



BYWAYS MEDIA

2027 MEDIA KIT

Reach Travelers. Reach Tour Operators. Reach Decision Makers.

43 years of connecting destinations with travelers

DIGITAL PUBLICATION • YOUTUBE • APPLE NEWS • TRAVEL TRADE DISTRIBUTION



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Why Advertise with Byways Media?

One advertising investment. Multiple travel audiences.

For more than four decades, Byways has connected destination marketers with travelers actively planning where to go next. Today, Byways Media brings together a trusted digital publication, an award-winning YouTube travel channel, Apple News distribution and direct travel-trade outreach in one integrated advertising platform.

43 YEARS

trusted travel publishing

3,000+

verified trade contacts

100,000+

annual group departures

150,000+

YouTube subscribers

One Million+

lifetime YouTube views

100% DIGITAL

17 years and counting

WHO WE REACH

- Group travel planners and tour operators
- Motorcoach and charter companies
- Independent road-trippers
- Travel advisors and tourism professionals
- Destinations, attractions and hospitality partners

MULTI-CHANNEL ECOSYSTEM

- 01 Direct B2B trade delivery
- 02 YouTube feature / shout-out
- 03 Apple News
- 04 Interactive rich-media advertising



INCLUDED AT NO ADDITIONAL COST

Every full-page and half-page advertisement includes complimentary full-bleed formatting plus an interactive YouTube or Vimeo video embed mapped into the layout. Just supply the link, we do the embedding on our end.



Advertising Opportunities

One advertisement. Multiple platforms.

Every placement reaches travel professionals and consumers through the Byways Media digital ecosystem. Choose a single issue, build momentum with three issues or maintain year-round visibility with a six-issue annual campaign.

Placement & specifications	Single issue	3-issue campaign	6-issue annual
FULL PAGE Trim 8.5 × 11 in Live 8 × 10 in Bleed 8.75 × 11.125 in	\$936	\$873 / issue \$2,618 total	\$786 / issue \$4,719 total
FULL PAGE Combo w/ 30 Second Spot	\$1,521	\$1,123 / issue \$3,369 total	\$986 / issue \$5,916 Total
HALF PAGE Horizontal 8 × 4.5 in Vertical 3.5 × 10 in	\$606	\$549 / issue \$1,647 total	\$496 / issue \$2,976 total
THIRD PAGE Square 4.5 × 4.5 in	\$472	\$419 / issue \$1,257 total	\$367 / issue \$2,202 total

PLACEMENT BENEFITS

FULL-BLEED FORMAT Full + half page	VIDEO INTEGRATION YouTube or Vimeo	INTERACTIVE LINKS Built into every placement
DIGITAL DISTRIBUTION No print delay	APPLE NEWS REACH Consumer discovery	TRADE VISIBILITY Direct B2B delivery

Third-page advertisements include digital publication placement and interactive hyperlinks; they are not eligible for the Technology Incentive Program.

CAMPAIGN VALUE

Three- and six-issue commitments reduce the per-issue investment while extending destination visibility across multiple seasonal editorial themes.

CLICK FOR VIDEO

YOUR DESTINATION
— THE ROAD STARTS HERE —

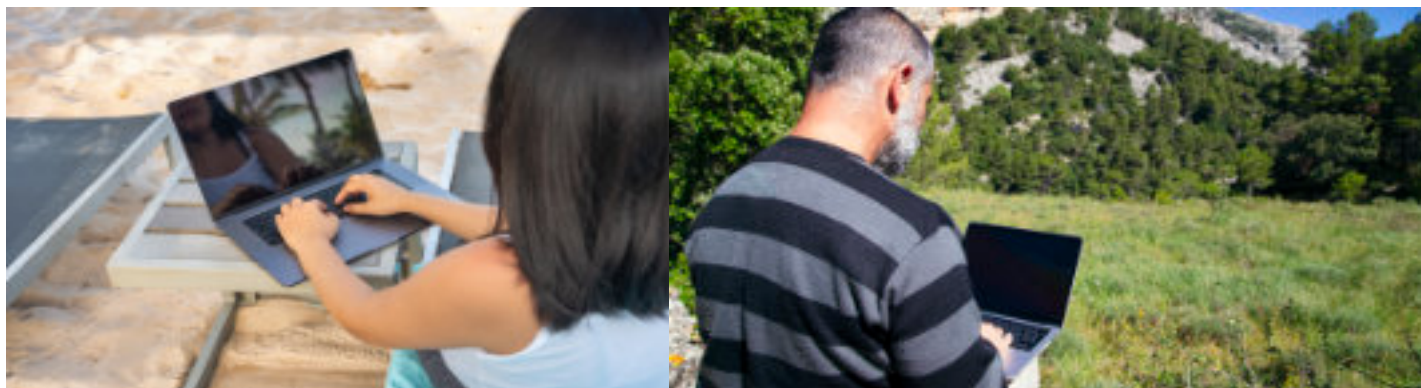
PLAN YOUR NEXT GETAWAY
★
Scenic drives • Local flavor • Outdoor adventure

TRAVEL GUIDE | EVENTS | ITINERARIES

YOURDESTINATION.COM

Technology Incentive Program

Rewarding our long-term advertising partners.



For nearly 15 years, Byways has helped destination marketers enhance their field marketing capabilities through an exclusive **Technology Incentive Program**. Qualifying advertisers may select premium technology that supports presentations, content creation, social media management and field operations.

FULL PAGE · 3 ISSUES

CHOOSE ONE

- ☐ Standard iPad
- ☐ Apple Watch Series 12
- ☐ MacBook Neo
- ☐ AirPods Pro 3

FULL PAGE · 6 ISSUES

CHOOSE ONE

- ☐ iPhone 18 Pro
- ☐ iPad Pro 11
- ☐ Mac Mini
- ☐ MacBook Neo
- ☐ MacBook Air 13

HALF PAGE · 3 ISSUES

CHOOSE ONE

- ☐ Standard iPad
- ☐ AirPods Pro 3
- ☐ Apple Watch 12

HALF PAGE · 6 ISSUES

CHOOSE ONE

- ☐ iPad Air (M5)
- ☐ Apple Watch Series 12
- ☐ AirPods Pro 3

\$250 ADVERTISING CREDIT OPTION

Organizations that choose not to participate may elect a \$250 campaign invoice credit. This option is available exclusively with qualifying Full Page 3-Issue and Full Page 6-Issue Annual Campaigns.

Technology is shipped promptly following contract completion so teams can begin using the program immediately. Contracts containing a technology selection become non-cancellable once the client accepts delivery.

ISSUE	EDITORIAL FOCUS	SPACE + ARTWORK
FEBRUARY	Great American Cities & Urban Culture	February 1, 2027
APRIL	America by Rail, Celebrating 200 Years	April 1, 2027
JUNE	Iconic American Attractions & Heritage Sites	June 1, 2027
AUGUST	Rivers, Lakes & Waterway Itineraries	August 1, 2027
OCTOBER	Mountains, Valleys & Fall Foliage Drives	October 1, 2027
DECEMBER	National Parks & Winter Excursions	December 1, 2027

TECHNICAL SPECIFICATIONS

- ☐ 300 dpi minimum
- ☐ Press-ready PDF, high-resolution JPEG or PNG
- ☐ Trim: 8.5 x 11 in
- ☐ Live area: 8 x 10 in
- ☐ Full bleed: 8.75 x 11.125 in
- ☐ Interactive links + video integration

RESERVE YOUR SPACE

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[Byways Incredible Travel Destinations Channel](#)

