

DETAILS ABOUT **THE GUIDE**

Distribution

The Guide to North Central Massachusetts is published by Johnny Appleseed Trail Association to help promote tourism and travel in the region. The guide is distributed at over 350+ locations across New England, including the Johnny Appleseed Visitors' Center on Route 2 in Lancaster, festivals across North Central Massachusetts and 46 AAA offices throughout New England. The guide is also provided at travel conferences, bus tours, mailed globally on inquiries, as well as on our website, www.visitnorthcentral.com.

With **165,000+** people visiting the Johnny Appleseed Visitors' Center each year, your ad will reach the visitors you want to attract!

Why Advertise in the Guide?

- » We print 40,000 copies of each issue and distribute at over 250 locations across Massachusetts, Rhode Island, Connecticut, New Hampshire, and Canada
- » To maximize exposure, **40,000** copies are produced twice a year
- » *The Online Guide* now has **interactive hyperlinks** instantly connecting your website directly with your printed advertisements
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- » **2 Million+** yearly hits from www.massvacation.com
- » Complimentary Ad Design Support is available
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Fall/Winter Guide covers: **Sept. 1st, 2023 - Feb. 28th, 2024**. Reservation Deadline: **July 7th, 2023**

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MASSACHUSETTS**
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