



Truckee

.com

AN INSIDER'S GUIDE | 21



Truckee.com An Insider's Guide is a new quarterly magazine that builds upon the Base Camp for a Big Life brand. It provides information about Truckee through regular departments such as Explore Truckee, Play Outdoors, and Create a Big Life. Each issue will include interesting features that informs and conveys our unique mountain culture that makes Truckee an authentic and vibrant community.



The magazine will complement and encourage digital interaction with the newly redesigned Truckee.com website and entice readers to interact with the brand online.

Circulation + Distribution: 14,000 copies of this quarterly magazine will be printed seasonally. The magazine will be direct mailed to Truckee residences, as well as available through high-profile racks in Historic Downtown Truckee and at the Truckee California Welcome Center. Additionally, an online PDF version with hyperlinks to advertisers will be available for viewing or download by visiting Truckee.com.

PUBLICATION DATES:
Spring • Summer • Fall • Winter

JUST imagine
MARKETING and DESIGN

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Advertising is accepted at the discretion of the Truckee Chamber of Commerce and Just Imagine Marketing and Design.