



Destination Salem

2026 MEDIA KIT



ABOUT

Destination Salem drives year-round visitation to Salem through a comprehensive marketing and communications strategy that includes the **SALEM VISITOR GUIDE & MAP**, the **SALEM HAUNTED HAPPENINGS VISITOR GUIDE & MAP**, and the **DESTINATION SALEM APP**. Our 2026 guide will reach over 250,000 readers through direct mail, AAA offices, New England hotels, visitor centers, travel agents, and major transportation hubs, as well as key locations like Logan Airport, Faneuil Hall, and Amtrak stations. With nearly 1 million visitors to Salem.org annually and 3.5 million page views, our digital presence is complemented by over 110,000 opt-in email subscribers, paid advertising across multiple media, and extensive PR efforts that secure top national and local features.

Our bustling **VISITOR CENTER** welcomes more than 100,000 visitors each year, many of whom are actively seeking recommendations on what to do, see, and explore in Salem. **Only Destination Salem advertisers are recommended**, ensuring these businesses are top-of-mind for visitors. Advertisers also benefit from the opportunity to promote events on Salem's popular event calendar and distribute rack cards in our Visitor Center, providing even more ways to connect with Salem's vibrant visitor community.

5 Reasons 2026 is the **BIGGEST YEAR YET** to Advertise in the Destination Salem Visitor Guide!

1



SALEM 400+ CELEBRATION

2026 marks Salem's **400+ anniversary**, and we're producing a **special edition Visitor Guide** to celebrate this milestone year. This commemorative guide will be bigger and better than ever, featuring special editorials and expanded content that showcase Salem's rich history and vibrant present.

2



SOCIAL + NEWSLETTER REACH

Social media plays a key role in trip planning, and **our audience continues to grow** — with **over 245,000 followers** across all accounts. Add to that our **monthly newsletter reaching more than 110,000 Salem superfans**, and you've got a powerful platform for visibility as we highlight our advertisers.

3



INFORMATION HUB

The Destination Salem Visitor Center welcomed **100,000 visitors last year**, all seeking trusted recommendations. Our seasoned team — many of whom are lifelong Salem residents — provides personalized advice and **exclusively recommends our advertisers**, putting your business front and center.

4



FRESH VISUALS

Our Communications Coordinator and photographer, Jess, is continually updating our **lifestyle photography library** with vibrant new images that **capture the spirit of Salem**. These **high-quality visuals** not only shine in press coverage — **we share them with our advertisers** so you can use professional photos in your own marketing, too.

5



PRESS POWER

Journalists and media outlets are more eager than ever to feature Salem. When you advertise with us, you're at the **top of our list** of recommendations, giving your business the chance to shine in **local, regional, and national press stories**.



OUR 2026 GUIDE, WITH A 12-MONTH SHELF LIFE, WILL REACH OVER

250,000

readers through a robust distribution network, including direct mail, AAA offices, New England hotels, visitor centers, travel agents, information centers, major transportation hubs, and popular tourist locations like Logan Airport, Faneuil Hall, Amtrak stations, TF Green Airport, and Copley Place.

SALEM.ORG WILL ATTRACT
1 MILLION
USERS, GENERATING ALMOST
3.5 MILLION
PAGE VIEWS

OUR APP WILL BE USED BY
OVER 100,000
VISITORS

OUR MONTHLY NEWSLETTER
WILL REACH MORE THAN
110,000+
SALEM SUPERFANS

OUR PAID ADVERTISING
WILL SPAN
PRINT, RADIO, DIGITAL,
AND TELEVISION

OUR PR EFFORTS WILL SECURE
HUNDREDS
OF FEATURES IN TOP NATIONAL
AND LOCAL MEDIA OUTLETS

PLUS YOU CAN PROMOTE YOUR EVENTS
ON OUR WIDELY BELOVED CALENDAR
AND DISTRIBUTE RACK CARDS IN OUR
VISITOR CENTER!

UNLOCK THE PERKS OF ADVERTISING

When you advertise with Destination Salem, you tap into our full network - from guides and websites to newsletters, social, and in-person visitor touch points. It's your chance to get in front of travelers, locals, influencers, and media all year long.



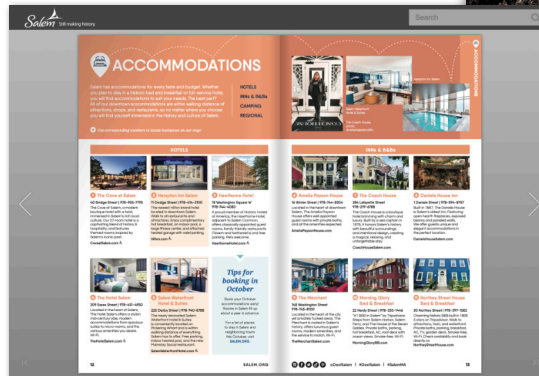
PUBLICATIONS

2026 Salem Visitor Guide & Map

Distribution: 250,000

Publication date: End of January

- ▶ Our 2026 guide, with a 12-month shelf life, will reach over 250,000 readers through a robust distribution network, including direct mail, AAA offices, New England hotels, visitor centers, travel agents, information centers, major transportation hubs, and popular tourist locations like Logan Airport, Faneuil Hall, Amtrak stations, TFGreen Airport, and Copley Place.
- ▶ Available as a digital flipbook on Salem.org

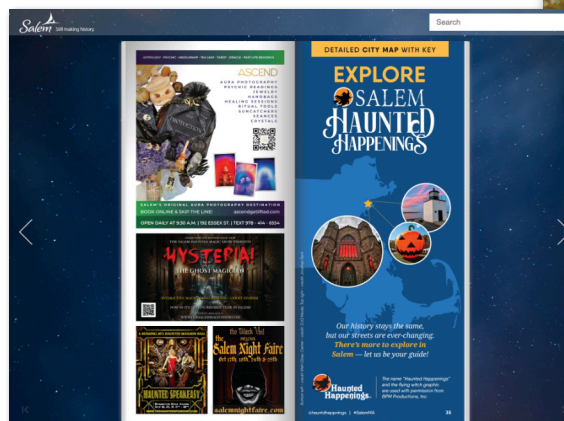


2026 Salem Haunted Happenings Visitor Guide & Map

Distribution: 150,000

Publication date: August, distributed through the end of October

- ▶ Our 2026 guide will reach over 150,000 readers through a robust distribution network, including direct mail, AAA offices, New England hotels, visitor centers, travel agents, information centers, major transportation hubs, and popular tourist locations like Logan Airport, Faneuil Hall, Amtrak stations, TFGreen Airport, and Copley Place.
- ▶ Available as a digital flipbook on HauntedHappenings.org

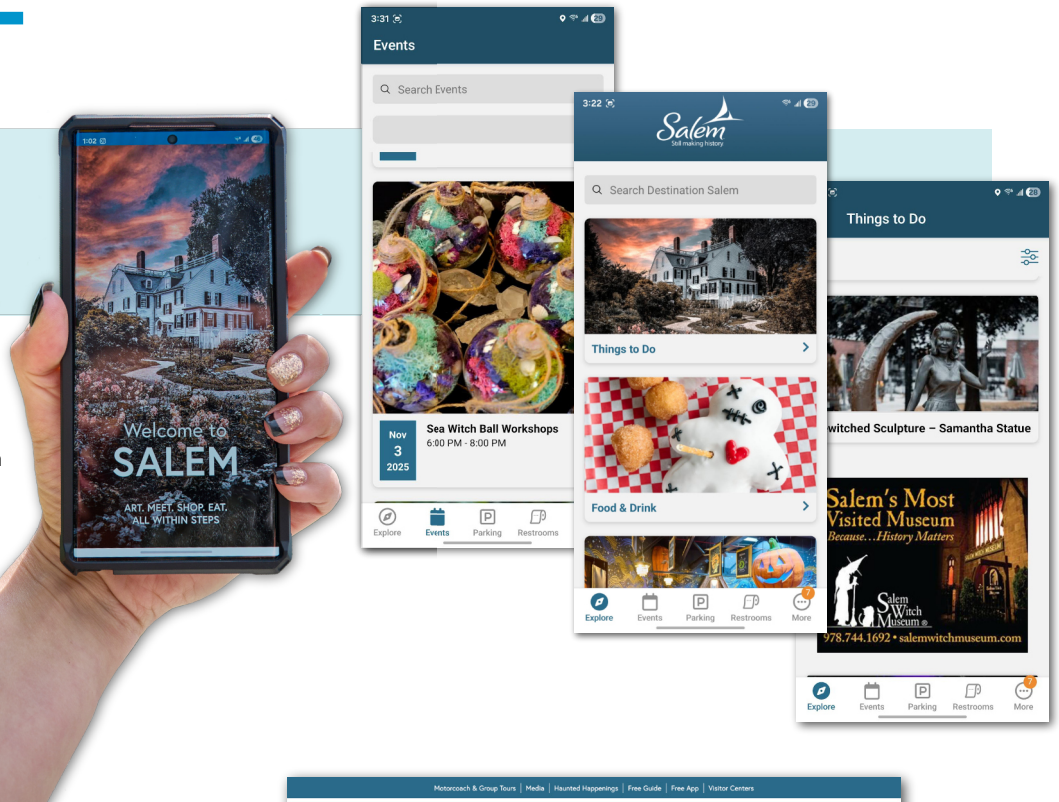


DIGITAL

Salem App (Free for iPhone & Android)

- ▶ 100,000 annual users
- ▶ 4.5 M page views in 2025 annually
- ▶ Includes a calendar of events, restroom locator, business listings, and more!

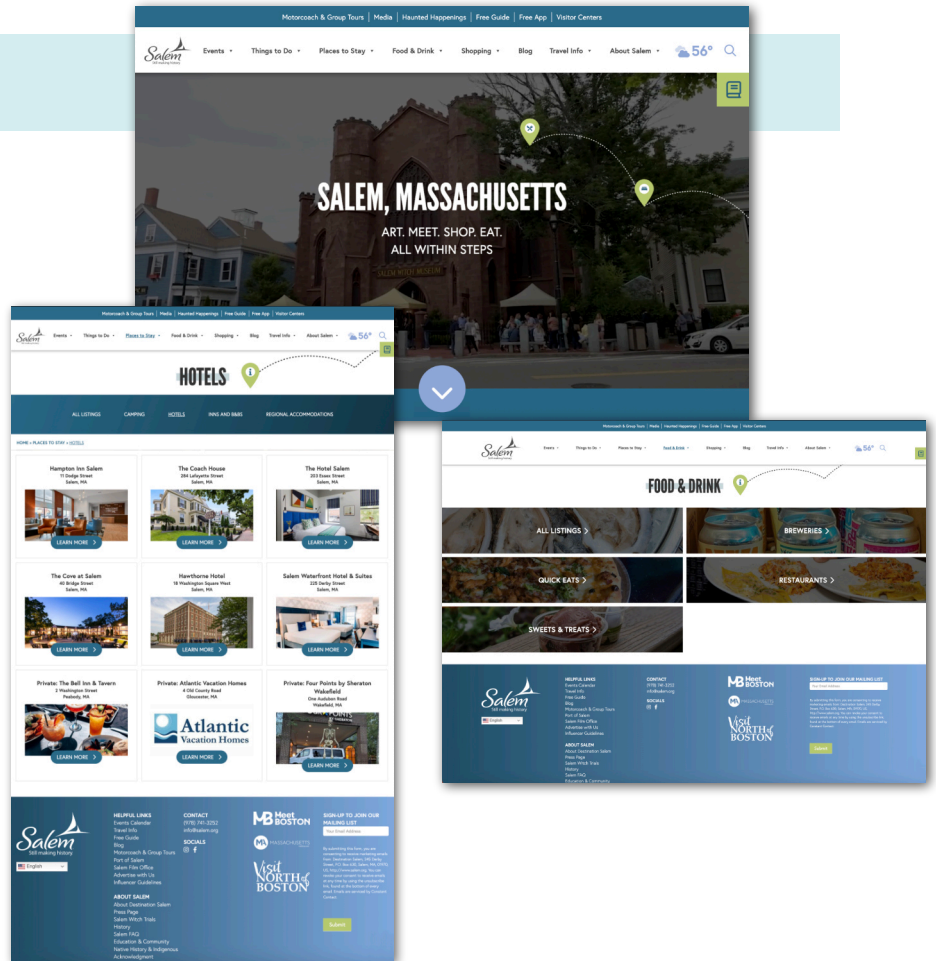
Additional Advertising Available
• App ads



Salem.org

- ▶ The site has seen 1 million annual users, generating 1.4 million sessions and 3.5 million pageviews
- ▶ Additional content includes blog, history, directions, group tour, weddings, and media page

Additional Advertising Available
• Sponsored blog posts



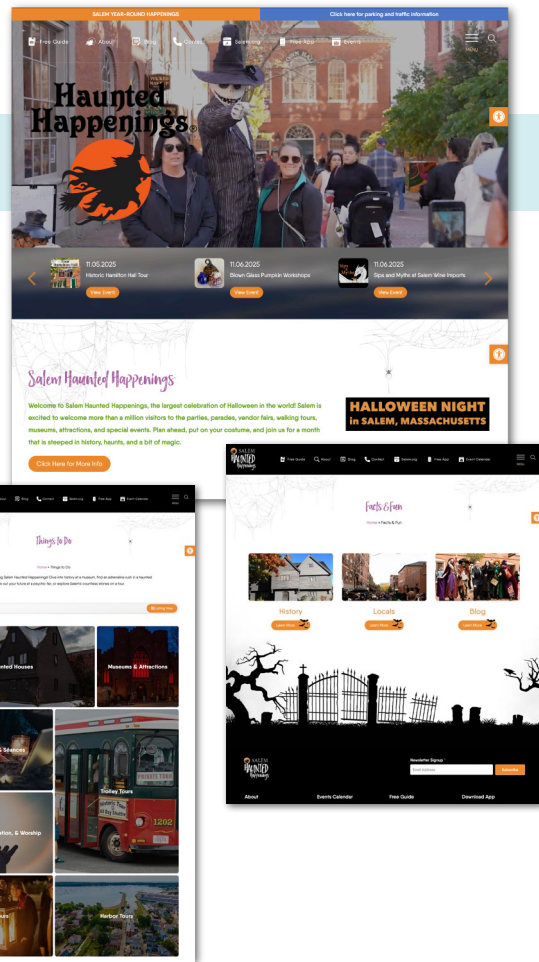
DIGITAL

HauntedHappenings.org

- ▶ The site has seen 560K annual users, generating 830K sessions, and 2.1 million pageviews
- ▶ The website includes event listings, business listings, a restroom finder, blog, maps, and a link to the HauntedHappenings digital flipbook

Additional Advertising Available

- Sponsored blog posts



Calendars

The Salem Visitor Guide features a calendar spread that lists annual and city-wide events, exhibitions, and special programs that are selected from the calendars on Salem.org, the Destination SalemApp, and HauntedHappenings.org.

- ▶ Events can be submitted with our NEW Event Submission Form.



VISITOR INFORMATION CENTER

- ▶ The Visitor Center draws a substantial number of guests seeking recommendations and provides exclusive visibility to advertisers, ensuring featured businesses are top-of-mind for visitors. In the past year, nearly 100,000 people have visited the center.
- ▶ Brochure distribution in the Information Center is a benefit for DS advertisers.
- ▶ Advertisers are invited to provide one piece of collateral, either a 4" x 9" rack card or a business card, for distribution

Additional Advertising Available

- On-screen advertising



SOCIAL MEDIA

Destination Salem features advertisers in promotions on the organization's social media channels.

Targeted Email

- ▶ 110K opt-in subscribers
- ▶ Monthly consumer emails
- ▶ Monthly Newsletter Blog on Salem.org
 - ▶ Shared on Facebook & LinkedIn

Facebook

@DestSalem

- ▶ 53 K followers
- ▶ 491K likes
- ▶ 3.9 M views
- ▶ 2.8 M reach

@HauntedHappenings

- ▶ 92.1 K followers
- ▶ 11.8 K likes
- ▶ 1.4 M views
- ▶ 1 M reach

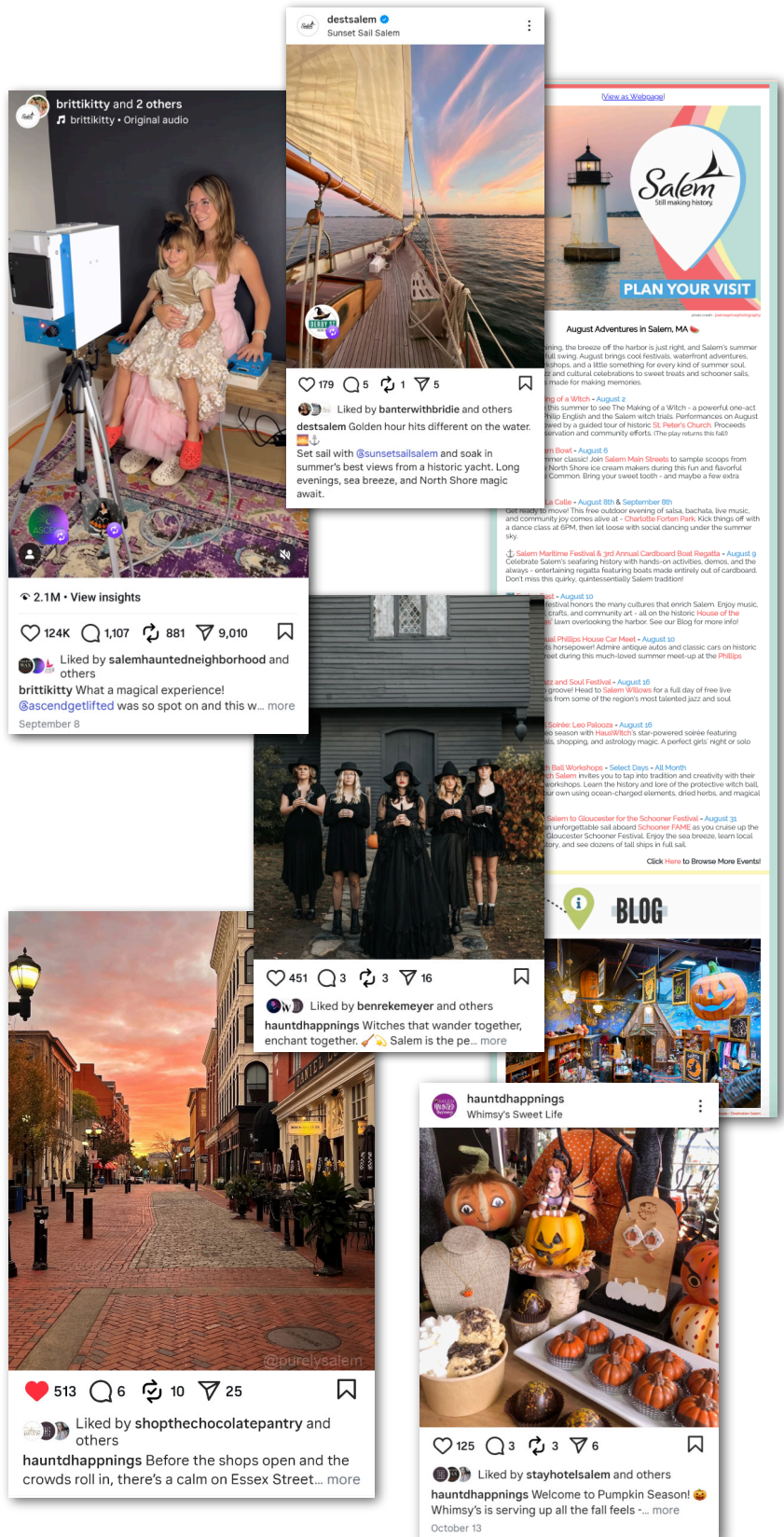
Instagram

@DestSalem:

- ▶ 61.7 K followers
- ▶ 950 K reach

@HauntHappenings

- ▶ 37.6 K followers
- ▶ 200 K reach



COMMUNICATIONS & ADVERTISING

Destination Salem invests the revenue generated from advertising in its publications into a year-round marketing plan that includes advertising and public relations.

Advertising

Advertising has been deployed across platforms, including:

- ▶ Print
- ▶ Radio
- ▶ Sponsored email campaigns
- ▶ Targeted Digital
- ▶ Television

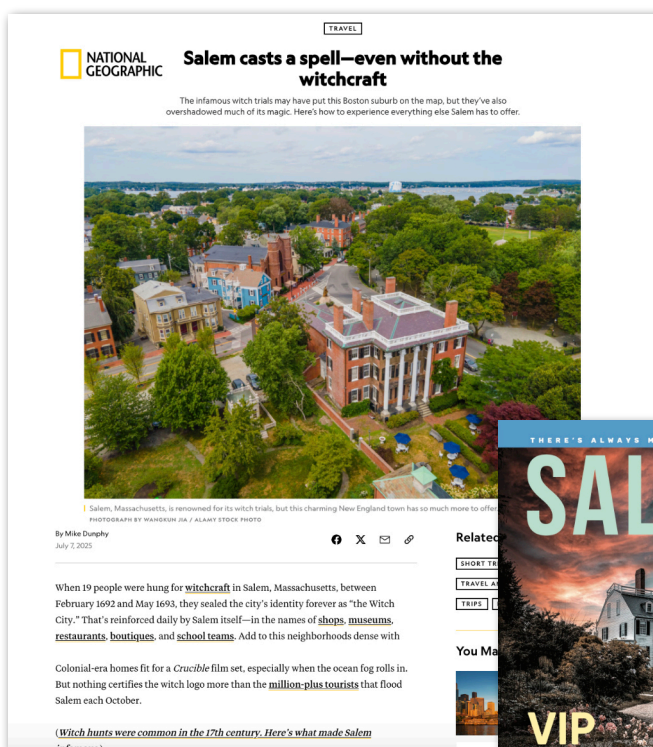
Public Relations

Public relations initiatives include:

- ▶ Press Releases
- ▶ VIP/Media Passes
- ▶ Familiarization tours
- ▶ Image request fulfillment

Press releases and links to recent media coverage can be viewed at salem.org/media-kit. 2025 coverage has included:

- ▶ *National Geographic*
- ▶ *The Boston Globe*
- ▶ *The Independent*
- ▶ *The New Zealand Times*
- ▶ *The Salem News*
- ▶ *WBZ News Radio*
- ▶ *Condé Nast*
- ▶ *WRKO-AM*
- ▶ *CBS News*
- ▶ *Just Luxe*
- ▶ *Patch*
- ▶ *WBUR*



PUBLICATIONS & ADVERTISING SPECIFICATIONS

SALEM VISITOR GUIDE & MAP

- Advertising due dates listed on the insertion order are firm.
- Listings in the Salem Visitor Guide include one full color, horizontal photograph, business name, address, telephone, website, and 225 characters of text. Listings exceeding 225 characters will be edited. *Please note:* Character counts do not include business name, address, website, or phone number.
- Enhanced listings in the Salem Visitor Guide will have a color block behind them to distinguish them from the other listings.
- Advertisements include 1-4 listings in the printed guide, on salem.org, and on the Destination Salem App. See Insertion Order for details.
- Listings on Salem.org (included with Salem Visitor Guide advertising) include one image, business contact information, social media links, and 600 characters of text.
- Listings on the Destination Salem App (included with all print listings) include a photograph and 600 character description. Listing images should be PNG or JPEG files, high resolution, and sized at approximately 1280x800 pixels.
- Destination Salem reserves the right to decline an ad, request changes, modify categories, text, and content as necessary. This guide is for the general public and ads must be geared for a family audience.
- *Please note:* Alphabetization of business names will not include pronouns or prepositions. "A Special Place" will be listed under "S," "The Greatest Tour" will be listed under "G."
- The calendar spread in the Salem Visitor Guide & Map features annual events, exhibits and special programs that are selected from the calendars on salem.org and the Destination Salem App.
To add your event for the website and app, please submit with the Event Submission link.

SALEM HAUNTED HAPPENINGS OFFICIAL VISITOR GUIDE & MAP

- The Haunted Happenings Insertion Order will be available in 2026.
- Listing - Horizontal image (1.5" wide x 1" tall) and 225 character description
- Large listings and above include one listing (600 characters and one image) on HauntedHappenings.org
- Calendar listings may be submitted for hauntedhappenings.org and the Destination Salem App. Haunted Happenings "Special Events" are paid listings in the guide.

TECHNICAL INFORMATION FOR BOTH BROCHURES

FULL COLOR AD FILE FORMATS

- Export ad as hi-res PDF/X-1a file. Must be CMYK, 300 dpi resolution. Embed all fonts.

PRINT AND ONLINE LISTING PHOTO

- Print listing photos should be horizontal format, 1.5" wide by 0.9" tall at 300 dpi resolution, CMYK.
- Online listing photos should be sized 2000 px wide by 1000 px tall, RGB.

MOBILE APP ADS

- PNG or JPEG files sized at 300 px wide by 250 px tall, will be placed on the home screen and in your category. App ad display order is randomized upon each new mobile app load.

Please note: Character counts do not include business name address, website, or phone number.*

*Destination Salem reserves the right to shorten listings that exceed stated character counts.

**Destination Salem reserves the right to decline an ad, request changes, modify categories, text, and content as necessary. These guides are for the general public and ads must be geared for a family audience.

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