

THE TOWN & MOUNTAIN VILLAGE

TELLURIDE

THE OFFICIAL GUIDE



2026 SUMMER / FALL
MEDIA KIT

Be Part of the Story Telluride Visitors Trust.





30,000

Copies printed
per winter &
summer seasons

#1 DESTINATION WEBSITE

Telluride.com

BROADER REACH

Distributed regionally,
nationally and
internationally

SUSTAINABLE PRINTING

PrintReleaf plants new trees
to offset paper usage



THE ESSENTIAL GUIDE TO AN UNFORGETTABLE DESTINATION

This isn't just another magazine. It's the first impression, the trip planner, the in-destination companion, and the keepsake that visitors return to again and again.

The Telluride Visitor Guide is the ONLY official fulfillment publication for the destination. Every issue is thoughtfully produced to inspire discovery, deepen connection, and guide spending decisions. It's the most comprehensive, credible and trusted source of information for visitors. Your support helps fund critical marketing for Telluride and strengthens the entire tourism ecosystem.



INSIDE EVERY ISSUE

Each edition is crafted with premium editorial driven by storytelling, authenticity, and visual beauty—capturing the people, moments, landscapes, and hidden gems that make Telluride extraordinary.

Feature stories on Telluride & Mountain Village

Local personality profiles

Outdoor recreation & adventure inspiration

Detailed maps

At-a-glance seasonal calendars

Retail, dining & lodging features

Comprehensive listings for accommodations, dining, shopping, activities and more



POWERFUL, MULTI-CHANNEL DISTRIBUTION

Unlike other local magazines, The Visitor Guide goes far beyond our borders. Advertisers reach visitors before, during and after their stay.

- * Placed onboard Denver Air Connection flights to Telluride
- * Available at Montrose Airport & Telluride Airport
- * Stocked in 50+ Colorado Welcome Centers, Chambers of Commerce & Visitor Centers
- * Distributed statewide: Along I-25 from Ft. Collins to Pueblo & Along I-70 from Vail to Grand Junction
- * Direct-mailed via the Telluride Tourism Board to all requests from: Telluride.com & Colorado.com (the #1 referral site for Telluride)
- * In-room placement in local accommodations
- * Distributed by Telluride Ski & Golf Resort at events, mailings & tradeshows
- * International exposure via Colorado Tourism Office partnerships & global tradeshows
- * Widely available on local & regional magazine racks—always free
- * Available digitally on Telluride.com—the top organically searched website for the destination

RESERVE YOUR ADVERTISING SPACE

HILARY TAYLOR
970.417.2589 • Hilary@VisitTelluride.com



SUMMER/FALL 2026 ADVERTISING DEADLINES



Ad Space Reservation Wednesday, March 18, 2026

Ad Submission Deadline Friday, March 27, 2026

Distribution Monday, May 18, 2026



ADVERTISING SPECS + RATES

Please note size differences between **Editorial ads vs. **Special Section** ads**

EDITORIAL AD RATES

SIZE	WIDTH X HEIGHT	RATE
Full Page	9" x 10.875" (add .25" for bleed)	\$2,995
Half Page	8.25" x 5" or 4" x 10.375"	\$1,995
Third Page	5.5" x 5" or 2.5" x 10.375"	\$1,395
Quarter Page	4" x 5"	\$995
Sixth Page	2.5" x 5"	\$695
Back Cover full page	9" x 10.875" (add .25" for bleed)	\$5,000
Inside Cover full page	9" x 10.875" (add .25" for bleed)	\$4,000
Premium Placement before table of contents	9" x 10.875" (add .25" for bleed)	\$3,500

SPECIAL SECTION AD RATES

DINING & SPIRITS SECTION or SHOPPING & GALLERIES		
SIZE	WIDTH X HEIGHT	RATE
Full Page	8" x 9.125" (no bleed)	\$1,495
Half Page	8" x 4.5" (horizontal only)	\$995
Third Page	5.25" x 4.5"	\$795
Sixth Page	2.5" x 4.5" (vertical only)	\$495

ACCOMMODATIONS

Full Page	8" x 9.125" (no bleed)	\$2,295
Half Page	4" x 9.125" (vertical only)	\$1,495

*Rates do not include ad design. Ads with technical issues may be replaced or modified with an \$100/hour charge to advertiser for time spent. Rates effective 1/1/2026. Invoices are due upon receipt. Checks should be made payable to: Telluride Tourism Board, PO Box 1009, Telluride, CO 81435

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