

# **BYWAYS**

Featuring North America's Leading Travel Destinations

## **Byways 2026 Media Kit**

**Apple Promotion Program  
Advertising Rates  
Editorial Calendar  
Insertion Order**

**Goose Island on St. Mary's Lake in Glacier National Park.  
Photo courtesy National Park Service.**





# Apple Promotion Program

For nearly 15 years Byways has offered the Apple Promotion Program, allowing advertisers to expand their own marketing efforts while promoting their products through advertising in Byways Magazine.

During this time, we have shipped Apple products, including iPads, iPad Pros, iPhones, Apple Watches, and MacBook Airs to advertisers with each multi-insertion contract.

For 2026 Byways is expanding its Apple Promotion program. Choose from the new Apple iPhone 17, 17 Pro, selected iPads, MacBook Air (M4), Apple Watch11, or the Apple AirPods Pro.

See the chart below to see qualifying ad sizes and products available through the program.

*Small print. Apple products are shipped immediately upon contract payment via Fed Ex 2-day shipping.. The contract is non-cancellable upon acceptance of an Apple product.*

<b>6x Full Page</b>	<b>iPhone 17, 17 Pro, iPad Pro 11 (M4), Watch Ultra, MacBook Air 13 (M4) or MacMini (M4)</b>
<b>3x Full Page</b>	<b>Apple iPad Air (M4), Apple Watch 11, or AirPods Pro Earbuds.</b>
<b>6x One Half Page</b>	<b>Apple iPad Air (M4), Apple Watch 11 or AirPods Pro Earbuds.</b>
<b>3x One Half Page</b>	<b>Apple iPad or AirPods Pro Earbuds.</b>
<b>All Apple Products</b>	<b>are the latest models</b>

# Byways Advertising Rates

## About Byways

Byways is a 100 percent **digital publication**, now in its 43rd year of publication. Byways is distributed by email direct to **3,000+ motorcoach companies** and **group tour operators** who plan and operate more than **100,000 group tours each year**.

Byways is also available to identified **motorcoach consumers** through an embed program available to charter and tour operators, and a link program available for digital newsletters. There is no sign-up or registration required for group tour operators to use Byways to promote destination ideas to their customers.

**Bonus:** Byways also reaches **consumers** through the **Apple News Channel**, the **Byways YouTube Channel**, and social media.

All advertisements include a complimentary YouTube hosted video embed (*You provide the link, we embed your video into your artwork on our end at no additional cost*).

Byways advertisers receive a gift of an Apple product on all 3x and 6x full, and half page advertisement contracts. *A signed contract is required for all insertion orders.*

Byways Advertising Rates			
Ad Size	1x	3x	6x
Full Page (8x10)	891.00	839.00 (2517.00)	749.00 (4494.00)
½ Page Horizontal (8x4.5)	577.00	522.00 (1566.00)	472.00 (2832.00)
½ Page Vertical (3.5x10)	577.00	522.00 (1566.00)	472.00 (2832.00)
One Third Square (4.5x4.5)	449.00	399.00 (1197.00)	349.00 (2094.00)



## Advertising Insertion Order

Name _____	<b>Byways Specs:</b> Full Page : 8.5 x11 Live Area: 8 x 10 Bleed: 8.75 x 11.125 No extra cost for bleed
Company _____	
Address _____	
City _____ State _____ Zip _____	
Email _____	

We want to reserve Advertising in Byways for the following dates.

Ad Size \_\_\_\_\_ Total Cost \$ \_\_\_\_\_

Circle Issue(s)	Deadline	Distribution Date
February	February 1st	Third week in February
April	April 1st	Third week in April
June	June 1st	Third week in June
August	August 1st	Third week in August
October	October 1st	Third week in October
December	December 1st	First week in January

Payment enclosed \_\_\_\_\_ Bill on Publication of each issue \_\_\_\_\_

Amex \_\_\_\_\_ Visa \_\_\_\_\_ MC \_\_\_\_\_ Signature \_\_\_\_\_

Card Number \_\_\_\_\_ Name of Card \_\_\_\_\_

Expiration Date \_\_\_\_\_ 3 Digit Security Code \_\_\_\_\_

Make payment to:

**Byways Magazine**  
7902 Pleasant Valley Court  
Louisville, KY 40291  
Email: [stephen.kirchner@gmail.com](mailto:stephen.kirchner@gmail.com)  
540-233-1121

### Resolution

Byways recommends a minimum resolution of 300 dpi. Resolution will be scaled to meet publication format requirements.

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## Byways 2026 Editorial Calendar

### February 2026

- Great American Cities
- What's Happening

### April 2026

- Great American Roads
- Route 66 100<sup>th</sup> Anniversary

### June 2026

- American Attractions
- USA's 250<sup>th</sup> Anniversary

### August 2026

- Rivers & Lakes
- What's Happening

### October 2026

- Mountains & Valleys
- What's Happening

### December 2026

- National Parks
- What's Happening

**Editorial Themes:** For more than 43 years Byways has covered the leading destinations along the highways and byways of North America (USA and Canada).

We work with freelance writers, DMOs, public relations agencies, and AI to secure our editorial content.

We accept editorial submissions, jpeg photos and YouTube or Vimeo links for editorial consideration.

Our goal is to promote the growth of travel to North American destinations.

Receive a **FREE** subscription to the digital version of Byways Magazine. Just fill in your email address and you will receive the latest issue every two months.

<https://dm-mailinglist.com/subscribe?f=5872baee>

To view past digital issues of Byways, go to:

<https://issuu.com/byways.com>

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