



You don't need to sell Ulster County to the Luminary Media team; it's where our company has operated, thrived and played for 25 years. But how do you package that enthusiasm and passion—and broadcast it across the Eastern seaboard? We partnered with longtime client, Ulster County Tourism, to produce an award-winning publication.



OBSTACLE

New York State is not short on captivating activities, fabulous food, and quaint towns. So how do you pinpoint Ulster County as “the place” where visitors need to stop, shop, and explore?



SOLUTION

Deliver the very best Ulster County content possible. This led to a high-quality print publication: *The Ulster County Tourism Travel Guide*. Furthermore, utilize Luminary's existing distribution network to place the collateral in hundreds of key locations in order to reach Ulster-bound visitors. That enthusiasm carried well past the county borders... when we accepted a national publishing award.



PROCESS

After establishing collaborating with Ulster County Tourism on the ideal venues for feature stories, “quick hit” lists, stunning photography and illustrations, the Luminary production team designed the magazine with the traveler in mind. We tapped our network of leading writers and photographers who have a keen sense of local knowledge—reaching deep into the well to achieve excellent content. The end result was a visual cornucopia of “must see” locales, plus the experiences that stand to enhance one's spirit. This includes:

- Skydiving, rock climbing, hiking and kayaking
- Tasting locally grown foods, plus cider, beer and distilled spirits from Ulster County
- Cultural and historical sites, as well as year-round festivals and events