
E	HALF PAGE HORIZ.	7.125" W x 4.625" H	\$3,900.00
F	HALF PAGE VERT.	3.5" W x 9.5" H	\$3,900.00
G	QUARTER PAGE	3.5" W x 4.625" H	\$1,950.00

DEADLINES

PRINT QUANTITY: **150,000**

SPACE RESERVATION: **SEPTEMBER 30, 2025**

ARTWORK DUE: **OCTOBER 15, 2025**

RELEASE DATE: **JANUARY 15, 2026**

NOTE: Space is available on a first-come, first-served basis. Advertising space may fill prior to deadlines.

Interested? Please contact Karen Fashana, Vice President of Marketing
(716)218-2931 or fashana@visitbuffaloniagara.com



VISITBUFFALONIAGARA.COM